

Music industry in Germany in the first half of 2024:

Streaming leads to further market growth

Berlin, July 23, 2024 - The market for recorded music in Germany continues to develop dynamically. As the German Music Industry Association (BVMI) announced today, a total of EUR 1.136 billion was generated from streams, CDs, downloads and vinyl from January to June 2024, an increase of 7.6 percent compared to the same period last year (H1 2023: EUR 1.056 billion according to the full-year financial statements for 2023). Demand for physical media fell significantly by 11.9 percent. CDs (-22.5%) still contributed 8.1 percent to total sales, while vinyl achieved a market share of 5.9 percent following renewed growth of 5.4 percent. The physical business – CDs, vinyl, DVDs and singles – now accounts for 14.7 percent of industry sales, while the digital market, which gained 11.9 percent, accounts for 85.3 percent. As in previous years, the driving force here continues to be income from audio streaming (+12.7%); downloads fell by 16 percent.

Dr. **Florian Drücke**, Chairman & CEO BVMI: “2024 is off to a good start, with the industry generating a total of EUR 1.136 billion in the first six months, 7.6 percent more than in the same period last year. The appeal of streaming services for music fans still continues to grow. Vinyl's sustained upward trend shows that the physical and digital worlds remain complementary and interact with each other. Fans listen to and use music in all ways, which, accordingly, the labels, as partners of the artists, have an integrated view of, offer and expand in order to constantly expand the digital value creation opportunities in the common interest.”

Drücke continues: “Especially in the context of generative AI, however, it is particularly important that we reach a fundamental, binding agreement that the existing content conceived, produced and financed by humans must not simply be sucked in and used by machines. Our industry is very clear here: the goal is a partnership. However, if the use takes place without the consent of the rights holders and, above all, without them participating in the value creation, we will not accept this. As we know, initial proceedings for clarification have been conducted in the USA.”

The chart on revenue shares can be found [here](#).



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