

YEAR-END 2021 RIAA REVENUE STATISTICS

Joshua P. Friedlander | Senior Vice President, Research and Economics, RIAA
Matthew Bass | Research Manager, RIAA

In 2021, recorded music revenues in the United States grew 23% to \$15.0 billion at estimated retail value. All major formats of music grew versus the prior year with the exception of digital downloads. Paid subscriptions continued to be the biggest growth driver, resulting in the sixth consecutive year of growth for music revenues. At wholesale value, 2021 revenues were up 22% to \$9.8 billion. On a nominal basis, these revenue levels exceed the record high of \$14.6 billion reported in 1999, but adjusted for inflation 2021 figures remain 37% below that value level.

U.S. RECORDED MUSIC REVENUES



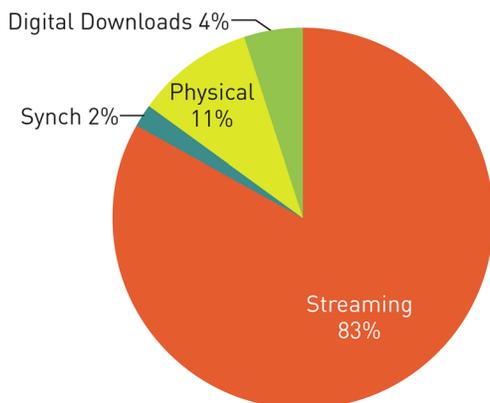
Streaming

Streaming encompasses a wide range of formats including paid subscriptions, ad-supported music streaming services, digital and customized radio, and licenses for music on Facebook and digital fitness apps. This year, for the first time ever, our release includes US TikTok music revenues, building off labels' innovative work to license new apps, services, and formats. Combined, these revenues grew 24% in 2021 to total \$12.4 billion, and accounted for 83% of total revenues – a similar level to 2020.

Revenues from paid subscriptions continued to account for by far the largest share of revenues, and grew 23% to \$9.5 billion in 2021. They accounted for nearly two-thirds of total revenues, and 76% of streaming revenues. This total includes \$907 million in limited-tier subscriptions (services limited by factors such as mobile access, catalog availability, product features, or device restrictions), which is 26% higher than for 2020. Services like Amazon Prime, Pandora Plus, music licenses for digital fitness apps, and other subscriptions are included in this category.

