

WHAT WILL THE MUSIC INDUSTRY BE LIKE?

LIVE

RFID to provide new data
Growth in festivals and music tourism
Rising relevance as revenue source
Secondary ticketing might account for more than all subscription services combined

TECH

New startups to come (in the style of Stems, LyricFind)
Algorithms that predict music taste
Block chain
Data sharing
Raise transparency
Ensure correct flow of royalties
New analytics, cookies to provide better data
New audiovisual experience
Artificial Intelligence
Virtual/Augmented Reality

RECORDED MUSIC

Physical and digital sales
Streaming
Continue to decline
Vinyl niche (subscription)
iTunes to disappear
Growing willingness to pay
Increasing no. of users, yet small compared to 3B Internet users
Concert streaming (no ticket limit)

EMERGING MARKETS

Telcos to invest in more music deals
Axiata to launch in 9 emerging markets
Conflicting priorities between players
ASIA
China
Copyright protection due in 2-3 years
Growth in live music (particularly Latin)
India
Growing tech infrastructure
Increasing consumption of international music
Fast-growing Latin American market
Africa to develop new music market places

FURTHER OPPORTUNITIES

More platforms to identify and delete unlicensed content
Holistic marketing to gain relevance
Consumers to drop hard drive in favour of 'cloud' (benefiting streaming)

FURTHER CHALLENGES

Artists' DIY marketing, self-publishing, independence from labels
Value gap unlikely to be resolved within the next 5 years
PR losing reach and relevance

Rising incidence of synchronization (video games, movies, TV) other forms of licensing and sampling (DJing) to drive growing revenue stream