

KEY FINDINGS



THE GLOBAL INDEPENDENT RECORD LABEL SECTOR



INDEPENDENT RECORD LABELS



HAVE SIGNIFICANTLY HIGHER MARKET SHARE IN STREAMING THAN IN PHYSICAL, IN VIRTUALLY EVERY COUNTRY



HAVE MORE OPPORTUNITY IN THE DIGITAL LANDSCAPE ESPECIALLY IN STREAMING



ARE CHARACTERISED BY DIVERSITY



HAVE AN AVERAGE OF 40 ARTISTS

and provide a crucial platform for artists that do not fit the major label model but deserve an audience beyond DIY platforms.

INTERNATIONAL

IS BECOMING INCREASINGLY IMPORTANT TO INDEPENDENT LABELS, ACCOUNTING FOR



OF LABEL REVENUE

Most independent labels do not have the international infrastructure needed to compete globally, and so

72% USE INTERNATIONAL DISTRIBUTORS

52% USE MAJOR OR MAJOR-OWNED DISTRIBUTORS



There is a hugely diverse range of national market share trends with independent label shares ranging from:





GLOBAL MARKET BASED ON OWNERSHIP

37.6%

INDEPENDENT
RECORD LABEL
MARKET SHARE

7

WITH MORE THAN
\$100MILLION
INDEPENDENT
REVENUE

\$5.6

TOTAL REVENUE
(BILLIONS)

\$2.6

TOTAL DIGITAL
REVENUE
(BILLIONS)

\$2.3

TOTAL PHYSICAL
REVENUE
(BILLIONS)

\$700

TOTAL OTHER
REVENUES
(MILLIONS)

\$1.1

DOWNLOAD
REVENUE
(BILLIONS)

\$1.1

STREAMING
REVENUE
(BILLIONS)

\$400

OTHER DIGITAL
REVENUES
(MILLIONS)