

## BVMI: Mid-Year Revenue Trend Report 2022

### **Stable momentum: German Music Industry able to continue growth**

Berlin, August 11, 2022 – The music industry in Germany generated total sales of 967 million Euros<sup>1</sup> in the first six months of this year, an increase of 5.5 percent compared to the same period last year. This was announced today by the Bundesverband Musikindustrie (BVMI – German Federal Association of the Music Industry). The strongest format on the market remains audio streaming, which, after further growth (+9.1%), now accounts for 73.3 percent of total sales. This means that 80.2 percent of revenues from music sales in Germany are now generated digitally, with downloads contributing only 2.4 percent of the total market, following a further decline in sales.

In the physical sector, revenue generated by the CD continues to decrease (-6.5%), the decline, however, has slowed significantly compared to the same period last year (Mid-year 2021: -16.4%). Meanwhile, the sales curve for vinyl records continues to climb upwards (+12.3%). With a market share of 6.2%, it remains the third-strongest market segment, generating almost half as much revenue as the CD (12.8%). Overall, the physical business currently still generates just under a fifth of total sales (19.8%).

Dr. **Florian Drücke**, Chairman & CEO of BVMI: "Further growth in the first half of 2022 is very good news, considering the current situation. At 5.5 percent, the curve is not pointing quite as steeply upwards as it did at the end of 2021 with a truly outstanding industry increase of 10 percent – however, the growing segments of audio streaming and vinyl continue to develop positively and the general trend towards digital music use, alongside the continued importance of the physical segment, remains unbroken. The consistent advancement of the entire format spectrum, digital and analogue, as well as the ever-new additional sources of revenue that our member companies develop for and with their artists, ensure stable dynamics, even in economically challenging times."

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**Über den Bundesverband Musikindustrie e. V.:**

*Der Bundesverband Musikindustrie (BVMI) vertritt die Interessen von rund 200 Tonträgerherstellern und Musikunternehmen, die mehr als 80 Prozent des deutschen Musikmarkts repräsentieren. Der Verband setzt sich für die Anliegen der Musikindustrie in der deutschen und europäischen Politik ein und dient der Öffentlichkeit als zentraler Ansprechpartner zur Musikbranche. Neben der Ermittlung und Veröffentlichung von Marktstatistiken gehören branchennahe Dienstleistungen zum Portfolio des BVMI. Seit 1975 zeichnet er die erfolgreichsten Künstler:innen in Deutschland mit GOLD und PLATIN aus, seit 2014 auch mit DIAMOND und seit 1977 werden die Offiziellen Deutschen Charts im Auftrag des BVMI erhoben. Zur Orientierung der Verbraucher:innen bei der Nutzung von Musik im Internet wurde 2013 die Initiative PLAYFAIR ins Leben gerufen. Weitere Informationen: [www.musikindustrie.de](http://www.musikindustrie.de)*

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<sup>1</sup> Revenues valued at retail basis including VAT