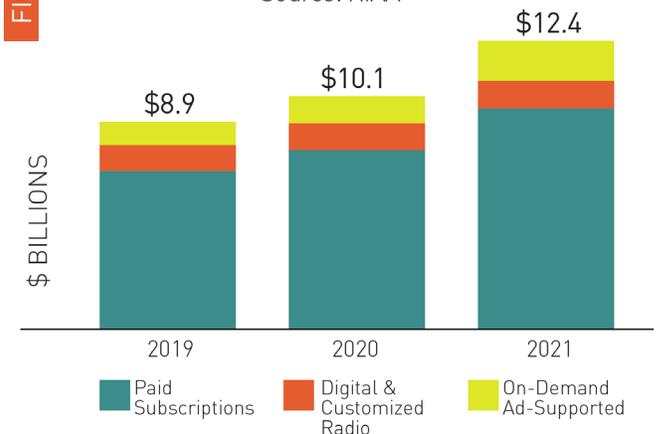
U.S. RECORDED MUSIC REVENUES 2021

Source: RIAA

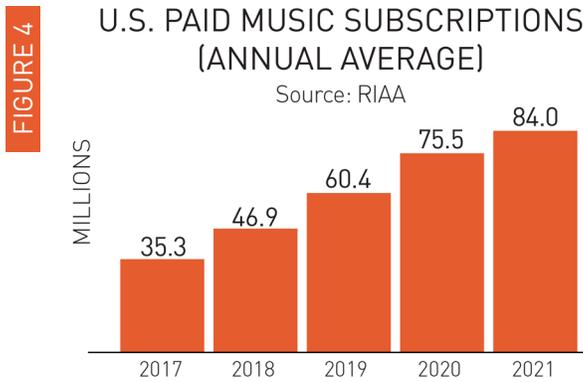


U.S. STREAMING MUSIC REVENUES

Source: RIAA

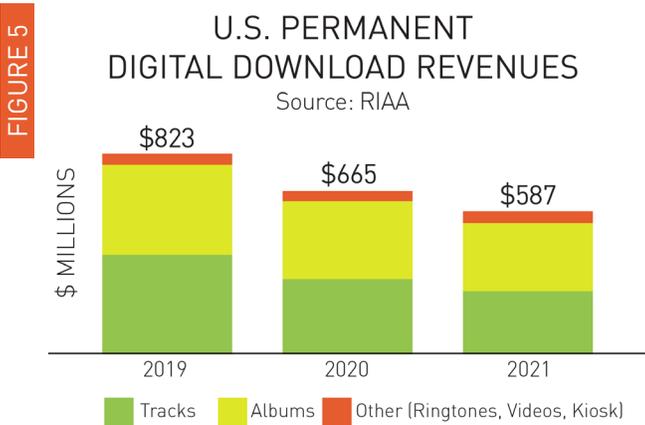


The number of paid subscriptions to on-demand music services continued to grow at double digit rates in 2021. The average number of subscriptions for the year grew 11% to 84.0 million, compared with an average of 75.5 million for 2020. From 2019 to 2021, the average number of paid subscriptions grew 39%, while paid subscription revenues grew 40% over the same 2 year period. These figures exclude limited-tier services, and count multi-user plans as a single subscription.



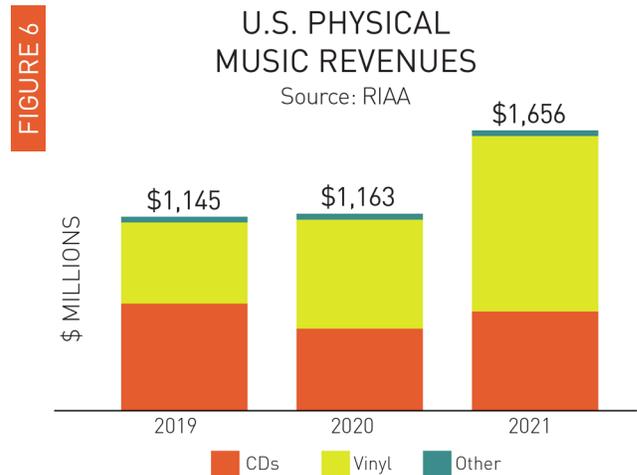
Revenues from advertising supported on-demand streaming (through services like YouTube, the ad-supported version of Spotify, Facebook, and Tik Tok) rebounded from slower growth in 2020, when the Covid-19 outbreak significantly impacted advertising revenues across many forms of media. This category grew 47% in 2021 to \$1.8 billion, compared with 18% growth and \$1.2 billion in revenue in 2020.

Revenues from digital and customized radio services grew 4% to \$1.2 billion in 2021. The category includes SoundExchange distributions for revenues from services like SiriusXM and Internet radio stations, as well as payments directly paid by similar services, included in this report as “other ad-supported streaming”. SoundExchange distributions grew 5% to \$993 million in 2021, while other ad-supported streaming revenues of \$209 million were down 1%.



Digital Downloads

Revenues from digitally downloaded music were the only major category that declined in 2021, down 12% to \$587 million. Digital album sales were down 12% to \$282 million, and individual track sales were down 16% to \$256 million. Downloads accounted for just 4% of U.S. recorded music revenues in 2021, down from a peak of 43% of revenues in 2012.



Physical Products

For the first time since 1996, both CDs and vinyl records experienced revenue growth in the same year. The resurgence in vinyl records continued for the 15th consecutive year, as revenues grew 61% to \$1.0 billion in 2021. The last time vinyl records exceeded \$1 billion was 1986. Vinyl accounted for 63% of revenues from physical formats, and 7% of total music revenues. Revenues from CDs rebounded from 2020, when Covid-19 significantly impacted retail as many stores were closed and tours were suspended or canceled. In 2021, revenues from CDs grew 21% to \$584 million, the first year-over-year increase in CD revenues since 2004.

PLEASE READ THE COMMENTARY OF MITCH GLAZIER, CHAIRMAN AND CEO, [HERE](#).

