

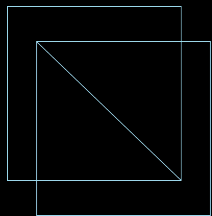
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A2IM Indie Week 2025

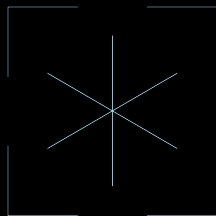
Indie Label Business Review 2025

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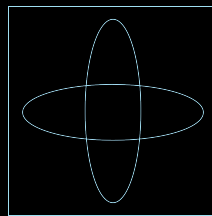
The trusted independent leader in entertainment consumption, audience intelligence and data management



Consumption
Activity



Audience
Insights



Global
Intelligence



Data
Management

The Independent Music Ecosystem Trusts Luminate



INDIE DOJO

Indie Dojo is a consulting firm built for the modern music industry. Founded by Bill Wilson, a veteran music executive with over 30 years of experience, we specialize in operations, data, and label management—helping independent labels, managers, and distributors navigate an increasingly complex business.

Beyond working with labels and distributors, we also advise digital platforms on developing and executing their music initiatives. Whether you're launching a label, scaling a catalog, rebuilding your software stack, or refining data strategy, the Dojo team delivers straightforward, expert guidance.

Contact: bw@indiedojo.com
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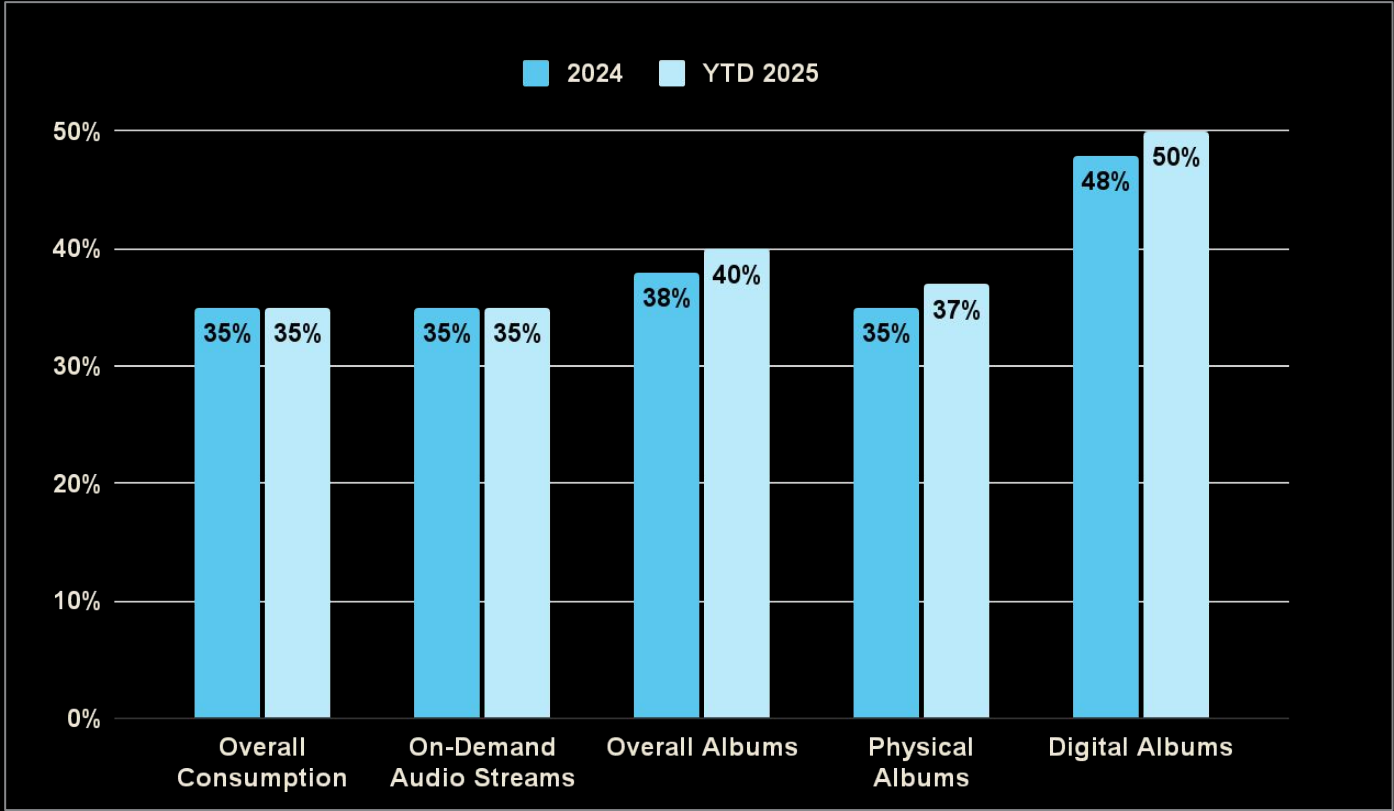




