



COMMERCIAL FUNCTION OF IP

THE STREAMING ECONOMY

US

80% streaming share of total revenues

60 million streaming subscriptions

GLOBAL

+ 32.9% (paid streaming revenues)

+ 46.9% (streaming share of revenues)

50 countries where streaming over 50% of total

THE MUSIC ECONOMY

INVESTING IN MUSIC:
NEW ARTISTS SIGNED
BY MAJOR LABELS

2014



2017



THE MODERN ARTIST-LABEL PARTNERSHIP



THE US ECONOMY

\$143 billion - Music's Contributions to US GDP

\$80 billion - US IP Licensing Trade Surplus

1.9 million - US Jobs Supported by Music

157,189 - US Music Businesses

141,866 - US Royalty Recipients

1.17 million - US Songwriters

THE DIGITAL ECONOMY

MUSIC IS MORE POPULAR THAN EVER

Listening to On-Demand Streams Has Increased



Growth of Time Spent Listening to Music



per week listening to music



MUSIC IS THE SOCIAL MEDIA STAR

Top Five Categories of Celebrities or Public Figures Followed

MUSICIANS

57%

ACTORS/ACTRESSES/TV OR MOVIE STARS

50%

PROFESSIONAL ATHLETES

35%

REALITY TV STARS

30%

POLITICIANS/
POLITICAL FIGURES

25%

#1 Justin Bieber | 299,721,605



106M
 116M
 76M

#2 Taylor Swift | 275,821,128



84M
 120M
 71M

#3 Selena Gomez | 273,570,716



58M
 154M
 610M



THANK YOU