



## Global Entertainment & Media Outlook 2019-2023

Custom dataset

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2018 - 2023 CAGR
<b>Music, radio and podcasts in Denmark (mn DKK)</b>	3,325	3,381	3,509	3,625	4,433	4,564	4,601	4,547	4,559	4,619	0.83%
Change (%)	-	2%	4%	3%	22%	3%	1%	-1%	0%	1%	
Radio (mn DKK)	819	857	893	919	935	813	671	489	412	411	-15.17%
Change (%)	-	5%	4%	3%	2%	-13%	-17%	-27%	-16%	0%	
Music (mn DKK)	2,505	2,524	2,616	2,706	3,498	3,751	3,931	4,058	4,147	4,208	3.77%
Change (%)	-	1%	4%	3%	29%	7%	5%	3%	2%	1%	
Live music (mn DKK)	1,717	1,700	1,688	1,681	2,407	2,600	2,725	2,808	2,861	2,897	3.78%
Change (%)	-	-1%	-1%	0%	43%	8%	5%	3%	2%	1%	
Live music sponsorship (mn DKK)	425	424	425	426	562	602	628	643	653	660	3.27%
Change (%)	-	0%	0%	0%	32%	7%	4%	2%	2%	1%	
Live music ticket sales (mn DKK)	1,291	1,275	1,264	1,255	1,845	1,997	2,097	2,165	2,208	2,237	3.93%
Change (%)	-	-1%	-1%	-1%	47%	8%	5%	3%	2%	1%	
Recorded music (mn DKK)	789	824	928	1,025	1,091	1,152	1,205	1,251	1,286	1,311	3.74%
Change (%)	-	4%	13%	11%	6%	6%	5%	4%	3%	2%	
Digital recorded music (mn DKK)	441	504	624	686	753	816	870	916	952	973	5.27%
Change (%)	-	14%	24%	10%	10%	8%	7%	5%	4%	2%	
Digital music downloading (mn DKK)	93	72	69	50	38	27	18	12	8	5	-32.79%
Change (%)	-	-23%	-4%	-27%	-25%	-29%	-31%	-32%	-34%	-36%	
Digital music streaming (mn DKK)	346	429	552	634	713	788	851	903	944	968	6.28%
Change (%)	-	24%	29%	15%	13%	10%	8%	6%	4%	3%	
Ringtones and ringbacks (mn DKK)	2	3	3	2	2	1	1	1	1	0	-26.04%
Change (%)	-	41%	-11%	-20%	-22%	-20%	-25%	-27%	-27%	-25%	
Physical recorded music (mn DKK)	144	103	76	80	74	67	60	54	49	44	-10.05%
Change (%)	-	-29%	-26%	5%	-8%	-10%	-10%	-10%	-10%	-10%	
Music performance rights (mn DKK)	198	210	212	240	243	246	250	253	256	263	1.61%
Change (%)	-	6%	1%	13%	1%	1%	2%	2%	1%	3%	
Music synchronisation (mn DKK)	5	7	15	19	21	23	25	27	29	31	7.95%
Change (%)	-	37%	123%	26%	10%	9%	8%	8%	8%	7%	

