

BVMI half-year report:**The music industry in Germany continues to grow in the first half of 2026**

Berlin, 16 July 2026 – Industry revenue generated in Germany in the first half of 2026 from the sale of music on CDs, vinyl LPs and downloads, as well as from streaming, totalled 670 million euros (with retail turnover of 1,221 million euros). As the German Music Industry Association BVMI announced today, this represents an increase of 5.4 per cent compared with the same period last year. Once again, streaming was the driving force behind the positive market trend, with industry revenue in this sector rising by 5.5 per cent to now account for 84.4 per cent of total industry revenue. The split between physical (CDs and vinyl) and digital (streaming and downloads) sales in Germany now stands at 13.6 to 86.4 per cent at the mid-year point.

Growth in the physical market segment (+5.3 per cent) was also boosted by strong album releases in the first half of the year. Within this segment, vinyl grew by 9.8 per cent, reaching a 47.8 per cent share of the physical market. Vinyl has still not caught up with the CD, which also recorded a slight increase of 0.8 per cent.

Dr **Florian Drücke**, Chairman & CEO of BVMI: “The encouraging trend in the first half of the year underlines how increasingly important it is to reach particularly dedicated fans – the so-called ‘super fans’ – with special products and artist promotions, including in the physical sector. Apart from that, our members are currently very focused on the topic of ‘Music and AI’.” This area is about tapping into new business opportunities. When it comes to monetisation through individual licensing partnerships in the interests of all parties involved, the focus here is on the necessary transparency on the part of the providers. In this context, it is worth noting that last week our industry presented an international approach to the voluntary labelling of AI-generated content. In doing so, we are demonstrating once again that we, as an industry, are shaping this innovation.”

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**About the Federal Association of the Music Industry (BVMI):**

*The German Music Industry Association (BVMI) represents the interests of around 150 record producers and music companies, which account for a good 80 per cent of the German music market. The association advocates for the music industry's interests in German and European politics and serves as the public's central point of contact for the music sector. In addition to compiling and publishing market statistics, the BVMI's portfolio includes industry-related services. Since 1975, it has been awarding GOLD and PLATINUM certifications to the most successful artists in Germany; since 2014, it has also awarded DIAMOND certifications; and since 1977, the Official German Charts have been compiled on behalf of the BVMI. The PLAYFAIR initiative was launched in 2013 to guide consumers on the use of music online.*

Further information: [www.musikindustrie.de](http://www.musikindustrie.de)

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