

LUMINATE

AUGUST 2026 | ALL ABOUT MUSIC - MUMBAI

Unlocking the Next Era

Key Trends in India's Music Economy

Introduction



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GM / VP International Luminate

**LUMINATE
LONDON**

AGENDA

01 Who is Luminate?

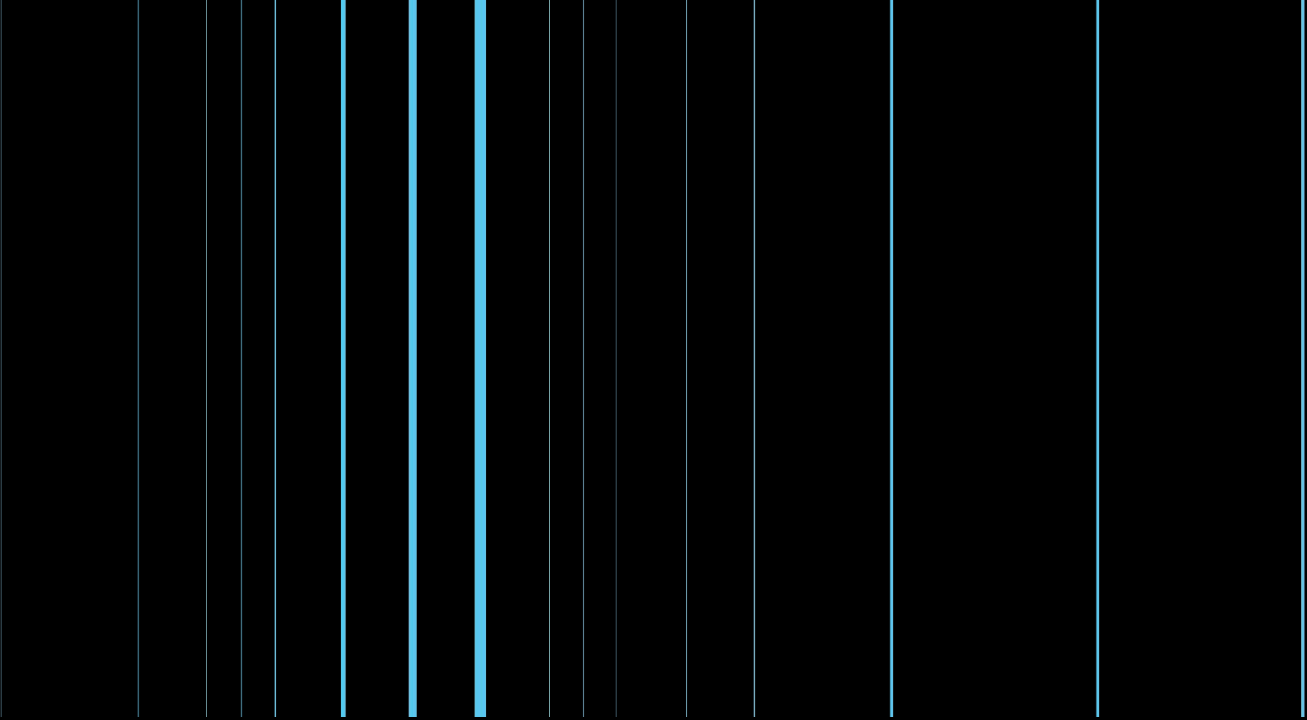
02 Music Streaming: Volume vs. Value

03 In-Market Genre Trends

04 Export Trends: Indian Music Abroad

05 Career Sustainability: Emerging Artists

06 Takeaways

A series of vertical lines of varying heights and colors (light blue and white) are positioned at the top of the slide, creating a decorative header.

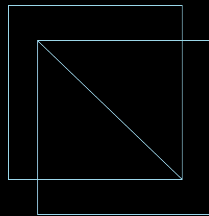
/01 Who is Luminate?