Independent Overview

Metrics

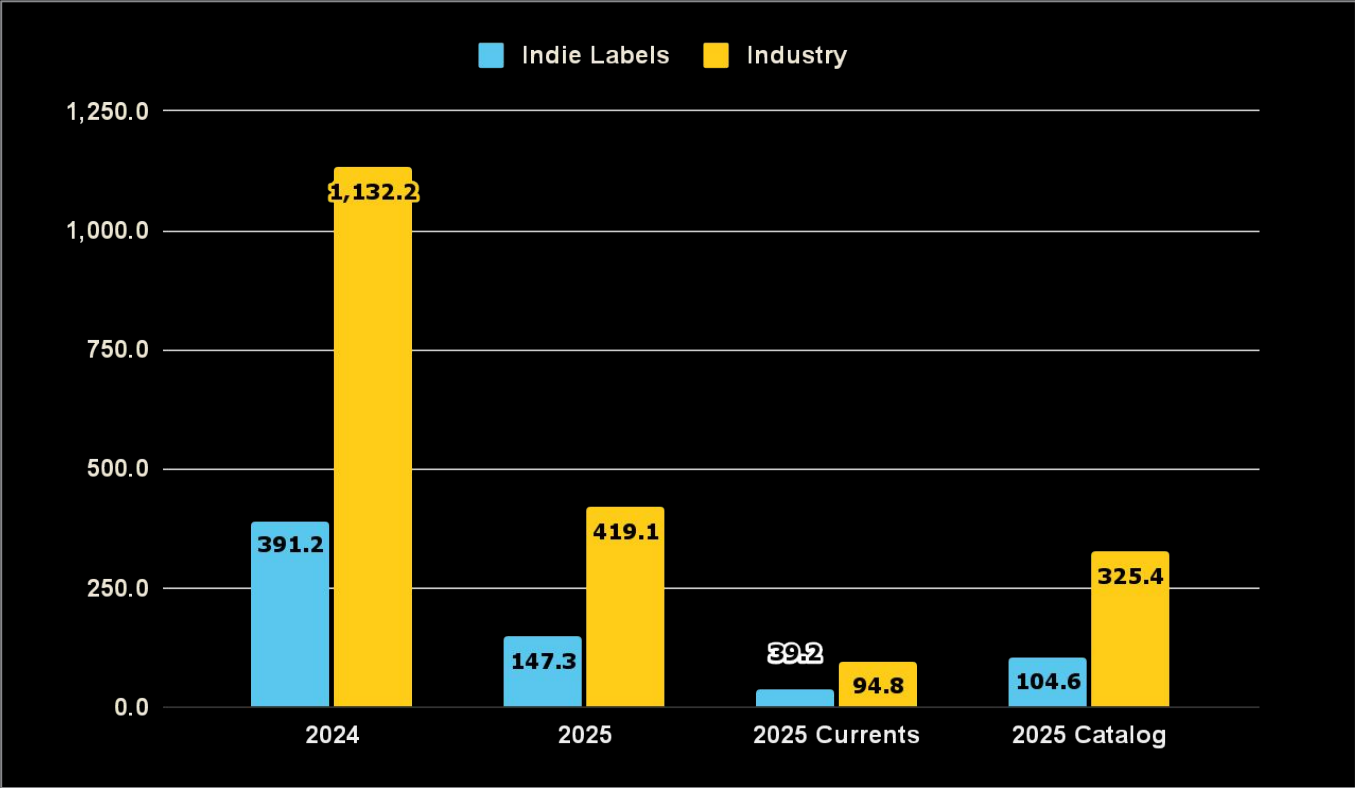
Indie Labels' Share of Consumption (2024 & 2025 YTD)



SOURCE: LUMINATE MUSIC CONSUMPTION DATA;
INDIE LABELS INCLUDE BOTH NON-MAJOR DISTRIBUTION AS WELL AS MAJOR-OWNED DISTRIBUTION COMPANIES LIKE ADA, THE ORCHARD OR VIRGIN
YTD 2025 = THROUGH MAY 15, 2025



Indies vs. Industry On Demand Audio (2024 & YTD 2025, in Billions)