NOTE – Historical data updated for 2017 – 2020. Formats with no retail value equivalent included at wholesale value. RIAA presents the most up-to-date information available in its industry revenue reports and online statistics database: www.riaa.com/u-s-sales-database/

FOR NEWS MEDIA INQUIRIES, PLEASE CONTACT:

Liz Kennedy
202-775-0101
Email: press@riaa.com



YEAR-END 2021

RIAA MUSIC REVENUE STATISTICS

United States Estimated Retail Dollar Value (In Millions, net after returns)

DIGITAL SUBSCRIPTION & STREAMING

	2020	2021	% CHANGE 2020-2021
(Units) (Dollar Value)			
Paid Subscription¹	75.5 \$6,972.7	84.0 \$8,573.6	11.3% 23.0%
Limited Tier Paid Subscription²	\$719.9	\$907.3	26.0%
On-Demand Streaming (Ad-Supported)³	\$1,200.1	\$1,760.7	46.7%
SoundExchange Distributions⁴	\$947.4	\$992.5	4.8%
Other Ad-Supported Streaming⁵	\$211.2	\$209.0	-1.0%
Total Streaming Revenues	\$10,051.5	\$12,443.2	23.8%

DIGITAL PERMANENT DOWNLOAD

	2020	2021	% CHANGE 2020-2021
(Units) (Dollar Value)			
Download Single	249.3 \$303.3	209.3 \$256.0	-16.0% -15.6%
Download Album	33.1 \$319.3	29.1 \$282.2	-12.1% -11.6%
Ringtones & Ringbacks	8.1 \$20.2	6.0 \$15.0	-25.6% -25.6%
Other Digital⁶	1.6 \$21.9	1.3 \$33.6	-16.2% 53.5%
Total Digital Download Revenues	\$664.7	\$586.8	-11.7%

TOTAL DIGITAL VALUE

	2020	2021	% CHANGE 2020-2021
Synchronization Royalties⁷	\$265.2	\$302.9	14.2%

PHYSICAL

	2020	2021	% CHANGE 2020-2021
(Units Shipped) (Dollar Value)			
CD	31.6 \$483.3	46.6 \$584.2	47.7% 20.9%
LP/EP	23.7 \$643.9	39.7 \$1,037.7	67.3% 61.2%
Music Video	1.0 \$27.4	1.3 \$19.9	31.0% -27.5%
Other Physical⁸	0.5 \$8.8	0.8 \$14.0	55.5% 59.4%
Total Physical Units	56.8	88.4	55.7%
Total Physical Value	\$1,163.3	\$1,655.8	42.3%

TOTAL DIGITAL AND PHYSICAL

	2020	2021	% CHANGE 2020-2021
Total Units⁹	348.9	334.2	-4.2%
Total Value	\$12,144.7	\$14,988.6	23.4%
% of Shipments¹⁰			
Physical	10%	11%	
Digital	90%	89%	

For a list of authorized services see www.whymusicmatters.com

Retail Value is the value of shipments at recommended or estimated list price
Formats with no retail value equivalent included at wholesale value

Note: Historical data updated for 2020

¹ Streaming, tethered, and other paid subscription services not operating under statutory licenses
Subscription volume is annual average number of subscriptions, excludes limited tier

² Paid streaming services with interactivity limitations by availability, device restriction, catalog limitations, on demand access, or other factors

³ Ad-supported audio and music video services not operating under statutory licenses

⁴ Estimated payments to performers and copyright holders for digital and customized radio services under statutory licenses

⁵ Revenues for statutory services that are not distributed by SoundExchange and not included in other streaming categories

⁶ Includes Kiosks, music video downloads, and starting in 2016 other digital music licensing

⁷ Includes fees and royalties from synchronization of sound recordings with other media

⁸ Includes CD Singles, Cassettes, Vinyl Singles, DVD Audio, SACD

⁹ Units total includes both albums and singles, and does not include subscriptions or royalties

¹⁰ Synchronization Royalties excluded from calculation

Permission to cite or copy these statistics is hereby granted, as long as proper attribution is given to the Recording Industry Association of America.