Luminate

The trusted independent leader in entertainment consumption, audience intelligence and metadata



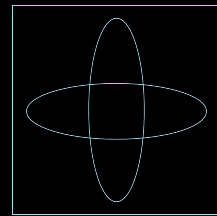
**Music
Consumption
(CONNECT)**



**Streaming
Viewership (M)**



**Insights &
Intelligence**



**Film & TV
Metadata**

The Entertainment Ecosystem Trusts Luminate

Music Labels & Distributors	Platforms & Tech	Valuation & Rights Management	Media & Entertainment	Brands
       	         	      	          	      

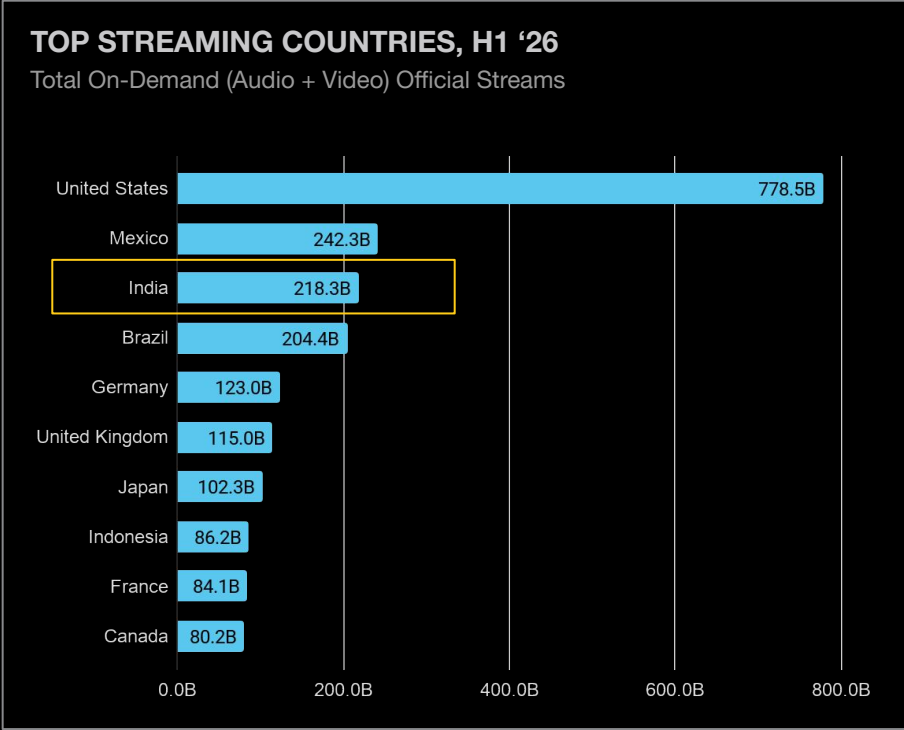
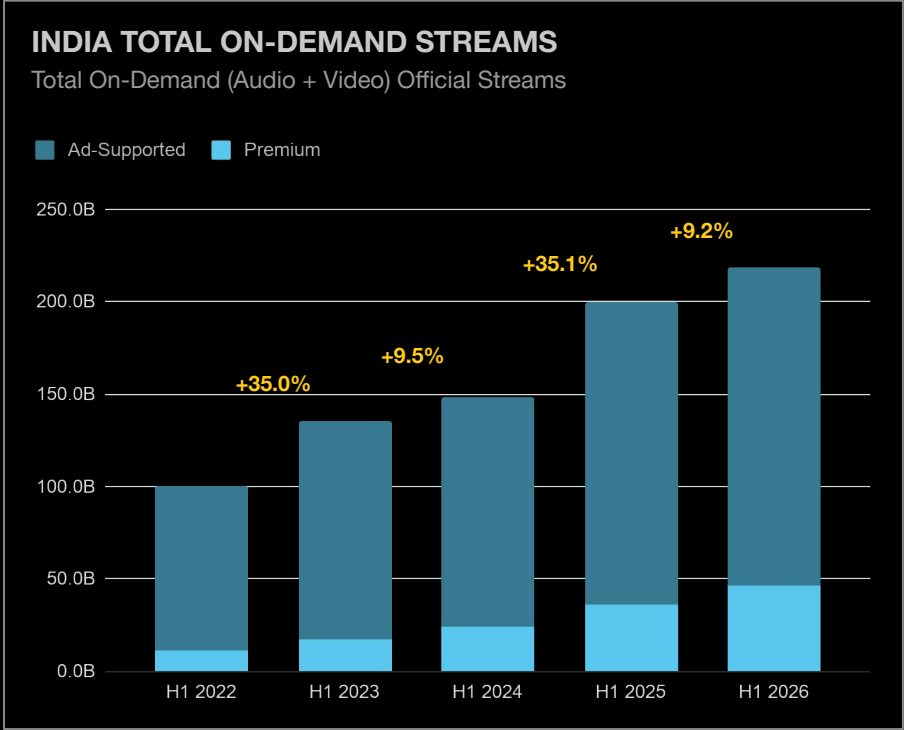


