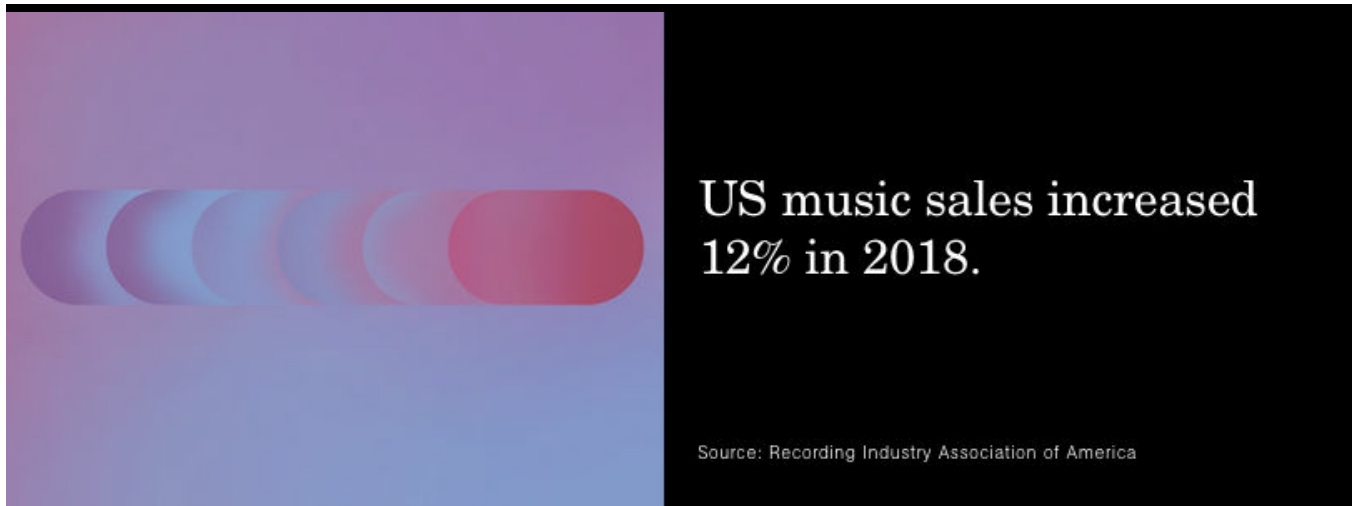


# STAT: STREAMING SUBSCRIPTIONS FUEL US MUSIC SPENDING

By Livvy Houghton and Alex Hawkins

12 : 03 : 2019 Music : Media : Entertainment



In 2018, US music spending hit its highest level in the last decade, rising 12% to £7.5bn (\$9.8bn, €8.7bn), according to figures from the Recording Industry Association of America (RIAA). More than 50m US consumers paid for a music-streaming service at the end of 2018, the RIAA found, and more than 1m people signed up for a music subscription each month.

The RIAA reports that streaming services account for three-quarters of all recorded music sales in the US. With the US standing as the world's largest music market, these shifts are slowly reinvigorating the wider music industry, which has suffered as CD sales continue to decline.

As listening behaviours and preferences evolve, new **Sustainable Music Streaming** platforms are emerging that take a more considered approach to streaming.