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41%

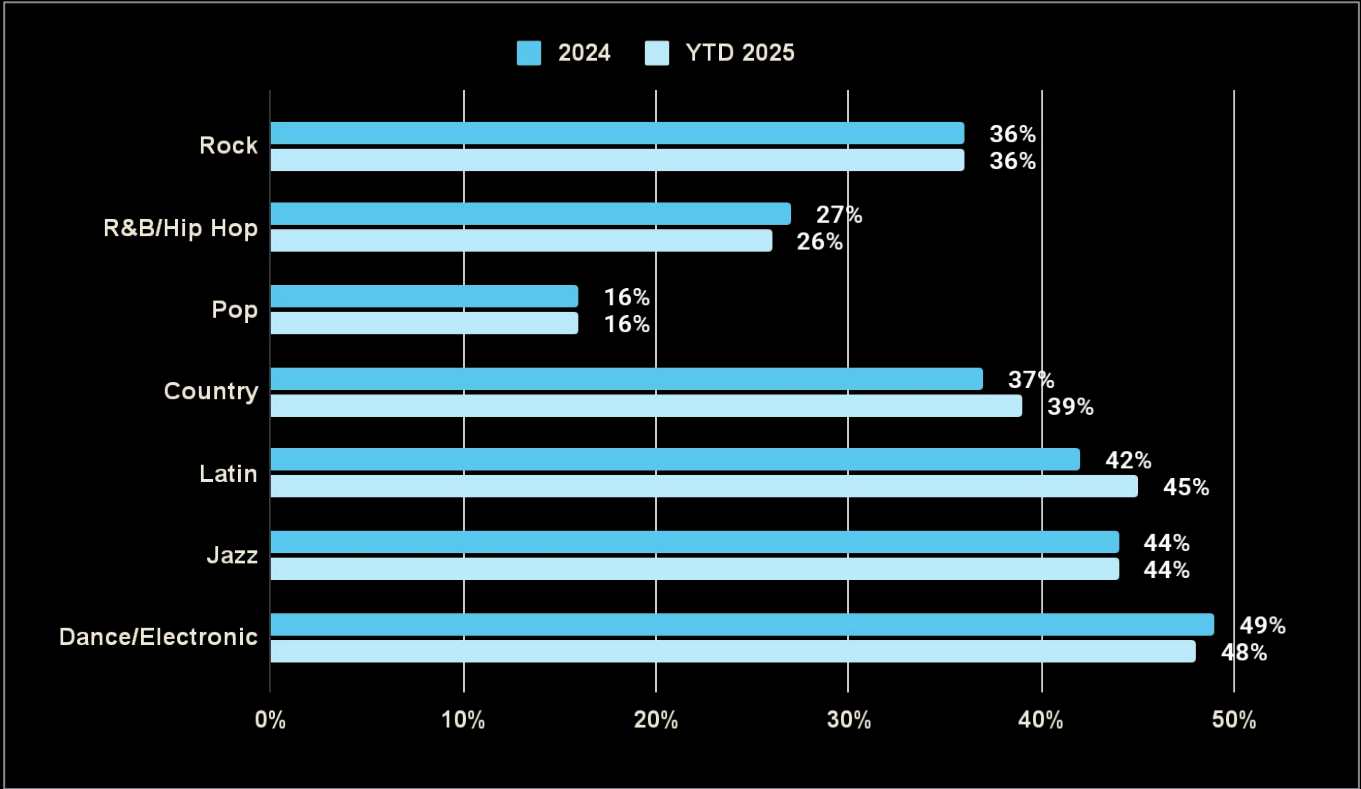
share of consumption for **CURRENT** on-demand audio streaming YTD 2025.

33%

share of consumption for **CATALOG** on-demand audio streaming YTD 2025.

SOURCE: LUMINATE MUSIC CONSUMPTION DATA;
INDIE LABELS INCLUDE BOTH NON-MAJOR DISTRIBUTION AS WELL AS MAJOR-OWNED DISTRIBUTION COMPANIES LIKE ADA, THE ORCHARD OR VIRGIN
YTD 2025 = THROUGH MAY 15, 2025

Indie On-Demand Audio Streaming by Genre (2024 & 2025 YTD)