/02

Music Streaming Volume vs. Value

Volume Leadership: India Reaches #3 Globally with 218B+ Streams

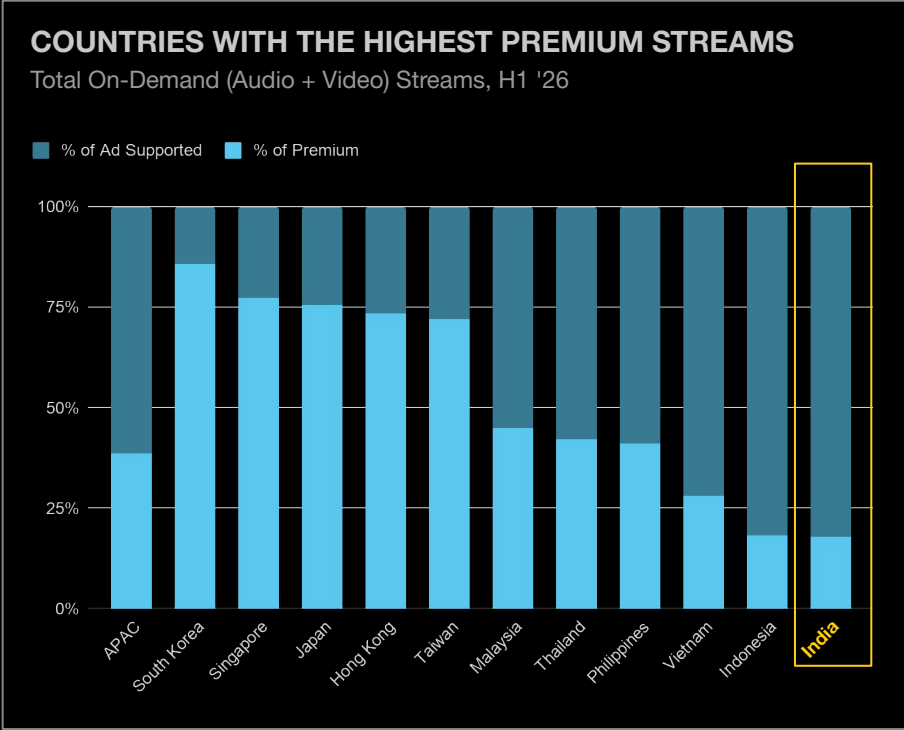
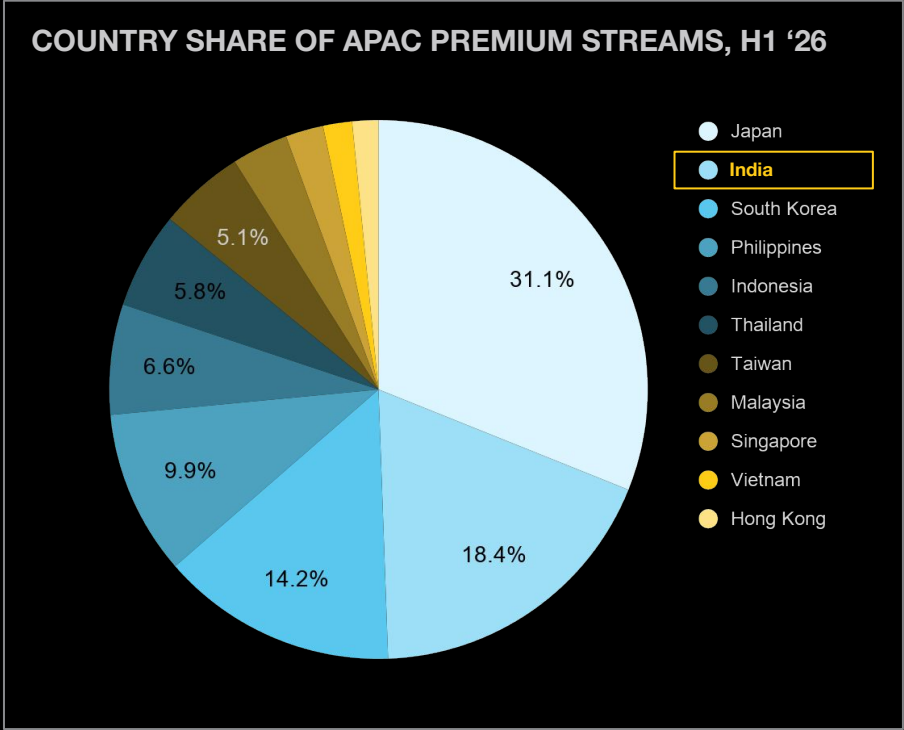
Total on-demand streams grew by +18.3 billion in H1 '26 alone—proving India’s digital reach and massive audience engagement.



