

IL MERCATO DISCOGRAFICO ITALIANO 2024

MUSIC REVENUES (€ MILLION, TRADE VALUE)	2024	2023	Δ 2024/2023
Subscription audio streaming	204.9	174.9	+17.1%
Ad-supported audio streaming	50.5	50.3	+0.4%
Video streaming	52.7	46.2	+14.1%
TOTALE STREAMING	308.1	271.4	+13.5%
Download	3.9	4.5	-12.7%
Mobile & other digital	0.2	0.2	+2.0%
TOTALE DIGITALE	312.2	276.1	+13.1%
Vinile	38.9	36.4	+6.8%
Cd	21.9	25.8	-15.1%
Other audio	0.3	0.2	+61.7%
Music video	0.2	0.2	-7.7%
TOTALE FISICO	61.3	62.6	-2.1%
TOTALE FISICO & DIGITALE	373.5	338.7	+10.3%
Diritti connessi	74.8	72.8	+2.6%
Sincronizzazioni	12.9	13.6	-4.8%
TOTALE MERCATO	461.2	425.1	+8.5%

MERCATO MUSICALE ITALIANO 2023

MUSIC REVENUES (€ MILLION, TRADE VALUE)	2023	2022	Δ 2023/2022
Subscription audio streaming	191.401	161.619	+18,4%
Ad-supported audio streaming	54.610	47.916	+14%
Video streaming	41.581	37.933	+9,6%
TOTALE STREAMING	287.591	247.468	+16,2%
Download	4.546	5.157	-11,8%
Mobile & other digital	0.162	0.118	+36,9%
TOTALE DIGITALE	292.300	252.744	+15,7%
Vinile	37.454	30.136	+24,3%
Cd	24.177	23.291	+3,8%
Other audio	0.157	0.373	-57,9%
Music video	0.193	0.357	-45,9%
TOTALE FISICO	61.982	54.158	+14,4%
TOTALE FISICO & DIGITALE	354.282	306.901	+15,4%
Performance rights	72.828	51.079	+42,6%
Synchronisation	13.566	13.106	+3,5%
TOTALE MERCATO	440.676	371.087	+18,8%

MKT IT 2020

2020 vs 2019

Music Revenue (€ Million,
Trade Value) - Dato IFPI

CDs

Vinyl

Other Phy

Total Physical

Subscription audio streams
income

Ad-Supported audio streams
income

Video streams income

Total Streaming

Download

Mobile

Total Other Digital

Total Digital

Total MKT PHY + DIGITAL

Performance Rights

Synch

TOTAL MKT

	2020	Share Total Phy & Digital	Share Total MKT	2019	Share Total Phy & Digital	Delta
CDs	24.156			37.240,5		-35,14%
Vinyl	15.026,7			14.659,5		2,5%
Other Phy	883,7			1.492,9		-40,81%
Total Physical	40.066,4	19%	15%	53.392,9	28%	-24,96%
Subscription audio streams income	104.541,2			80.558,6		29,77%
Ad-Supported audio streams income	38.895,4			29.558,4		31,59%
Video streams income	22.553			18.046,4		24,97%
Total Streaming	165.989,6	78%	64%	128.163,4	67%	29,51%
Download	6.380,4			8.695,9		-26,63%
Mobile	105,1			222,4		-52,74%
Total Other Digital	6.485,5	3%	3%	8.918,3	5%	-27,28%
Total Digital	172.475,1	81%	67%	137.081,7	72%	25,82%
Total MKT PHY + DIGITAL	212.541,5		82%	190.474,6		11,59%
Performance Rights	38.434,4		15%	55.976,6		-31,34%
Synch	7.595		3%	8.443,7		-10,05%
TOTAL MKT	258.570,9			254.894,91		1,44%