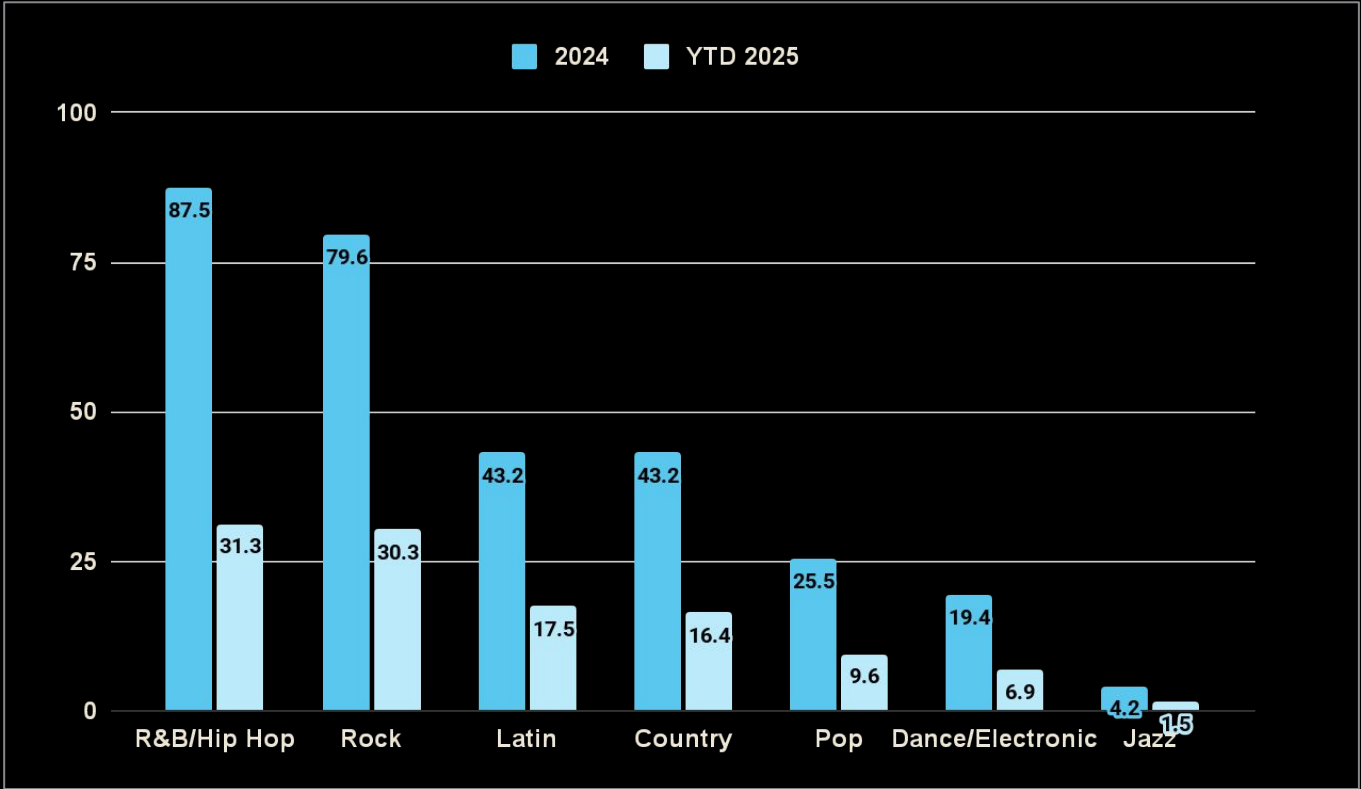
35%

Indies account for 35% overall of on-demand audio streaming activity YTD 2025

Only two genres fall below that; **R&B & Pop.**

Two growth genres; **Country and Latin.**

Volume: Indie On-Demand Audio Streams by Genre (2024 & YTD 2025, in Billions)

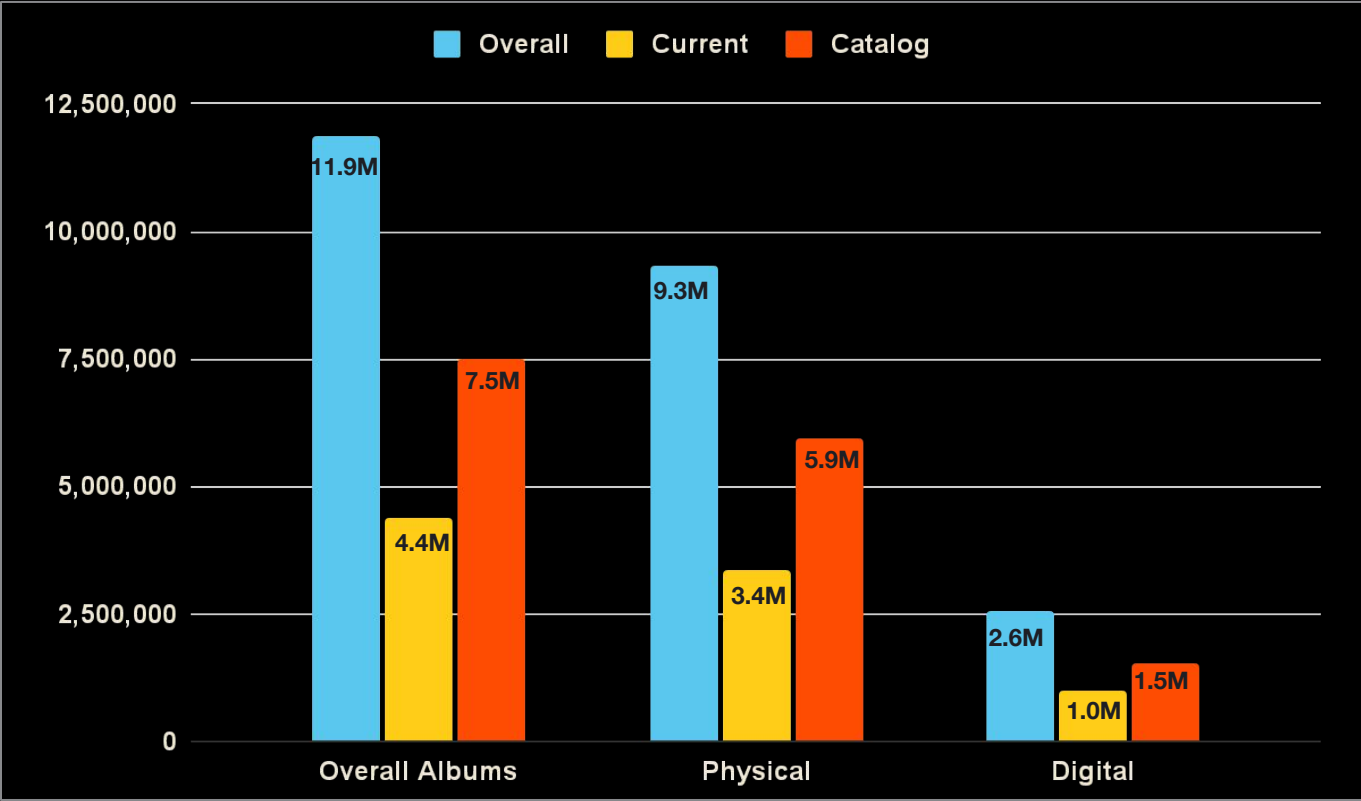


42%

Of all Indie on-demand audio streams comes from **R&B/Hip Hop or Rock** songs so far this year.



