

YEAR-END 2021 RIAA U.S. LATIN MUSIC REVENUE REPORT

Joshua P. Friedlander | Senior Vice President, Research and Economics, RIAA

Matthew Bass | Research Manager

“Latin music continues to rise – powering the overall music market and reporting its highest revenue figure in history last year at \$886 million. With growth of 35% – far surpassing the overall growth rate for recorded music revenues – Latin music is connecting with fans in a historic way. In a year when Bad Bunny was the most streamed artist in the world, stars like Becky G and Anitta pumped out chart topping hit after chart topping hit, and audiences joyfully flocked to Latin-powered stadium and arena shows as live performance ramped back up, Latin label teams and artists continue soaring to new heights.

RIAA is proud to celebrate the cultural power and creative and commercial success of Latin music reflected in this report – and salutes the incredibly talented artists and label teams that gave us so much in 2021.”

– Michèle Ballantyne, COO, RIAA

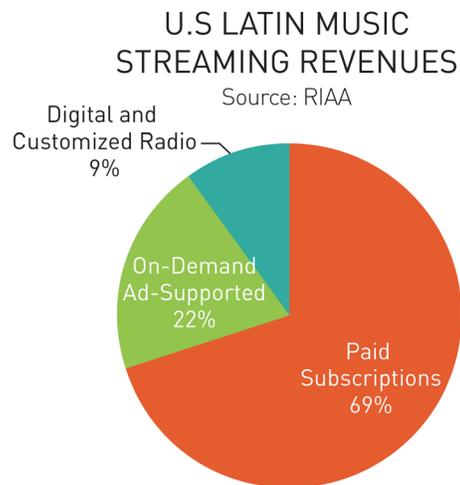
U.S. Latin music revenues in 2021 continued a 6-year trend of double-digit growth. Although \$886 million marks an all time high, adjusted for inflation, 2021 remains 15% below the value of Latin’s strongest year in 2005. Latin’s share of U.S. music revenues grew to 5.9%, up from 5.4% in 2020.



Revenues from streaming formats grew by 36% to an all-time high \$857 million in 2021, and made up 97% of Latin music revenues. Paid music subscriptions continued to be the biggest driver of Latin music revenue growth. Revenues from paid subscriptions grew 35% to \$593 million, accounting for more than 2/3 of all U.S. Latin music revenues in 2021. The number of paid subscriptions reached a record average of 84 million in 2021 (though that figure is not specific to Latin music).

Ad-supported on-demand streams (from services like YouTube, Vevo, and the free version of Spotify) grew 46% compared to the prior year, to \$187 million. This marks a return to stronger growth for this category that was significantly impacted in 2020 by broader advertising declines due to Covid-19. Compared with overall U.S. music revenues, this ad-supported category significantly over-indexes in share at 21% of total Latin music revenues, versus 12% overall.

FIGURE 2



Growth also recovered for revenues from digital and customized radio services (such as Pandora, SiriusXM, and internet radio services) which grew 22% to \$77 million in 2021, after a slight decline in 2020.

Although they only make up less than a percent of Latin music revenues, physical formats rebounded in 2021, after significant challenges to physical sales posed by Covid-19 related shutdowns in 2020. Physical format revenues rose 71% to \$7.7 million, driven by increases in both Vinyl LPs (up 76% to \$5.8 million) and CDs (up 44% to \$2.0 million).

Revenues from permanent downloads of Latin music only accounted for 1.5% of revenues and fell 5% versus the prior year to \$14 million.

NOTE – RIAA data for U.S. Latin music includes estimates for both major record label and indie-distributed Latin music. Formats with no retail value equivalent included at wholesale value. Historical data updated for 2019 and 2020.

FOR NEWS MEDIA INQUIRIES, PLEASE CONTACT:

Liz Kennedy | 202-775-0101

Email: press@riaa.com



YEAR-END 2021 RIAA U.S. LATIN MUSIC REVENUE STATISTICS

United States Estimated Retail Dollar Value (In Millions, net after returns)

For a list of authorized services see www.whymusicmatters.com

DIGITAL STREAMING

		2020	2021	% CHANGE 2020-2021
(Units) (Dollar Value)	Paid Subscription	\$439.0	\$592.8	35.0%
	On-Demand Streaming (Ad-Supported)¹	\$128.3	\$187.4	46.1%
	SoundExchange Distributions²	\$37.5	\$45.8	22.1%
	Other Ad-Supported Streaming³	\$25.3	\$30.9	22.2%
	Total Streaming Revenues	\$630.1	\$856.9	36.0%

PERMANENT DOWNLOAD

(Units) (Dollar Value)	Download Single	8.0 \$9.3	7.3 \$8.5	-8.8% -8.1%
	Download Album	0.5 \$4.4	0.5 \$4.4	-2.5% -0.7%
	Other Downloads⁴	0.1 \$0.2	0.1 \$0.2	9.4% 1.2%
	Ringtones & Ringbacks⁵	0.2 \$0.6	0.3 \$0.6	4.5% 4.5%
	Total Permanent Download Units	8.8	8.1	-7.9%
	Total Permanent Download Value	\$14.5	\$13.7	-5.2%

TOTAL DIGITAL VALUE

		\$644.6	\$870.6	35.1%
	Synchronization Royalties⁶	\$5.5	\$7.7	39.7%

PHYSICAL

(Units Shipped) (Dollar Value)	CD	0.1 \$1.4	0.2 \$2.0	37.0% 44.4%
	LP	0.1 \$3.3	0.2 \$5.8	94.3% 76.0%
	Music Video⁷	0.0 -\$0.1	0.0 \$0.0	-96.8% -96.8%
	Total Physical Units	0.2	0.4	69.0%
	Total Physical Value	\$4.5	\$7.7	71.2%

TOTAL U.S. LATIN MUSIC REVENUES

	Total Units	9.0	8.5	-6.0%
	Total Value	\$654.6	\$886.1	35.4%
	% of Revenues⁸	2020	2021	
	Physical	0.7%	0.9%	
	Digital	99.3%	99.1%	

Retail Value is the value of shipments at recommended or estimated list price
Formats with no retail value equivalent included at wholesale value

Note: Historical data updated for 2020

¹ Ad-supported audio and music video services not operating under statutory licenses

² Estimated payments in dollars to performers and copyright holders for digital radio services under statutory licenses

³ Revenues from services that are not distributed by SoundExchange and not included in other streaming categories

⁴ Includes Kiosk singles and albums, and Digital Music Videos

⁵ Includes Master Ringtones, Ringbacks, and Other Mobile

⁶ Includes fees and royalties from synchronization of sound recordings with other media

⁷ Includes DVD music video

⁸ Synchronization royalties excluded from calculation

Permission to cite or copy these statistics is hereby granted, as long as proper attribution is given to the Recording Industry Association of America.