

## **Music Publishing - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Music Publishing Market size is estimated at USD 7.69 billion in 2025, and is expected to reach USD 10.22 billion by 2030, at a CAGR of 5.87% during the forecast period (2025-2030).

#### **Key Highlights**

- The music publishing market, a pivotal component of the music industry, revolves around managing and owning musical compositions. It involves licensing songs for various media, spanning from films and TV to digital platforms and ads. Music publishers are instrumental in ensuring that songwriters and composers receive due royalties. This entails registering works with performance rights organizations, negotiating licenses, and handling royalty collection and distribution. The industry has transformed with digital technology, broadening avenues for monetizing music.
- Digital streaming services, notably platforms like Spotify, Apple Music, and YouTube, are key drivers for the growth of the music publishing market. These services have revolutionized music consumption, spurring a heightened demand for licensed music. As streaming dominates music consumption, publishers are adapting by crafting new licensing agreements tailored for digital music distribution. However, this shift brings challenges, such as ensuring equitable compensation for songwriters and navigating intricate international copyright laws.
- The music publishing market is witnessing substantial consolidation, with industry giants like Sony/ATV, Universal Music Publishing Group, and Warner/Chappell at the forefront. These major players have been acquiring smaller publishers and catalogs, bolstering their global influence. While this consolidation can streamline operations and enhance bargaining power, it also raises concerns about reduced competition and limited opportunities for independent songwriters and smaller publishers.
- Technological advancements are reshaping the music publishing landscape. Blockchain technology, for example, has the potential to revolutionize royalty tracking by offering a transparent ledger of music rights. Furthermore, artificial intelligence and machine learning are aiding in analyzing music consumption patterns, empowering publishers to predict trends and make

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strategic licensing decisions. These innovations are poised to boost royalty payment efficiency, benefiting both publishers and creators.

- Despite these advancements, the music publishing industry grapples with persistent challenges, notably copyright infringement and piracy. The digital era has amplified unauthorized music use and distribution, jeopardizing publishers' and songwriters' revenues. To counter this, the industry is advocating for stricter copyright laws and enhanced enforcement. Moreover, as music consumption globalizes, the push for harmonized global copyright regulations may gain significance. Tackling these challenges is imperative for the sustained growth of the music publishing industry.

## Music Publishing Market Trends

### Growth of Digital Streaming is Driving the Music Publishing Market

- The growth of digital streaming has reshaped the music publishing landscape, transforming how music is consumed, monetized, and managed. Platforms such as Spotify, Apple Music, and YouTube have dominated music consumption, overshadowing traditional sales and downloads. This surge in demand for licensed music, driven by rising subscriptions, has translated into higher royalties for publishers and songwriters. Consequently, publishers are adapting and focusing on digital distribution in their licensing agreements.
- Streaming's influence on music publishing has gone beyond revenue. Platforms have collected vast amounts of data on listener behavior, empowering publishers to grasp music trends and profitability. Armed with this data, publishers have refined promotions, acquired suitable catalogs, and structured licensing deals. This data-driven approach has not only sharpened revenue strategies but also enhanced the market's responsiveness to consumer preferences.
- According to a Survey by MIDiA Research in Q3 of 2023, Spotify dominated the streaming subscriber market with a 31.7% share, more than double that of Tencent Music, the second-ranked service. Apple Music, Amazon, and YouTube also held significant positions.
- Digital platforms have not only expanded the reach of music publishing but also broken down traditional geographic barriers. This globalization has fostered cross-border collaborations and licensing deals, driving growth in international markets. Publishers have diversified their catalogs to appeal to a wider audience, thereby increasing their revenue potential.
- Streaming has not just been about consumption. It is a potent tool for music discovery and promotion. Curated playlists, algorithms, and user-generated content have democratized music exposure, offering independent artists a level playing field. Publishers have played a crucial role, ensuring their songs secure prominent playlist placements, leading to increased royalties.
- With streaming at the forefront of music consumption, publishers have overhauled their business models. As physical sales have declined, publishers have pivoted to streaming as their primary revenue source. This shift has prompted the development of new licensing and revenue-sharing models, aligning with the digital era. By adapting swiftly and embracing technological advancements, publishers have been well-positioned to excel in this increasingly digital-centric industry.

### North America Accounts for a Significant Share in the Market

- North America, led by the United States, commands a substantial portion of the global music publishing market, driven by its expansive and well-established music industry. The region's dominance is underscored by a dense presence of music publishers, record labels, and a robust network of distributors and streaming platforms. Key cities like Los Angeles, Nashville, and New York serve as epicenters for music production and publishing, housing numerous influential entities. This clustering not only fosters significant revenue but also solidifies North America's market supremacy.
- Leading music publishing entities headquartered in North America, particularly in the United States, are pivotal in bolstering the

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region's market standing. Powerhouses like Universal Music Publishing Group, Warner/Chappell Music, and Sony/ATV Music Publishing boast extensive music catalogs and global networks, granting them substantial market influence. Their dominance cements North America's pivotal role in the global music publishing landscape.

- With its stringent copyright laws, North America's robust legal framework, especially in the United States, is instrumental in upholding the region's market share. The United States boasts comprehensive copyright legislation that safeguards the rights of music creators and publishers. Entities like the American Society of Composers, Authors, and Publishers (ASCAP) and Broadcast Music Inc. (BMI) diligently advocate for fair compensation for artists. This legal stability not only fosters confidence but also attracts investments, nurturing growth in the music publishing domain.

- Technological advancements and digital music innovations in North America further fortify its music publishing prowess. The region hosts tech giants like Apple, Amazon, and Spotify, revolutionizing music consumption through cutting-edge streaming services. These platforms not only open up new revenue avenues for music publishers but also broaden their market outreach. Leveraging advanced analytics and data-driven strategies, publishers in North America optimize their earnings and streamline catalog management.

- North America's profound cultural influence, especially emanating from the United States, reverberates across the music publishing sphere. The United States, a cultural juggernaut, produces music that resonates globally. Genres like pop, rock, hip-hop, and country enjoy widespread international appeal, fueling a global appetite for North American music. This pervasive cultural sway ensures that North American music publishers enjoy a steadfast and expanding market, both domestically and internationally, solidifying their industry dominance.

## Music Publishing Industry Overview

The music publishing market is highly fragmented due to the presence of many local and regional players. Some of the major players in the market include Sony Music Publishing LLC, Universal Music Publishing Group, and Warner/Chappell Music Inc.

- July 2024: Relative Music Group, in collaboration with Sony Music Publishing, finalized a contract with Kyle Clark, a 26-year-old singer-songwriter and producer. Originating from Honolulu, Hawaii, and raised in Jefferson, Georgia, Clark's career advanced after winning a song competition in Atlanta for two consecutive years. His original compositions attracted the attention of award-winning songwriter Jordan Schmidt and his brother, Dane.

## Additional Benefits:

- The market estimate (ME) sheet in Excel format
- 3 months of analyst support

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