Nearly 12m Album Sales for Indie Labels (YTD 2025)



INDIE LABELS

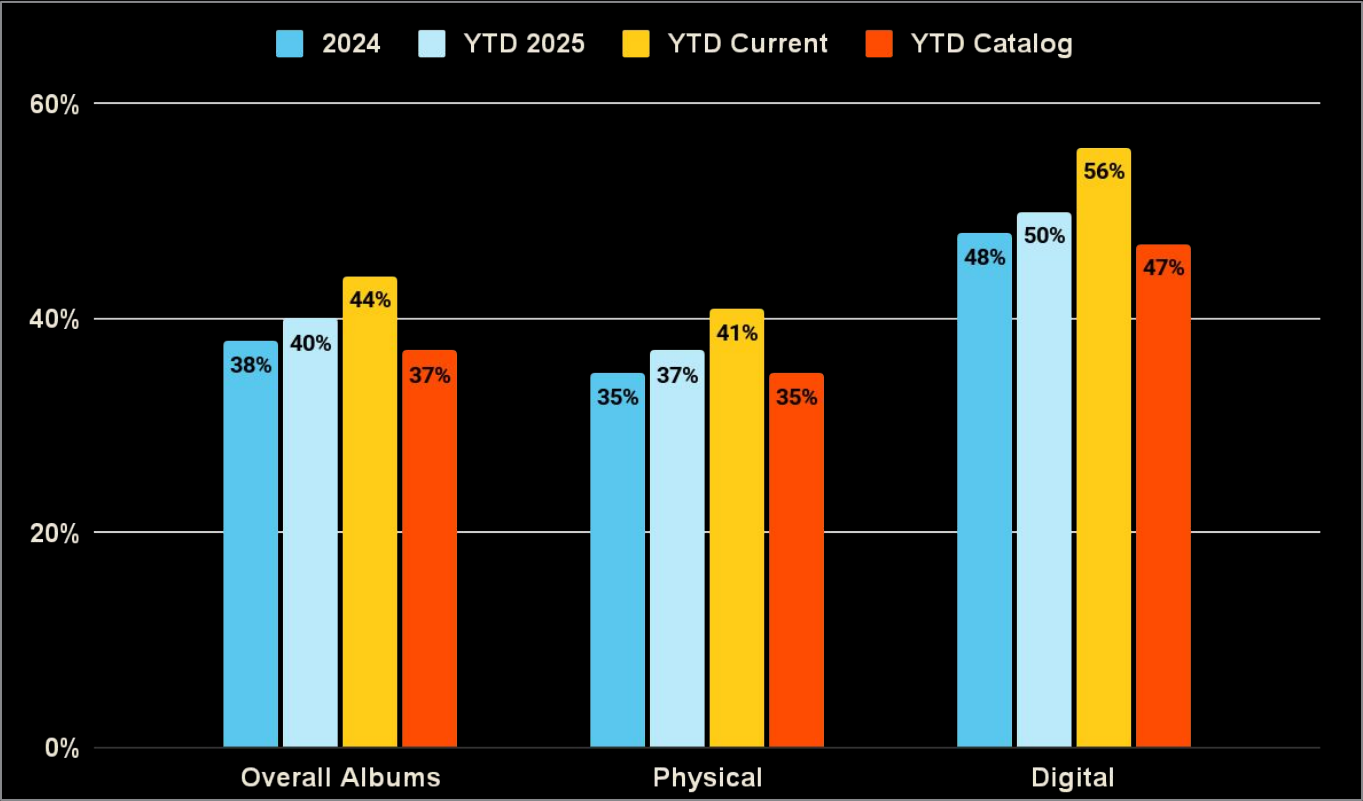
78%

of all album sales are **Physical**
(compared to 83% for the Industry) and 22% Digital.

63%

of all album sales are **Catalog**
(compared to 67% for the Industry).

