



For Immediate Release

DiMA: New Streaming Industry Annual Report Shows a Thriving and Innovative Recorded Music Sector

Washington, DC (April 16, 2018) – The [Digital Media Association \(DiMA\)](#), representing the leading music streaming services, released its inaugural Streaming Forward report on the state of the music industry. The report was authored in conjunction with widely-respected data analysis firm [MIDiA Research](#).



The [report](#) shows that subscription streaming revenue grew by an astounding 63 percent in 2017. Both subscription and ad-based revenues continue to rise, as well as music publisher revenue.

The report also found that playlists are the biggest driver of how listeners engage with the music they love. Nearly 60 percent of consumers create their own playlists, with almost a third of consumers sharing their playlists with others.

Digital streaming services provide artists with the tools to build their fan bases in new, compelling ways. Whether it's through machine learning-curated suggestion playlists, or built-in tools that allow for direct artist-to-fan engagement and increased transparency for artists, streaming is empowering creators like never before.

The future for streaming in the music industry is bright. The report predicts that the number of streaming service subscribers will almost double by 2025 to 90.1 million individuals.



The full report can be found at dima.org.

In addition to the report, DiMA CEO Chris Harrison, released the following statement:

"Our Streaming Forward report confirms a trend we've witnessed for a few years now – streaming has literally saved the music industry. After two decades of declining revenue, 2017 was the third consecutive year of revenue growth, driven by an upsurge in digital music consumption.

"Streaming offers a better value for consumers – who enjoy greater access and more choices, as well as to creators – who are seeing more money in their pockets as they connect with their audiences in new engaging ways. It has also brought a better value to copyright owners – who saw a music industry in decline revived by the streaming revolution.

"The findings in the report demonstrate how forward-looking public policies can unlock the power of innovation to improve the lives of consumers, creators and copyright owners alike. Streaming services are helping to drive the industry, so understanding their contributions to the market and how it drives consumer behavior is more important than ever. The arguments of the past are over. It is time to unite and embrace the promise of the streaming future."

Mark Mulligan from MIDiA Research said the following about the report:

"MIDiA is proud to partner with DiMA on its inaugural Streaming Forward report. Digital distribution, and streaming in particular, has been transforming music business in recent years. The year 2017 saw digital content revenues and audiences accelerate across the board with DiMA members at the forefront of this wave of growth in the U.S.

"We hope you find this report as interesting as we found the research we conducted when compiling it and that it provides you with a clear sense of the vibrant foundations that have been laid for what promises to be another stellar year for digital media in 2018."

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About DiMA:

DiMA, the Digital Media Association, is the voice of the streaming industry. Promoting innovation and investment policy, uniting creators, copyright owners, and consumers with technology services that bring more choice and competition, greater access and lower prices.

DiMA members include: Amazon, Apple, Microsoft, Napster, Pandora, Spotify and YouTube.
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