

# MERCATO DISCOGRAFICO ITALIANO H1 2025

| MUSIC REVENUES<br>(€ MILLION, TRADE VALUE) | H1 2025      | H1 2024      | Δ 2025/2024   |
|--------------------------------------------|--------------|--------------|---------------|
| Subscription audio streaming               | 113.3        | 100.6        | +12.7%        |
| Ad-supported audio streaming               | 24.6         | 24.0         | +2.6%         |
| Video streaming                            | 28.4         | 26.8         | +5.9%         |
| <b>TOTALE STREAMING</b>                    | <b>166.4</b> | <b>151.4</b> | <b>+9.9%</b>  |
| Download                                   | 1.9          | 2.0          | -5.1%         |
| Mobile & other digital                     | 0.06         | 0.07         | -6.9%         |
| <b>TOTALE DIGITALE</b>                     | <b>168.4</b> | <b>153.5</b> | <b>+9.7%</b>  |
| Vinile                                     | 21.9         | 18.7         | +17%          |
| Cd                                         | 11.0         | 10.6         | +4.7%         |
| Other audio                                | 0.17         | 0.15         | +10.7%        |
| Music video                                | 0.21         | 0.08         | +168.7%       |
| <b>TOTALE FISICO</b>                       | <b>33.3</b>  | <b>29.5</b>  | <b>+13%</b>   |
| <b>TOTALE FISICO &amp; DIGITALE</b>        | <b>201.6</b> | <b>183.0</b> | <b>+10.2%</b> |
| Synchronisation                            | 6.5          | 6.8          | -4.5%         |
| <b>TOTALE MERCATO</b>                      | <b>208.1</b> | <b>189.7</b> | <b>+9.7%</b>  |