Indies Share of Market for Album Sales (2024 & 2025 YTD)



INDIE LABELS

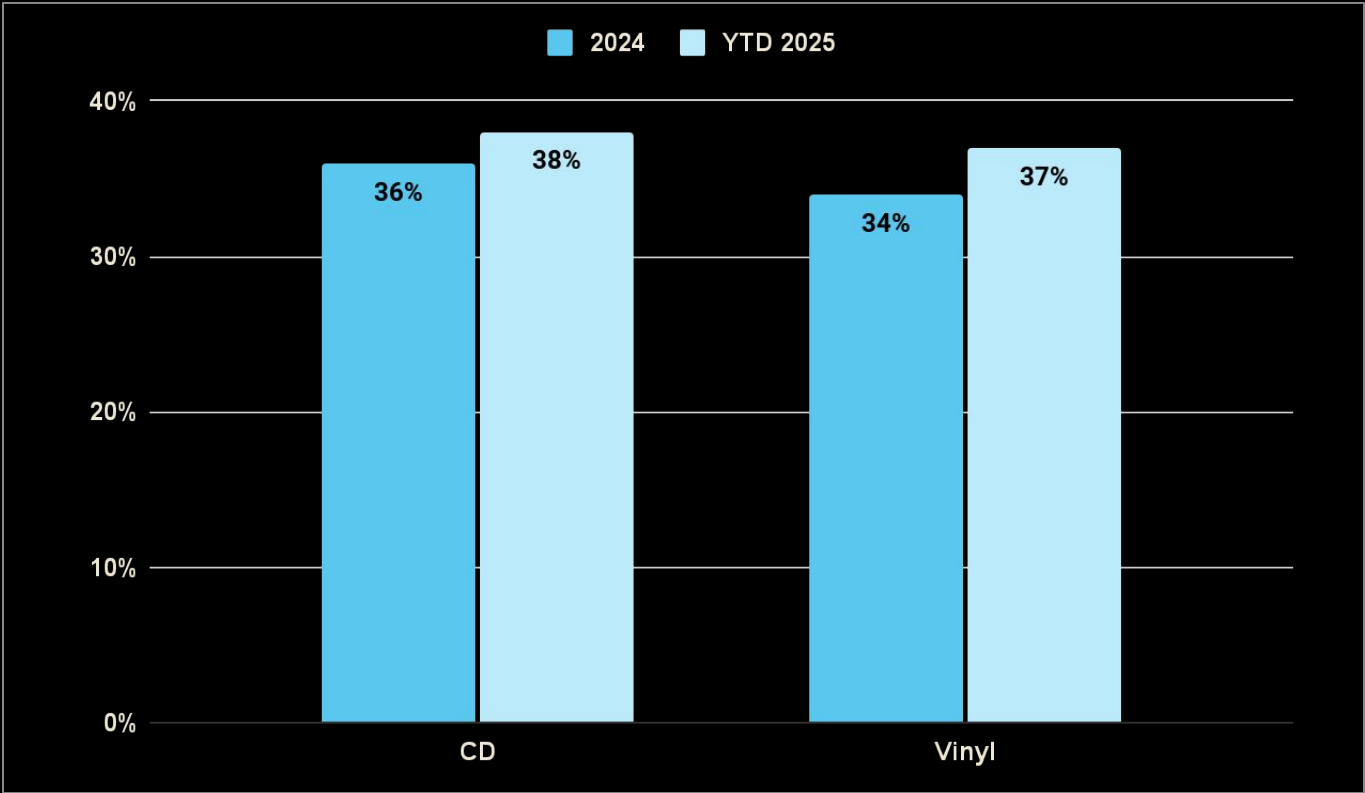
44%

Current album sales YTD 2025.

56%

Current digital album sales YTD 2025.

Indie Labels Share of Market: CD vs Vinyl Sales (2024 & 2025 YTD)

