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**Music Streaming Hits New Milestones: Nearly 100 Million
Subscribers in U.S. and \$10 Billion+ In Revenues**

*Streaming puts music industry on stronger footing, laying a foundation for
record growth: new report*

Washington, D.C. – Streaming continues to power the music business, with multiple new milestones achieved in the United States, according to new research: 99 million streaming subscribers, 117 million users of advertising-supported services, and **more than \$10 billion in revenues generated for the broader music industry**. According to the new *Streaming Forward* report by market-leading research firm MIDiA Research and commissioned by the Digital Media Association (DiMA), the music industry is on track to achieve all-time highs for growth and revenue over the next five years as the streaming revolution continues to drive the industry forward and connects more fans to more music than ever before in history.

Streaming Forward highlights how essential streaming has become to the music industry and how that benefits artists, songwriters, fans, copyright holders, and the entire music industry. With total music streams reaching the one trillion mark in 2019 and expected to continue to grow as artists and fans utilize new technologies and embrace new listening options, streaming will continue to serve as the foundation for future industry success.

“This report illustrates the enduring appeal of streaming to fans and its larger contributions to the music economy. The connection between fan, artist, song and platform is powerful,” said **Garrett Levin, CEO of the Digital Media Association (DiMA)**. “At the same time, I firmly believe we must recognize these are uncertain times and we should approach the future with caution and humility, and an understanding that our collective futures are intertwined.”

Big Trends Right Now:

- Streaming generates **\$28.2 million every day** — accounting for 80% of the music industry’s revenue
- At the end of 2019, there were 87.2 million streaming music subscriptions in the U.S. and 99 million subscribers
- 215.7 million people in the United States streamed music in 2019 (116.7 million users of advertising-supported services and 99 million subscribers)
- U.S. streaming revenue makes up **77.4% of total recorded music industry revenue**, up from 72% in 2018
- In 2019, overall **streaming revenues in the US increased by 21% over 2018 totals to \$10.3 billion**
- **71 million smart speaker users in 2019** — which **quadrupled in just two years**
- Podcast listenership is booming with **21% of fans listening every month** — up from 13% in 2018

What’s Next:

- **Two-thirds of fans listen to music in the car on a monthly basis** – more than twice the proportion who listen to music at home on speakers, and significantly higher than the 58% who listen to music regularly on their phones
- In the second quarter of 2020, **43% of smart speaker listeners exceeded 6 hours of music listening each week.**
- Direct marketing tools for artists are on the rise — from Spotify’s Creator Marketplace to Pandora’s AMP — allowing artists to take control of their marketing and speak more directly to their fanbases

“Today’s music fan wants to listen to whatever music they want, wherever and whenever they want it, and thanks to the continuous innovations of streaming services, artists and songwriters can deliver that music directly to listeners whether it be in person, on the go, or wherever they are at that moment,” Levin said.

“The result: a music industry that has returned to strong annual growth that benefits everyone, buoyed by the continued growth of consumer-friendly streaming choices that now account for more than three-quarters of total industry revenue,” he said.

About Digital Media Association (DiMA)

Representing the world’s leading music streaming companies, DiMA’s mission is to promote and protect the ability of music fans to engage with creative content whenever and wherever they want and for artists to more easily reach fans and make new ones. Streaming technology has transformed the music industry, creating a rapidly growing economic engine that fuels both the present and future of music listening and artist creation. DiMA will continue to fight to ensure that progress for consumers, artists, and the entire music ecosystem is protected and expanded. www.DiMA.org

About MIDiA Research

MIDiA Research is a unique analysis and data service focused on the intersection of technology and content. It leverages multi-country consumer data, market forecasts and other proprietary data tools to provide unrivaled insight into the rapidly changing global digital content markets. Our coverage includes music, online video, mobile content and paid content strategy. *For more details, please visit www.midiaresearch.com.*

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