

MERCATO MUSICALE ITALIANO H1 2024

MUSIC REVENUES (€ MILLION, TRADE VALUE)	H1 2024	H1 2023	Δ 2024/2023
Subscription audio streaming	111.8	90.9	+23%
Ad-supported audio streaming	28.2	28.6	-1.1%
Video streaming	24.2	19.6	+23.5%
TOTALE STREAMING	164.2	139.0	+18.1%
Download	2.1	2.6	-19.9%
Mobile & other digital	0.06	0.09	-33.8%
TOTALE DIGITALE	166.3	141.7	+17.4%
Vinile	19.5	16.8	+16%
Cd	9.8	11.0	-10.6%
Other audio	0.14	0.07	+89.3%
Music video	0.08	0.07	+4.8%
TOTALE FISICO	29.5	27.9	+5.7%
TOTALE FISICO & DIGITALE	195.9	169.6	+15.5%
Synchronisation	6.8	6.5	+4.5%
TOTALE MERCATO	202.6	176.1	+15.1%