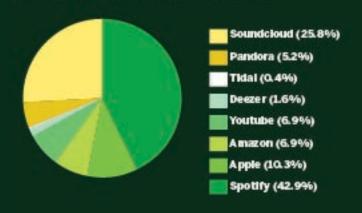
# THE DIGITAL ERA OF MUSIC

#### THE RACE TO THE TOP: STREAMING SERVICES WITH THE MOST USERS

This chart displays the realtive popularity of various music streaming platforms because on user share. It helps to provide a visual comparsion of how many users each service attracts, helping to identify which platforms dominate the marketand which have smaller, niche audiences.

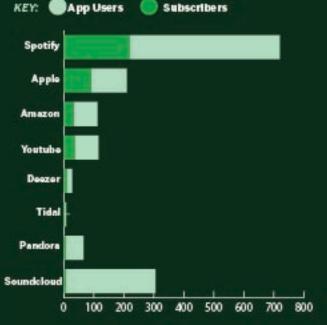
PERCENTAGE OF SUBSCRIBERS WHO USE CSERVICES
PERCENTAGE IS BASED ON COMPETITORS LISTED



## THE BREAKDOWN: PAYING FOR MUSIC

This chart breaks down how users interact with each major music platform, showing which services are used more for streaming and which have stronger subscription bases. Streaming intalls not paying for for a subscription to your chosen service.

MUSIC PLATOFORMS SUBSCRIBERS VS STREAMERS NUMBERS ARE BYTHE MILLION

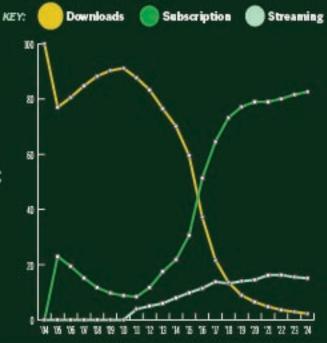




#### THE TAKEOVER OF SUBSCRIPTION SERVICES

Depicting trends from 2004 to 2024, this chart shows how consumer prefences have transitioned from downloads to streaming and subscriptions, significantly altering the music industry's revenue landscape.

USERS WHO DOWNLOAD, SUBSCRIBE, AND STREAM MUSIC NUMBERS ARE BY THE MILLION



### **QUICK FACTS:**

- Music streaming makes up 84% of the music industry revenue
- -The music industry grew by over 10% last year
- -The music's streaming's global revenue sits at \$17.5 billion
- Over 600 million are subscribed to a streaming platform.