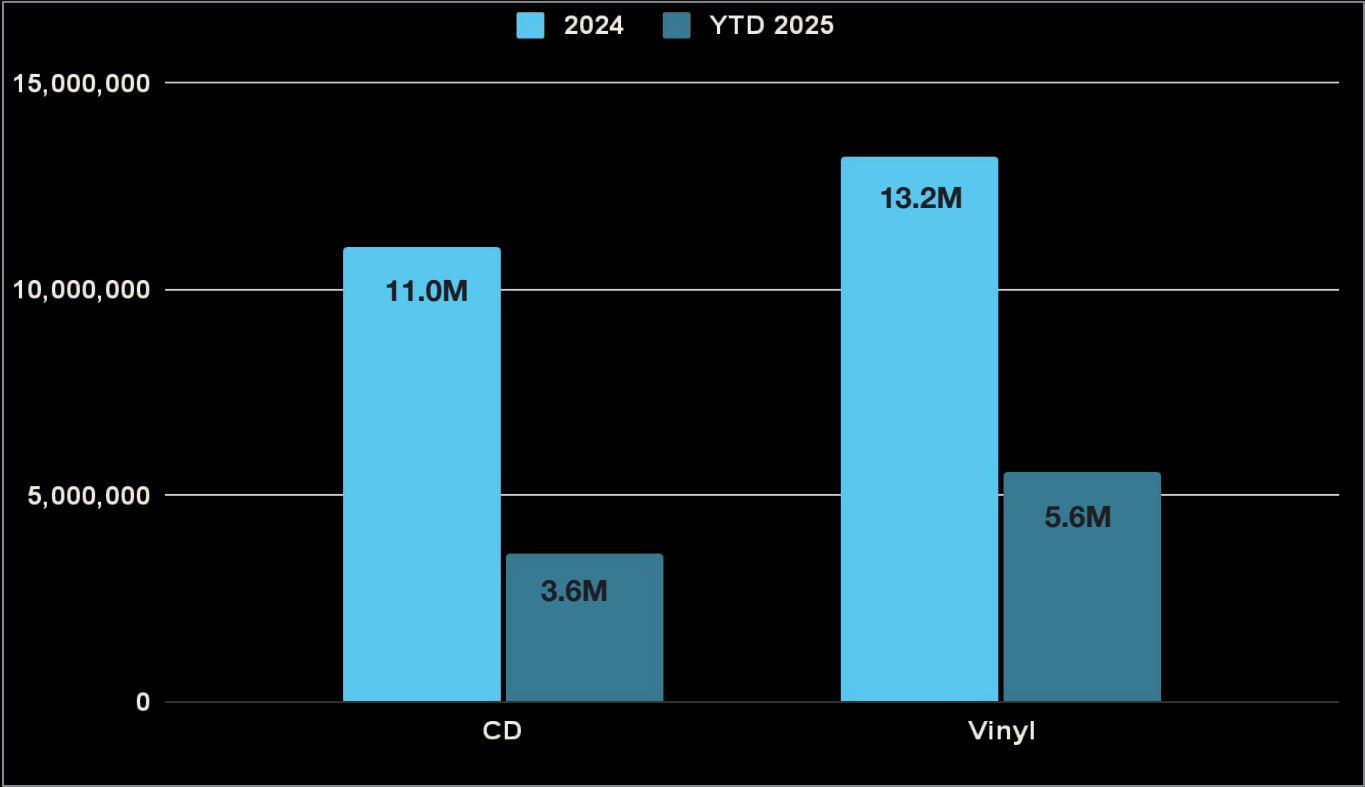


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43%

YTD **Current** Vinyl album sales and 34% of all Catalog Vinyl album sales.

Indie Labels: CD vs Vinyl LP sales (2024 & 2025 YTD)



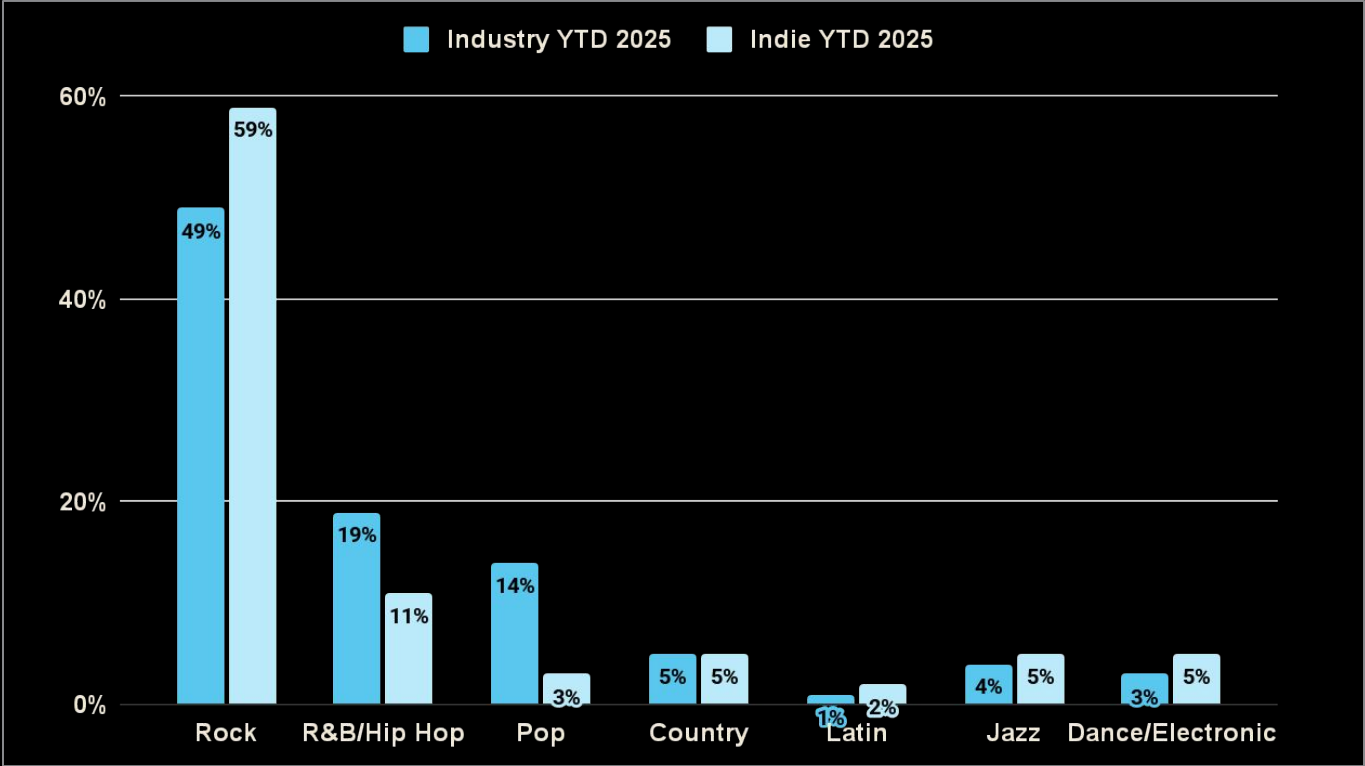
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60%

Of all Vinyl album sales fall in the **Rock** genre (compared to the Industry 44%), YTD 2025.