NOTE: OFFICIAL STREAMS COME FROM A VALID ARTIST OR PROVIDER CHANNEL. EXCLUDES UGC STREAMS.. SOURCE: LUMINATE MUSIC CONSUMPTION DATA

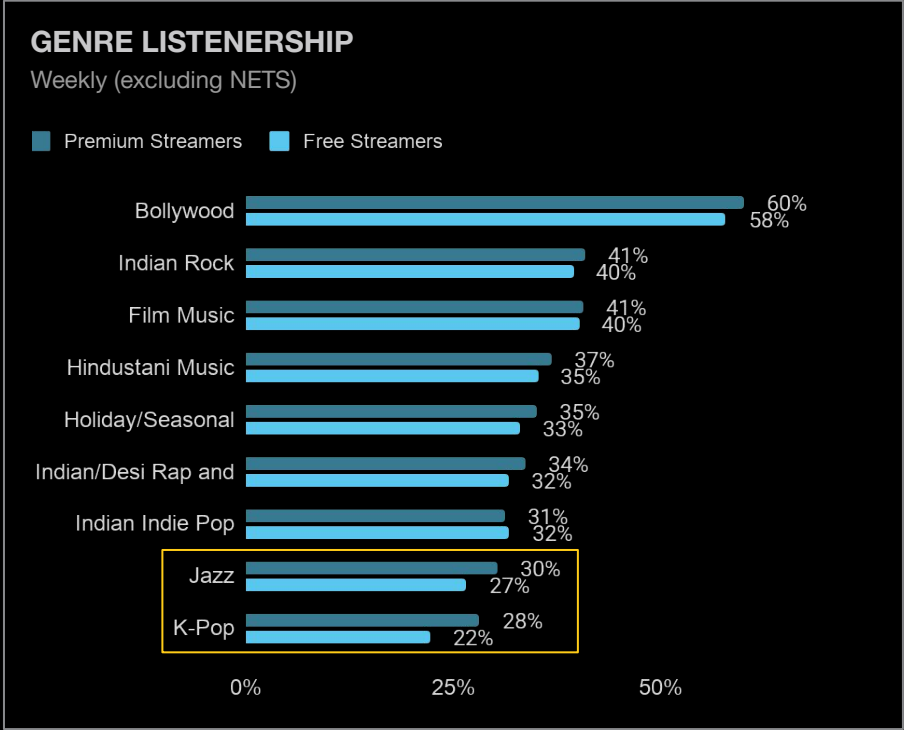
The Monetization Gap: 80% of Streams Remain Ad-Supported

While India drives 18.4% of APAC's total premium volume, its 80% ad-supported base underscores an urgent need to bridge the gap between volume and ARPU.



