



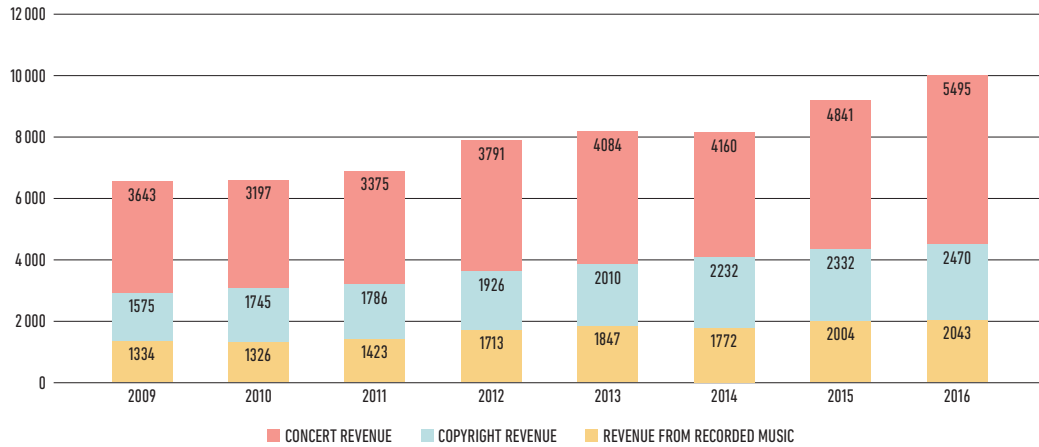
THE MUSIC INDUSTRY IN NUMBERS

STATISTICS FOR 2016

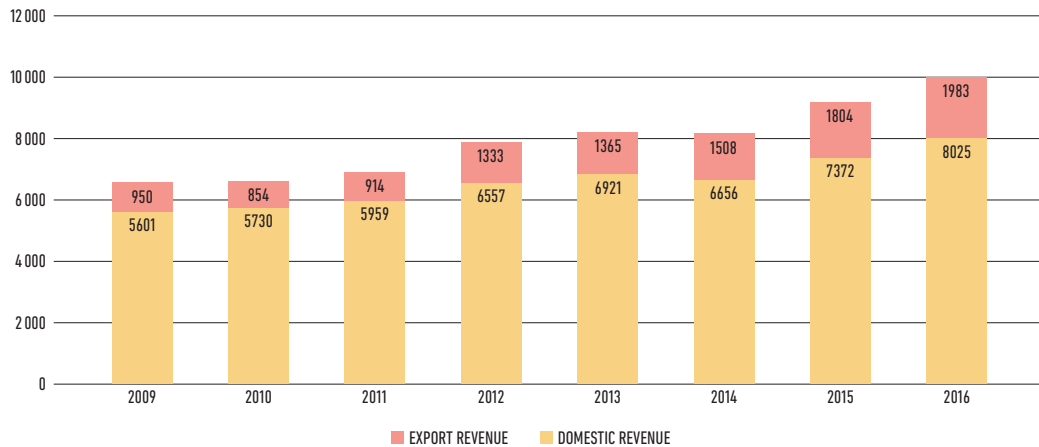
THE SWEDISH MUSIC INDUSTRY IN SHORT

- Domestic and international revenue from the Swedish music industry amounted to 10 billion Swedish kronor in 2016, which is 782 million Swedish kronor more than the previous year. This equates to a nine percent increase in revenue.
- Music exports in 2016 totalled just under 2 billion Swedish kronor and increased by ten percent compared with the previous year. Since 2009, music exports have doubled, from one to two billion Swedish kronor.
- Of the total music industry revenue in 2016, concert revenue accounted for 55 percent (5.5 billion Swedish kronor), 25 percent from copyrighted revenue (2.5 billion Swedish kronor) and 20 percent of revenue from recorded music (two billion Swedish kronor).
- Over the course of seven years, between 2009 and 2016, revenue from the music industry in Sweden and abroad increased by just over 50 percent, which is equivalent to almost 3.5 billion Swedish kronor.

SWEDISH MUSIC MARKET'S REVENUE TREND 2009–2016 (BILLION SEK)



SWEDISH EXPORT MARKETS REVENUE TREND 2009–2016 (BILLION SEK)



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