Podcasts advertising (mn DKK)	0	0	0	0	0	0	0	0	0	0	0%
Change (%)	-	-	-	-	-	-	-	-	-	-	
Music, radio and podcasts in Norway (mn DKK)	4,847	4,988	5,140	5,238	5,314	5,389	5,456	5,516	5,569	5,615	1.11%
Change (%)	-	3%	3%	2%	1%	1%	1%	1%	1%	1%	
Radio (mn DKK)	1,774	1,834	1,834	1,839	1,845	1,853	1,861	1,868	1,875	1,882	0.39%
Change (%)	-	3%	0%	0%	0%	0%	0%	0%	0%	0%	
Radio advertising (mn DKK)	566	593	577	571	565	561	556	553	550	547	-0.65%
Change (%)	-	5%	-3%	-1%	-1%	-1%	-1%	-1%	-1%	0%	
Traditional radio advertising (mn DKK)	566	593	577	571	565	561	556	553	550	547	-0.65%
Change (%)	-	5%	-3%	-1%	-1%	-1%	-1%	-1%	-1%	0%	
Terrestrial online advertising (US + Canada only) (mn DKK)	0	0	0	0	0	0	0	0	0	0	0%
Change (%)	-	-	-	-	-	-	-	-	-	-	
Public radio licence fees (mn DKK)	1,208	1,242	1,257	1,269	1,280	1,292	1,304	1,315	1,325	1,335	0.84%
Change (%)	-	3%	1%	1%	1%	1%	1%	1%	1%	1%	
Satellite (US + Canada only) (mn DKK)	0	0	0	0	0	0	0	0	0	0	0%
Change (%)	-	-	-	-	-	-	-	-	-	-	
Music (mn DKK)	3,074	3,153	3,306	3,399	3,469	3,537	3,595	3,648	3,694	3,733	1.48%
Change (%)	-	3%	5%	3%	2%	2%	2%	1%	1%	1%	
Live music (mn DKK)	2,187	2,228	2,334	2,394	2,449	2,496	2,535	2,569	2,598	2,623	1.39%
Change (%)	-	2%	5%	3%	2%	2%	2%	1%	1%	1%	
Live music sponsorship (mn DKK)	498	506	514	525	536	547	558	568	577	587	1.83%
Change (%)	-	2%	2%	2%	2%	2%	2%	2%	2%	2%	
Live music ticket sales (mn DKK)	1,689	1,722	1,819	1,869	1,913	1,949	1,978	2,002	2,021	2,036	1.26%
Change (%)	-	2%	6%	3%	2%	2%	2%	1%	1%	1%	
Recorded music (mn DKK)	886	926	972	1,005	1,019	1,041	1,060	1,079	1,095	1,109	1.71%
Change (%)	-	4%	5%	3%	1%	2%	2%	2%	2%	1%	
Digital recorded music (mn DKK)	602	621	651	688	714	740	760	777	791	801	2.33%
Change (%)	-	3%	5%	6%	4%	4%	3%	2%	2%	1%	
Digital music downloading (mn DKK)	58	43	28	22	17	13	9	7	5	3	-27.78%
Change (%)	-	-27%	-34%	-21%	-24%	-25%	-27%	-27%	-29%	-32%	
Digital music streaming (mn DKK)	540	577	622	665	697	727	750	770	786	798	2.74%
Change (%)	-	7%	8%	7%	5%	4%	3%	3%	2%	1%	
Ringtones and ringbacks (mn DKK)	4	2	1	0	0	0	0	0	0	0	-100%
Change (%)	-	-40%	-61%	-57%	-67%	-50%	-100%	-	-	-	
Physical recorded music (mn DKK)	123	125	127	119	99	86	75	67	61	56	-10.79%
Change (%)	-	2%	2%	-6%	-17%	-14%	-12%	-11%	-9%	-8%	