Paid Subscribers Demand Genre Diversity Beyond Mass Market Titles

While Bollywood maintains high reach overall (58-60%), premium subscribers exhibit significantly higher affinity for niche genres like Opera (+46%), U.S. Rock (+37%) and J-Pop (+31%).



Compared to the average music listener, premium music streamers are...

+46% More likely to be Opera fans.

+37% More likely to be U.S. Rock fans.

+31% More likely to be J-Pop fans.

High Readiness: 75% of Free Users Report Being Open to Subscribing

Conversion intent peaks among live event attendees (+67%) and physical buyers (+41%), revealing clear lifestyle affinity triggers for DSP paywalls.

Among music listeners NOT currently paying for streaming...

+67%

Music Festival Attendees are 67% more likely to pay for a subscription to a streaming service in the next 6 months.

+42%

Musicians are 42% more likely to pay for a subscription to a streaming service in the next 6 months.

+41%

Physical Music Buyers are 41% more likely to pay for a subscription to a streaming service in the next 6 months.

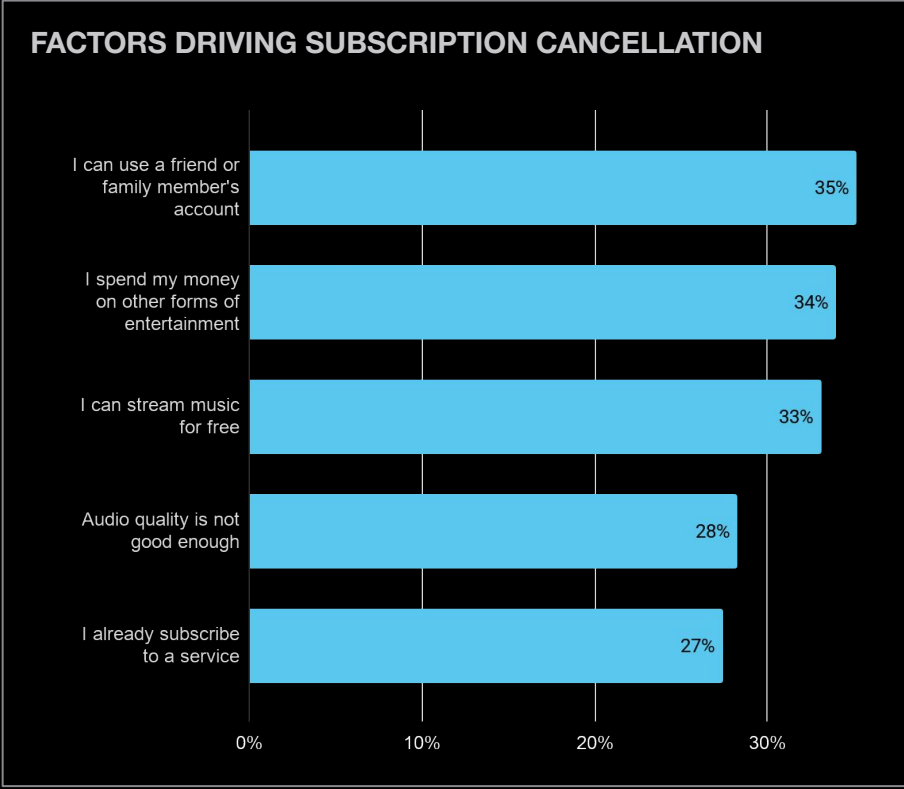
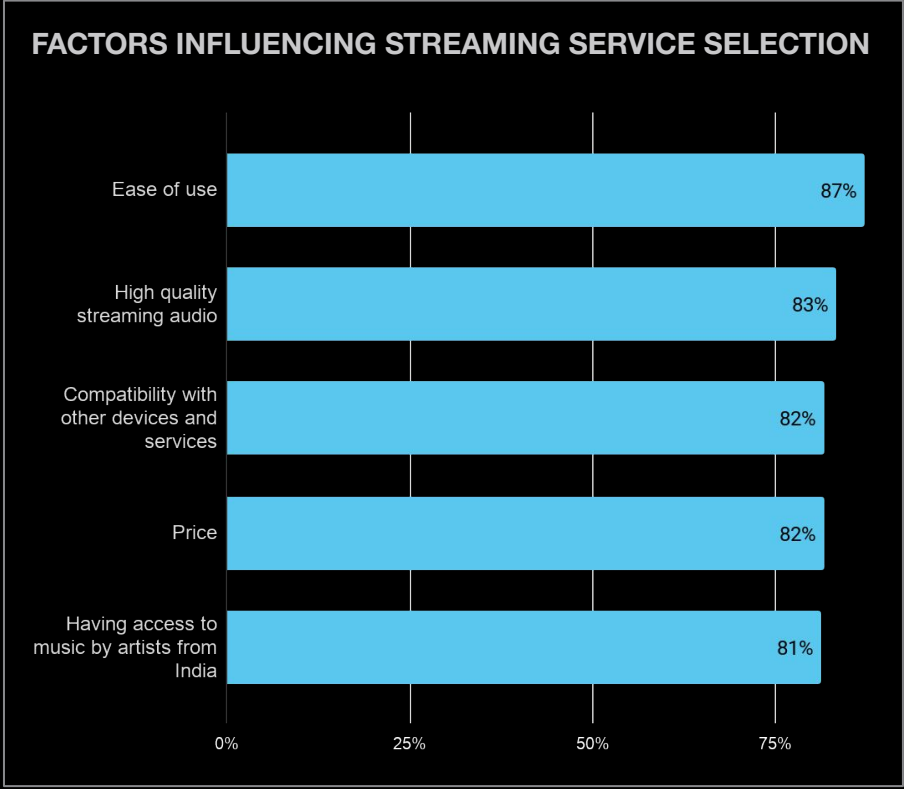
+27%

