

# Music & Digital Audio Intelligence Service

## Part of the Media & Entertainment Service Area Package

In-depth analysis of the different music industry sectors, including recorded, publishing, rights and royalty collections, digital retailing and live, as well as the burgeoning market for podcasts and audiobooks.

“ The consumption of audio entertainment has changed dramatically over the last 10 years. Markets previously lost to rights holders are opening up with new forms of distribution driving growth in consumer listening ”

**Simon Dyson**

Senior Principal Analyst

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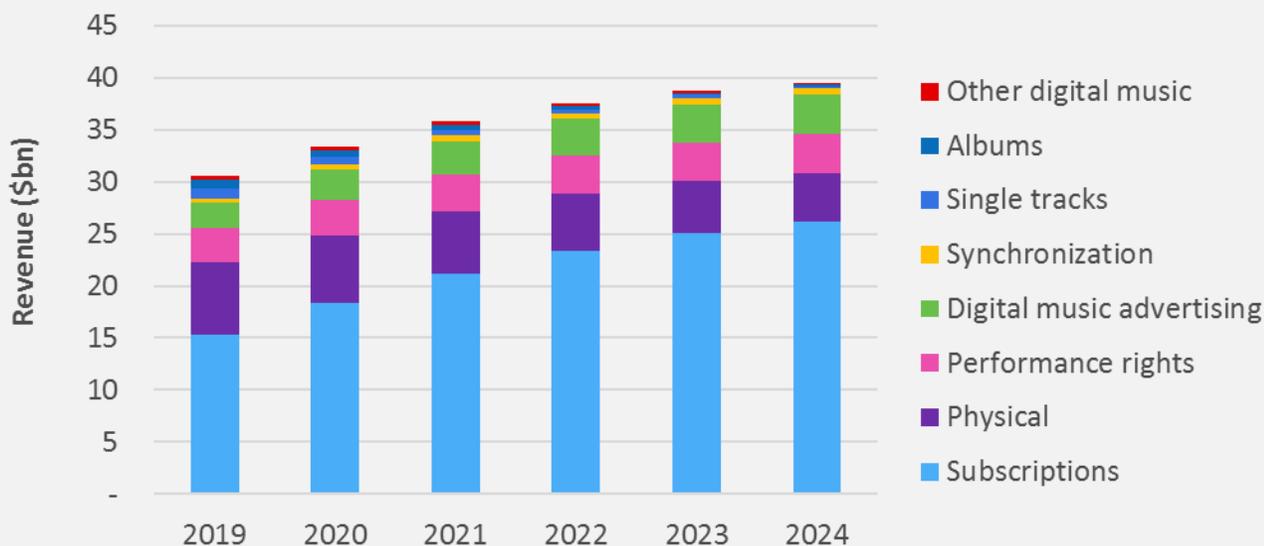
## HOW OMDIA HELPS YOU

- Detailed reports for the top 20 music markets with analysis of recorded-music sales, major label market shares, retailing and rights collections.
- Regularly published research notes examining current and future issues affecting the different industry sectors.
- Five year music, podcast and audiobook forecasts.

## KEY QUESTIONS ADDRESSED

- Which of the three major music companies (recorded and publishing) registered the biggest change in global market shares last year?
- How have rights collections changed given the rise in digital access in recent years?
- What is the potential for podcasts going forward and which distribution companies are making most of the running?
- Are emerging markets living up to their name or do the same small number of countries continue to dominate global music sales?
- What is the total addressable market size for music and audio subscription services and what happens when we hit saturation point?

Global recorded-music revenue by metric



# Music & Digital Audio: Meet the Analysts



**Simon Dyson**  
Senior Principal Analyst



**Georgina Howes**  
Senior Consultant

# Music & Digital Audio: Deliverables



## NEWSLETTER

—Fortnightly—

Music & Copyright details global copyright and legal issues affecting the music industry. The newsletter provides insightful, accurate analysis of music industry news and views as well as a range of data and statistics and independently determined recorded-music and music publishing market shares.