MKT IT 2021

2021 vs 2020

Music Revenue Dato IFPI

	2021	2020	DELTA
Singles	450.470	250.705	79,68%
Vinyl	26.896.293	15.026.713	78,99%
CD	26.718.242	24.156.023	10,61%
Other audio	686.445	198.531	245,76%
Total album	54.300.980	39.381.267	37,89%
Music video	489.563	434.500	12,67%
Total Physical	55.240.986	40.066.471	37,87%
Download	5.224.007	6.380.370	-18,12%
Mobile & other	81.848	105.112	-22,13%
Subscription audio streams income	141.717.531	104.541.241	35,56%
Ad-Supported audio streams income	33.763.282	40.218.559	-16,05%
Video streams income	32.984.980	22.553.021	46,26%
Total Streaming	208.465.793	167.312.822	24,60%
Total Digital	213.771.648	173.798.304	23%
Total PHYSICAL & DIGITAL	269.012.634	213.864.775	25,79%
Synchronization	10.355.870	7.595.060	36,35%
Performance Rights	52.731.772	38.434.402	37,20%
TOTAL MKT	332.100.276	259.894.237	27,78%

MKT IT 2021

2021 vs 2020

**Music Revenue (€ Million,
Trade Value) - Dato IFPI**

	2021	2020	DELTA
Singles	450,5	250,7	79,68%
Vinyl	26.896,3	15.026,7	78,99%
CD	26.718,2	24.156	10,61%
Other audio	686,4	198,5	245,76%
Total album	54.300,1	39.381,3	37,89%
Music video	489,5	434,5	12,67%
Total Physical	55.240,1	40.066,5	37,87%
Download	5.224	6.380,4	-18,12%
Mobile & other	81,8	105,1	-22,13%
Subscription audio streams income	141.717,5	104.541,2	35,56%
Ad-Supported audio streams income	33.763,3	40.218,6	-16,05%
Video streams income	32.984,1	22.553	46,26%
Total Streaming	208.465,8	167.312,8	24,60%
Total Digital	213.771,6	173.798,3	23%
Total PHYSICAL & DIGITAL	269.012,6	213.864,8	25,79%
Synchronization	10.355,9	7.595	36,35%
Performance Rights	52.731,8	38.434,4	37,20%
TOTAL MKT	332.100,3	259.894,2	27,78%

MKT IT 2022

2022 vs 2021

**Music Revenue (€ Million,
Trade Value) - Dato IFPI**

	2022	2021	DELTA
Vinyl	30.136	26.969	11,7%
CD	23.291	27.216	-14,4%
Other audio	373	687	-45,7%
Music video	357	490	-27%
Total Physical	54.158	55.362	-2,2%
Download	5.156	5.247	-1,7%
Mobile	120	82	47%
Subscription audio streams income	161.722	142.222	13,7%
Ad-Supported audio streams income	48.021	35.249	36,2%
Video streams income	37.976	33.042	14,9%
Total Streaming	247.719	210.513	17,7%
Total Digital	252.995	215.842	17,2%
Total PHYSICAL & DIGITAL	307.153	271.203	13,3%
Synchronization	13.106	10.361	26,5%
Performance Rights	51.079	52.732	-3,1%
TOTAL MKT	371.338	334.296	11,1%

MKT IT 2023

2023 vs 2022

**Music Revenue (€ Million,
Trade Value) - Dato IFPI**

Vinyl
CD
Other audio
Music video
Total Physical

2023	2022	DELTA
30.136	26.969	11,7%
23.291	27.216	-14,4%
373	687	-45,7%
357	490	-27%
54.158	55.362	-2,2%

Download
Mobile
Subscription audio streams income
Ad-Supported audio streams income
Video streams income
Total Streaming
Total Digital

5.156	5.247	-1,7%
120	82	47%
161.722	142.222	13,7%
48.021	35.249	36,2%
37.976	33.042	14,9%
247.719	210.513	17,7%
252.995	215.842	17,2%

Total PHYSICAL & DIGITAL

307.153	271.203	13,3%
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Synchronization

13.106	10.361	26,5%
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Performance Rights

51.079	52.732	-3,1%
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TOTAL MKT

371.338	334.296	11,1%
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