Latin Fans are 27% more likely to pay for a subscription to a streaming service in the next 6 months.

+15%

Gamers are 15% more likely to pay for a subscription to a streaming service in the next 6 months.

Product Usability and Local Repertoire Win Retention





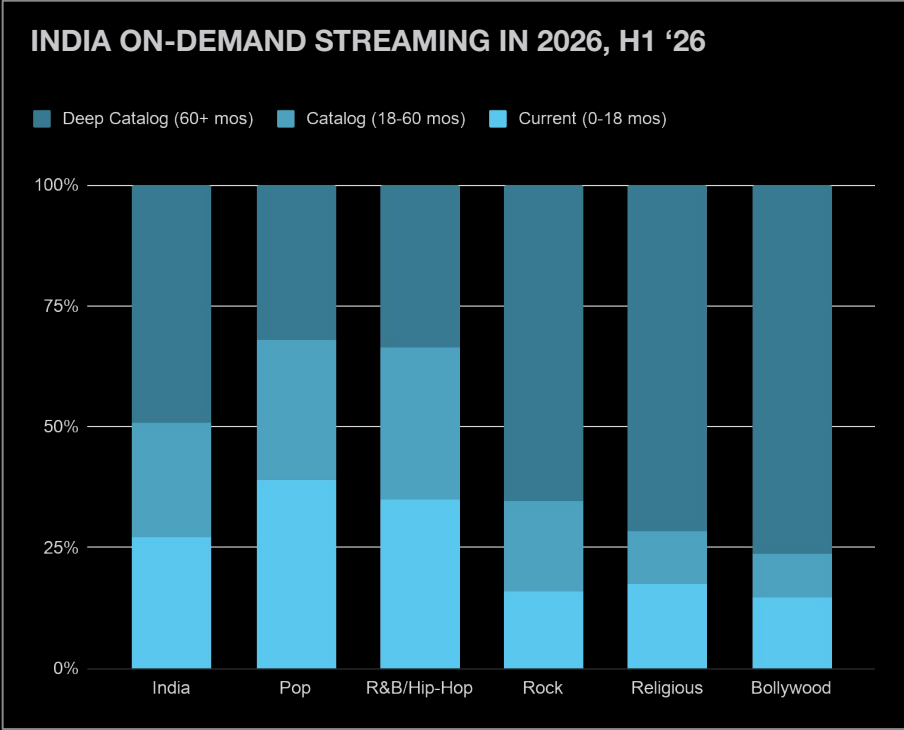
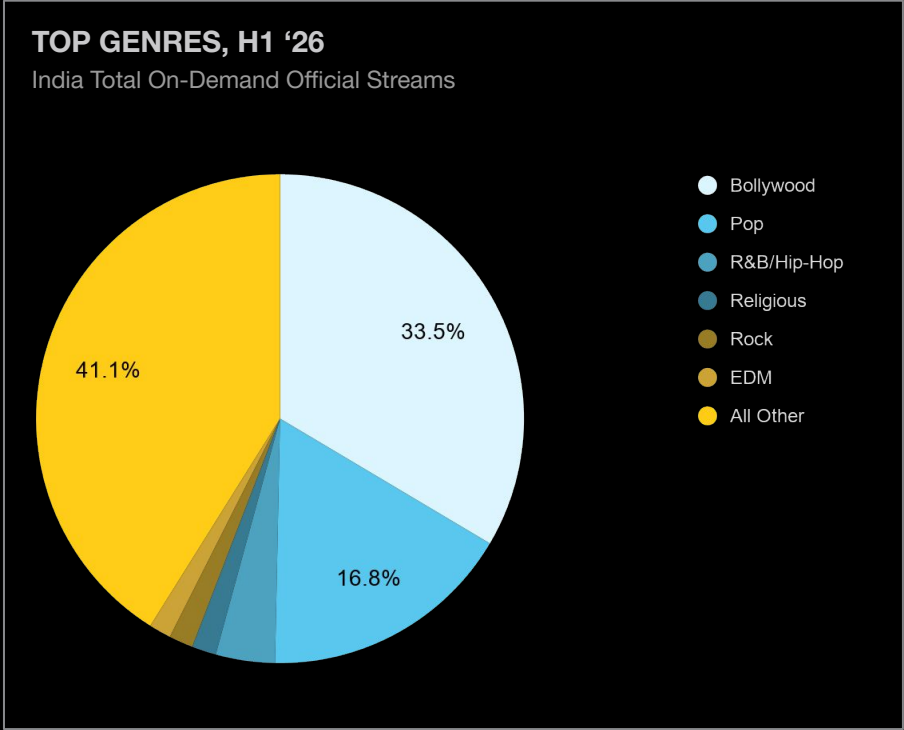
/03