Music performance rights (mn DKK)	149	155	169	172	181	190	198	207	216	225	4.43%
Change (%)	-	4%	9%	2%	5%	5%	5%	4%	4%	4%	
Music synchronisation (mn DKK)	12	24	25	25	26	26	26	27	28	28	1.7%
Change (%)	-	93%	5%	1%	1%	2%	2%	3%	2%	1%	
Podcasts advertising (mn DKK)	0	0	0	0	0	0	0	0	0	0	0%
Change (%)	-	-	-	-	-	-	-	-	-	-	
Music, radio and podcasts in Sweden (mn DKK)	6,216	6,461	6,713	6,953	7,181	5,582	5,814	6,029	6,234	6,433	-2.18%
Change (%)	-	4%	4%	4%	3%	-22%	4%	4%	3%	3%	
Radio (mn DKK)	2,288	2,327	2,380	2,439	2,491	704	743	778	810	840	-19.54%
Change (%)	-	2%	2%	2%	2%	-72%	5%	5%	4%	4%	
Radio advertising (mn DKK)	503	527	571	619	663	704	743	778	810	840	4.85%
Change (%)	-	5%	8%	9%	7%	6%	5%	5%	4%	4%	
Traditional radio advertising (mn DKK)	503	527	571	619	663	704	743	778	810	840	4.85%
Change (%)	-	5%	8%	9%	7%	6%	5%	5%	4%	4%	
Terrestrial online advertising (US + Canada only) (mn DKK)	0	0	0	0	0	0	0	0	0	0	0%
Change (%)	-	-	-	-	-	-	-	-	-	-	
Public radio licence fees (mn DKK)	1,786	1,800	1,810	1,820	1,828	0	0	0	0	0	-100%
Change (%)	-	1%	1%	1%	0%	-100%	-	-	-	-	
Satellite (US + Canada only) (mn DKK)	0	0	0	0	0	0	0	0	0	0	0%
Change (%)	-	-	-	-	-	-	-	-	-	-	
Music (mn DKK)	3,927	4,135	4,332	4,514	4,690	4,878	5,072	5,251	5,424	5,593	3.58%
Change (%)	-	5%	5%	4%	4%	4%	4%	4%	3%	3%	
Live music (mn DKK)	2,572	2,649	2,749	2,871	3,002	3,133	3,266	3,400	3,534	3,668	4.09%
Change (%)	-	3%	4%	4%	5%	4%	4%	4%	4%	4%	
Live music sponsorship (mn DKK)	566	573	581	591	602	613	624	634	645	656	1.73%
Change (%)	-	1%	1%	2%	2%	2%	2%	2%	2%	2%	
Live music ticket sales (mn DKK)	2,006	2,077	2,168	2,280	2,400	2,521	2,643	2,765	2,889	3,012	4.65%
Change (%)	-	4%	4%	5%	5%	5%	5%	5%	4%	4%	
Recorded music (mn DKK)	1,355	1,485	1,584	1,643	1,688	1,745	1,806	1,852	1,890	1,925	2.66%
Change (%)	-	10%	7%	4%	3%	3%	3%	3%	2%	2%	
Digital recorded music (mn DKK)	942	1,054	1,158	1,235	1,299	1,368	1,436	1,487	1,528	1,563	3.76%
Change (%)	-	12%	10%	7%	5%	5%	5%	4%	3%	2%	
Digital music downloading (mn DKK)	35	28	21	15	11	8	6	4	3	2	-29.97%
Change (%)	-	-19%	-26%	-26%	-27%	-29%	-28%	-30%	-30%	-32%	
Digital music streaming (mn DKK)	903	1,022	1,134	1,217	1,286	1,358	1,429	1,482	1,525	1,561	3.95%
Change (%)	-	13%	11%	7%	6%	6%	5%	4%	3%	2%	