In 2024, **Rock** albums accounted for 54% of Indie vinyl album sales.

Vinyl Albums: Percentage of Sales By Genre for Indie Labels



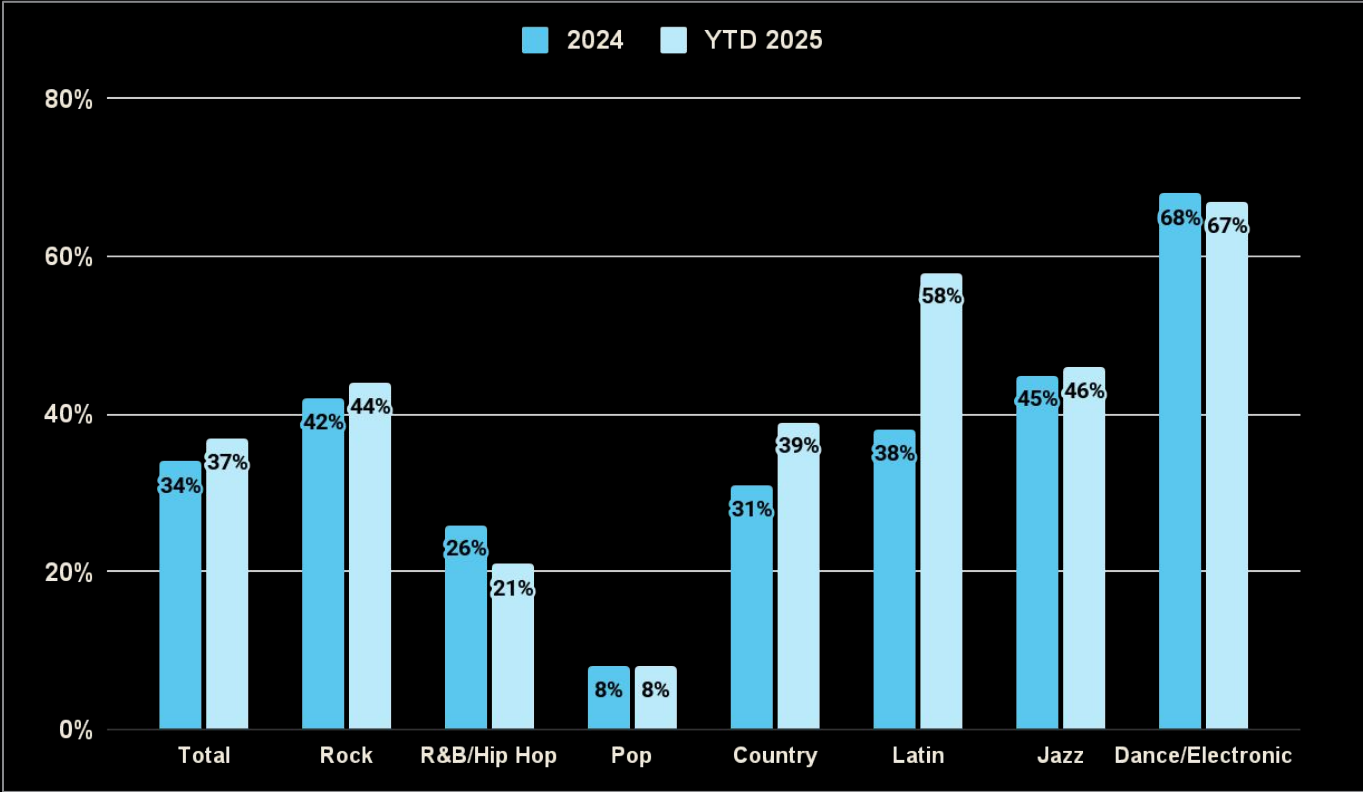
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70%

Of all Indie Vinyl album sales YTD 2025 are either **Rock** or **R&B/Hip Hop** albums.



Indie Label Vinyl Albums By Genre



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67%

for all vinyl **Dance/Electronic** album sales YTD 2025.

39%

for vinyl **Country** album sales YTD 2025; up from 31% in 2024.



Luminate x A2IM

Luminate is proud to offer qualifying A2IM members introductory preferred subscription pricing of **\$295** per month* for a one-year subscription to the music industry's most powerful music analytics platform.

- **Competitive Analysis**
- **Marketing Strategy & Planning**
- **Official *Billboard* Charts**
- **Income forecasting**
- **Talent Discovery and A&R**
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Scan the QR code to learn more.



*Offer ends 8/30/25

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