

# Music and Digital Audio Intelligence Service

Gain a strategic edge in music and digital audio with in-depth insights on recorded music, podcasts and audiobooks to track trends and seize growth opportunities.

## Key Questions Answered

- Which major music companies are seeing the most significant shifts in market share?
- How have rights collections evolved with the rise of digital access?
- What is the growth trajectory of podcasts and audiobooks, and who are the leading players?
- Are emerging markets contributing to global music sales or are dominant regions retaining their lead?
- What is the addressable market for music and audio subscription services, and how will saturation impact growth?
- How does spending on audiobooks compare with recorded music and podcasts?

## What We Offer

- Detailed reports on recorded music sales, rights collections, major label market shares and retail trends in the **top 20** music markets
- **5-year** projections for recorded music, podcasts, audiobooks and radio ads revenues
- Insights into evolving business models, distribution strategies and emerging growth opportunities across the digital audio ecosystem
- Regularly updated data on music company performance, streaming service market shares and subscription trends
- Expert analyst support via our **Ask an Analyst** service to provide tailored insights



**Simon Dyson**

*Senior Principal Analyst*

*Music & Digital Audio*



**Georgina Howes**

*Principal Consultant*

*Music & Digital Audio*

**SPEAK WITH OUR EXPERTS**

# Tune into the latest trends and navigate the new wave of growth

## Key Deliverables



### Global Market Data

Annual forecasts for recorded music retail sales, average subscription revenues, streaming service market shares, podcast user trends, and audiobook revenues across **67** markets globally.



### High Quality Reports

Regularly published reports covering the global music landscape, including big-picture trends, country analysis, and emerging opportunities in podcasts and audiobooks.



### Fortnightly Newsletter

The Music & Copyright newsletter delivers legal and industry insights, independently verified market shares and timely analysis of current events shaping the music industry.



### Analyst Commentary

Continuous expert insights on market developments, supported by personalized responses to urgent and unique client queries.

## Scope of Work

### Recorded Music and Digital Audio Data:

Track global, regional, and national trends in recorded music sales, including streaming and physical formats, along with rights and royalty collections.

### Audiobooks and Podcast:

Comprehensive forecasts on audiobook revenues and listeners, as well as podcast user growth and monetization trends by region.

### Radio Advertising Revenues:

Analyze advertising revenue from traditional, satellite, and streaming radio platforms, with annual updates on net revenues across global markets.

### Industry Trends and Macro Analysis:

Detailed examination of digital audio distribution, cost-of-living impacts on consumption, and the fastest-growing regions and services.

### Digital Audio Forecast Report:

Annual insights into monetization strategies, competitive dynamics, and growth drivers in the digital audio space.

[EXPLORE OUR LATEST REPORTS](#)



# Disclaimer

The Omdia research, data and information referenced herein (the “Omdia Materials”) are the copyrighted property of TechTarget, Inc. and its subsidiaries or affiliates (together “Informa TechTarget”) or its third-party data providers and represent data, research, opinions, or viewpoints published by Informa TechTarget, and are not representations of fact.

The Omdia Materials reflect information and opinions from the original publication date and not from the date of this document. The information and opinions expressed in the Omdia Materials are subject to change without notice and Informa TechTarget does not have any duty or responsibility to update the Omdia Materials or this publication as a result.

Omdia Materials are delivered on an “as-is” and “as-available” basis. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness, or correctness of the information, opinions, and conclusions contained in Omdia Materials.

To the maximum extent permitted by law, Informa TechTarget and its affiliates, officers, directors, employees, agents, and third-party data providers disclaim any liability (including, without limitation, any liability arising from fault or negligence) as to the accuracy or completeness or use of the Omdia Materials. Informa TechTarget will not, under any circumstance whatsoever, be liable for any trading, investment, commercial, or other decisions based on or made in reliance of the Omdia Materials.