Digital music streaming consumer (mn DKK)	0	0	0	0	0	0	0	0	0	0	0%
Change (%)	-	-	-	-	-	-	-	-	-	-	
Digital music streaming advertising (mn DKK)	0	0	0	0	0	0	0	0	0	0	0%
Change (%)	-	-	-	-	-	-	-	-	-	-	
Ringtones and ringbacks (mn DKK)	4	4	4	3	2	2	1	1	1	0	-30.34%
Change (%)	-	0%	-15%	-16%	-20%	-22%	-28%	-29%	-33%	-40%	
Physical recorded music (mn DKK)	206	201	199	175	151	130	114	101	90	82	-11.48%
Change (%)	-	-3%	-1%	-12%	-14%	-14%	-12%	-12%	-11%	-9%	
Music performance rights (mn DKK)	190	204	207	209	214	221	229	237	244	252	3.33%
Change (%)	-	7%	2%	1%	2%	4%	3%	3%	3%	3%	
Music synchronisation (mn DKK)	17	27	19	23	24	25	26	27	27	28	3.25%
Change (%)	-	58%	-31%	20%	5%	5%	4%	3%	2%	2%	
Podcasts advertising (mn DKK)	0	0	0	0	0	0	0	0	0	0	0%
Change (%)	-	-	-	-	-	-	-	-	-	-	
Global Music, radio and podcasts (mn DKK)	557,991	569,202	588,631	612,152	638,622	663,598	688,832	712,586	731,794	747,529	3.2%
Change (%)	-	2%	3%	4%	4%	4%	4%	3%	3%	2%	
Radio (mn DKK)	269,845	273,285	277,563	282,396	288,146	291,298	296,201	301,894	305,820	309,299	1.43%
Change (%)	-	1%	2%	2%	2%	1%	2%	2%	1%	1%	
Radio advertising (mn DKK)	202,483	207,067	209,056	212,122	215,679	218,908	222,141	225,105	227,694	229,903	1.29%
Change (%)	-	2%	1%	1%	2%	2%	1%	1%	1%	1%	
Traditional radio advertising (mn DKK)	194,778	198,404	199,374	201,254	203,630	205,815	208,036	210,066	211,753	213,109	0.91%
Change (%)	-	2%	0%	1%	1%	1%	1%	1%	1%	1%	
Terrestrial online advertising (US + Canada only) (mn DKK)	7,056	7,875	8,796	9,842	10,919	11,891	12,842	13,724	14,580	15,400	7.12%
Change (%)	-	12%	12%	12%	11%	9%	8%	7%	6%	6%	
Public radio licence fees (mn DKK)	44,580	41,703	41,606	41,606	41,916	40,172	40,251	41,630	41,723	41,864	-0.02%
Change (%)	-	-6%	0%	0%	1%	-4%	0%	3%	0%	0%	
Satellite (US + Canada only) (mn DKK)	23,430	25,304	27,787	29,694	31,681	33,419	35,073	36,474	37,764	38,926	4.21%
Change (%)	-	8%	10%	7%	7%	5%	5%	4%	4%	3%	
Music (mn DKK)	287,594	294,910	309,147	326,134	344,634	363,717	381,239	396,247	408,621	417,739	3.92%
Change (%)	-	3%	5%	5%	6%	6%	5%	4%	3%	2%	
Live music (mn DKK)	154,791	158,420	162,050	166,959	173,220	179,134	184,775	190,451	196,185	201,868	3.11%
Change (%)	-	2%	2%	3%	4%	3%	3%	3%	3%	3%	
Live music sponsorship (mn DKK)	34,181	34,680	35,271	36,027	36,971	37,861	38,746	39,629	40,513	41,389	2.28%
Change (%)	-	1%	2%	2%	3%	2%	2%	2%	2%	2%	
Live music ticket sales (mn DKK)	120,610	123,740	126,780	130,932	136,249	141,273	146,029	150,822	155,671	160,479	3.33%
Change (%)	-	3%	2%	3%	4%	4%	3%	3%	3%	3%	

Recorded music (mn DKK)	132,802	136,489	147,097	159,175	171,415	184,583	196,463	205,796	212,436	215,871	4.72%
Change (%)	-	3%	8%	8%	8%	8%	6%	5%	3%	2%	
Podcasts advertising (mn DKK)	552	1,007	1,921	3,623	5,842	8,582	11,392	14,446	17,353	20,490	28.53%
Change (%)	-	82%	91%	89%	61%	47%	33%	27%	20%	18%	

Note: Numbers shown are rounded. Totals may not equal the sum of their parts due to rounding.

**Sources:**

PwC, Ovum, AGCOM (Italy), Syndicat National de l'Edition Phonographique (France), Bundesverband Musikindustrie (Germany), Telecom Regulatory Authority of India, The Advertising Association of Thailand, Recording Industry Association of America (USA)