## REPORTS

—Annual—

Country Reports: In-depth reports on all aspects of 20 of the world's leading music markets. Big Picture Report: Annual analysis of the prospects for the global recorded-music industry with five-year revenue forecasts. Trends to Watch: report detailing industry trends for music, podcasts and audiobooks.



## DATA

—Annual—

Recorded-music retail sales forecasts for 67 markets as well as average revenue and year-end on-demand audio subscriptions by county. Streaming service market shares for the biggest players. User and revenue forecasts for podcasts in the 20 biggest markets. Soon to be added – five-year revenue forecasts for audiobooks.

# Music & Digital Audio: Market Data

## Recorded-Music Retail Sales and Subscription Forecasts

National, regional and global recorded-music retail forecasts segmented by all of the main formats, as well as music subscription totals.

### DETAILS

**Frequency:** Annual

#### Measures

- Retail revenue
- Average subscriptions
- Year-end subscriptions
- Average revenue per subscription

#### Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific (China, Japan, Rest of APAC)
- Latin America (including Mexico)

### COVERAGE

#### Recorded-music

- Digital (subscriptions, advertising, downloads, mobile personalization)
- Physical formats
- Performance rights
- Synchronization
- Subscriptions

## Podcast Market Forecasts

National, regional and global forecasts for podcasts split by monthly listeners and advertising revenue.

### DETAILS

**Frequency:** Annual

#### Measures

- Monthly listeners
- Advertising revenue

#### Regions

- Worldwide
- North America (US, Canada)
- Europe, the Middle East, Africa
- Asia and the Pacific (China, Japan, Rest of APAC)
- Latin America (including Mexico)

### COVERAGE

#### Podcasts

- Number of people who have listened to at least one podcast in the last month.
- All revenue generated from advertising carried within podcasts, whether directly embedded in the audio file or dynamically inserted.

# Music & Digital Audio: Reports, Statistics and Analysis

## Industry Trends and Analysis

Ongoing analysis of all music industry trends and developments with insights into the changing nature of content distributions and consumption.

**Frequency:** Fortnightly

Included in the Intelligence Center is the Music & Copyright newsletter, which covers global and legal issues affecting the music industry. The newsletter delivers insightful and accurate analysis of music industry news and views and provides independently determined market share figures not available from any other source.

### Contents

- Five research notes examining current industry topics
- Full analysis of music industry statistics and financials
- A round up of the latest music industry news
- Country reports detail aspects of the different music industry sectors (recorded-music, retail, market shares, retailing, rights collections, and live).

