

ARGENTINA



April 2026

Population & Economy

48.1 mill Population **33.3** Median Age

GDP (PPP)

\$1,580 bill

GDP per capita (PPP)

\$32,820

Digital Penetration

90% Individuals Using the Internet

140 Mobile Subscriptions (per 100 people)

\$16.26 Digital Music Spend (per capita)

Streaming Consumption

88.1% Weekly Music Streaming Users

30% Monthly Paying Streamers

9 h 31 min Weekly Music Streaming Time

Top 5 Social Media



Top Streaming Platforms (alphabetical)



Spotify Subscription

ARS 3,299 / \$2.39

(+ taxes / \$ conversion at date of report)

Recorded Music Revenues

25 Global Rank

\$138.7 mill
ARS 191,111 mill

70.7% Year-on-Year

73% Streaming

Independent Association

A.S.I.Ar
ASOCIACIÓN DE SELLOS INDEPENDIENTES DE ARGENTINA

Collecting Societies



Producers



Artists



Songwriters

€74 mill

Music Publishing Collections

Copyright Law

Law No. 11.723 of September 30, 1933, on Legal Intellectual Property Regime (Copyright Law, as amended up to Law No. 27.588 of December 16, 2020)

Top Independent Labels (alphabetical)

Acqua Records
Dale Play Records
EPSA Music
Leader Music
MOJO
Pirca Records
S-Music
among others

Other Data

Latin America's third-largest economy has a diverse musical heritage shaped by its rich local culture and European immigration. Since the 1970s, Argentine rock has fundamentally influenced Spanish-speaking Latin rock. Today, genres like tango, folklore, rock, pop, urban, electronic, metal, reggae, cumbia, jazz, and classical coexist through constant fusion. The country's developed live ecosystem features major festivals (Lollapalooza, Ultra, Quilmes Rock, Cosquin Rock, Baradero Rock, Tango, and Jazz) plus 400+ regional events like Jesús María, Cosquin, Villa María, and Corrientes Carnivals. While Buenos Aires hosts conferences like MICA, BAFIM, and the Gardel Music Awards, Córdoba, Rosario, and Mendoza drive significant local movements. Digital connectivity is high with 20% crypto adoption (double the global average) ranking it top 20 globally. BTC is common for daily payments and used as payment method by 3 out of 4 remote workers. Telegram, X, and Discord are widely used, coupled with strong development of the Gaming and E-Sports Communities centered around Twitch and Fortnite, placing the country among leading nations with a strong presence in music projects developed within these ecosystems as well as in Web3. Despite financial volatility, the music market shows a 115.6% CAGR (2020-2025), notably physical sales growing by 60.2% (vinyl) and 50.6% (CDs) YoY.

Sources: IMF, UN, ITU, Data Reportal, Spotify, IFPI, CAPIF, WIN, ASIAr, Chartmetric, WIPO. Latest year/period available.