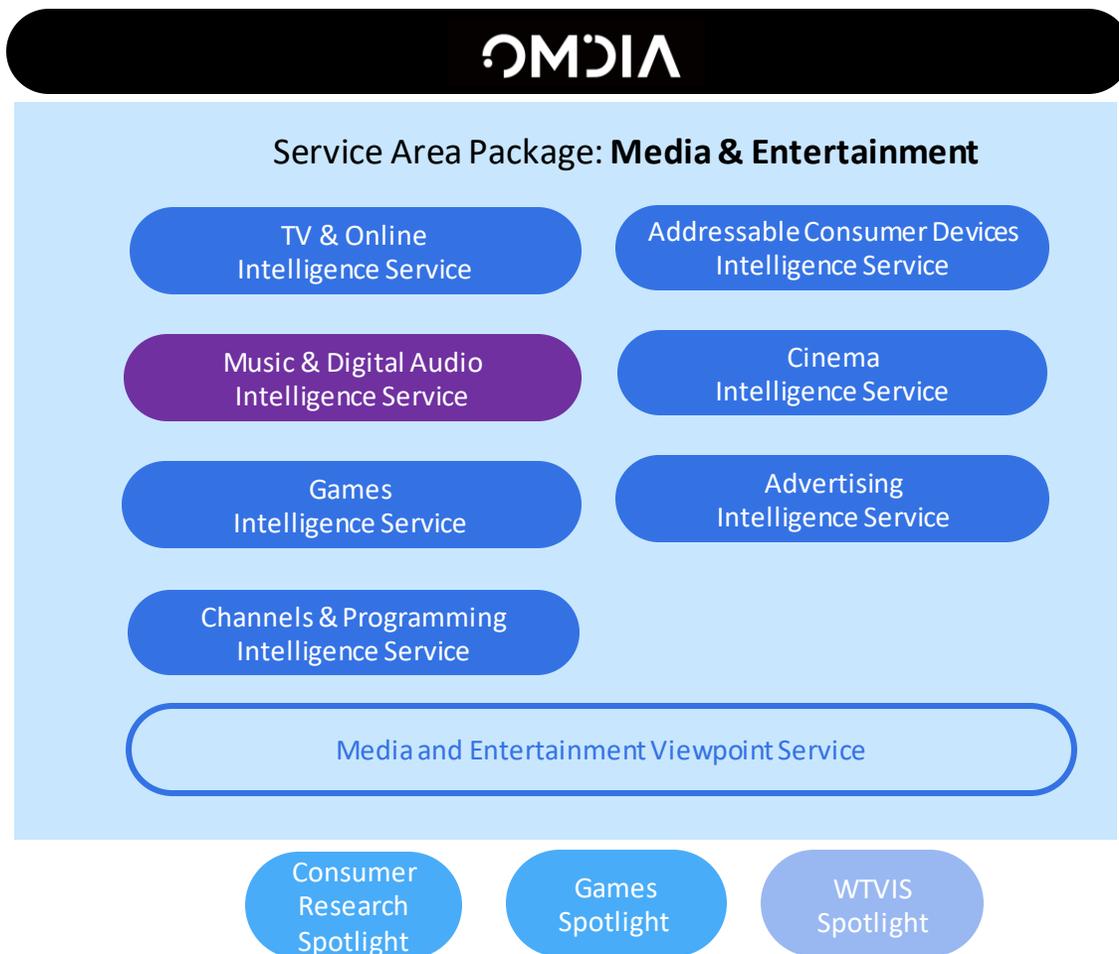
## Future of Music Series of Reports

Provides insight into how the different sectors of the music industry are set to change over the next few years.

**Frequency:** Annual

A series of five reports detailing burgeoning sectors of the music industry that are enabling additional revenue growth in addition to the traditional selling of music. The licensing of music for use by non-traditional music companies has opened up new revenue streams for music companies and rights holders – the report series assesses each of these streams and details the likely prospects for growth.

# Related Content: Media & Entertainment Service Area Coverage



## About Omdia’s Media & Entertainment Research

Omdia’s Media & Entertainment portfolio provides forecasts, consumer survey data, competitive analysis and qualitative insights about the world’s largest, fastest-growing and dynamic markets. The team’s coverage provides a joined-up view of unrivalled depth and breadth across the sector’s most important geographies, technologies and companies.

Clients receive access to a team of over 35 analysts, each with specialized expertise and organized to address critical intersections in the rapidly converging media and entertainment market. The team is supported by an array of Omdia colleagues specializing in adjacent domains, such as mobile, broadband, devices, cloud, digital consumer services and media delivery.

# Music & Digital Audio: Migration to a New Product

Relevant to **Music & Copyright** newsletter subscribers

## BENEFITS AND FEATURES OF NEW SERVICE

**Current subscribers will continue to receive access to the Music & Copyright newsletter. There are only advantages to the new Omdia product.**

- Current Music & Copyright subscribers now receive a PDF copy of the newsletter and search archive of research notes, statistics and country report from the last two years' issues. Subscribers will continue to receive the same.
- New in the IS format: Subscribers will have access to other music data products and other Omdia related market insights. Current music data products planned include recorded-music retail sales and music subscription forecasts. We also produce a biannual telco/digital music service bundling tracker. Podcast forecasts will also be included in the IC as well as audiobooks.

# Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

## Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



**Tom Coate**  
Customer Success  
Manager



**Kâren Dyer**  
Customer Success  
Manager



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### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.