In-Market Genre Trends

Bollywood and Other Genres

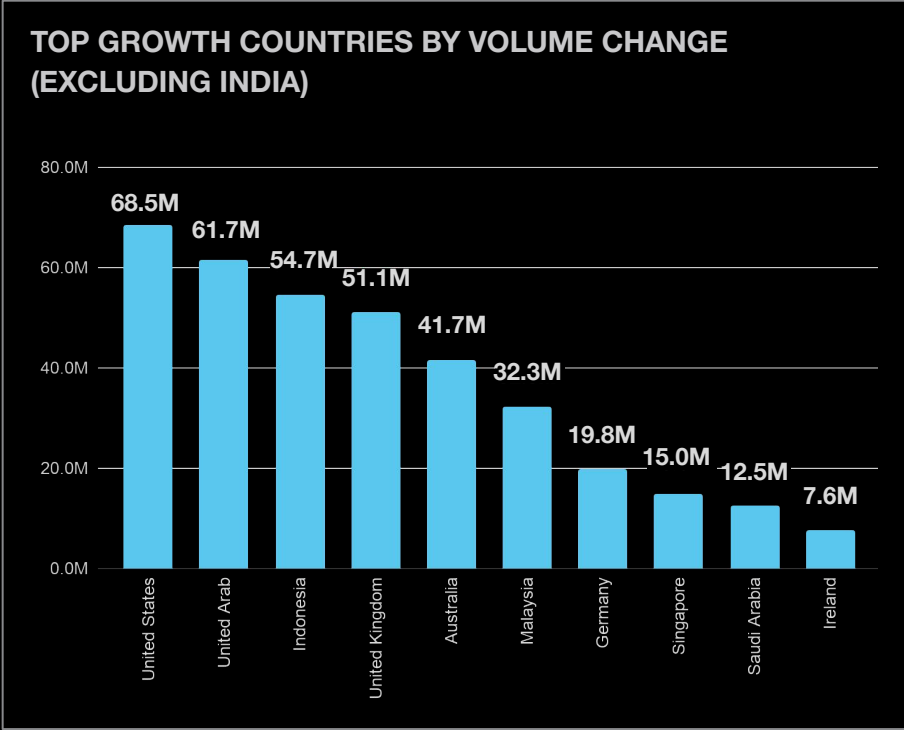
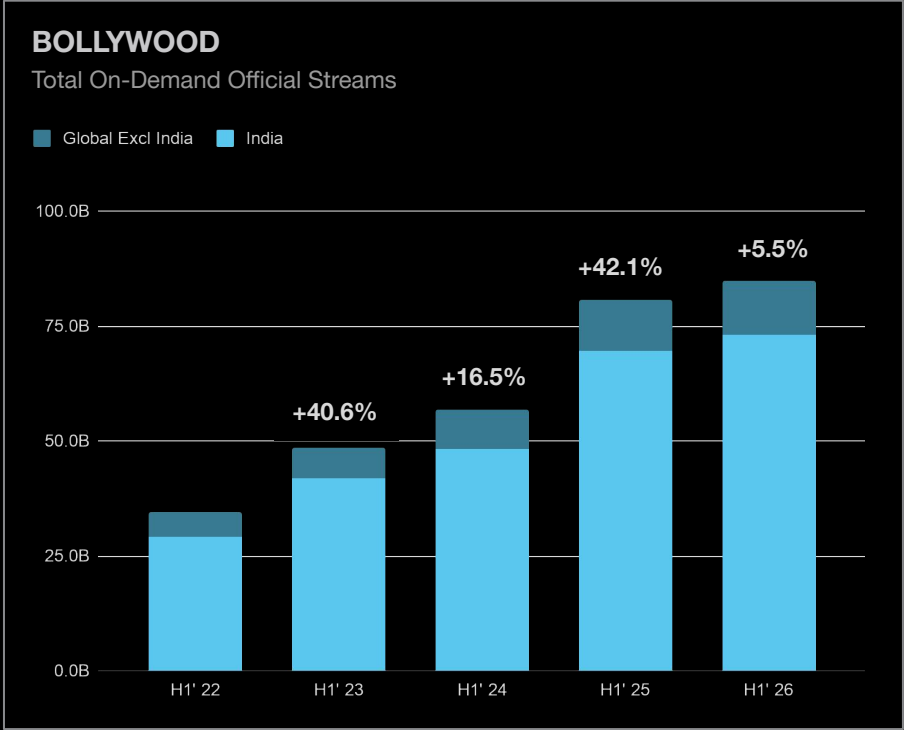
Bollywood and Pop Equal Half of All Consumption, But 75% of Bollywood Streams are Deep Catalog

Bollywood holds 33.5% of total streams in India, and over 3/4ths of streams are from tracks that are older than 60 months. Pop holds 16.8% of India's streams, and leans the most Current (tracks that are 0-18 months old). R&B/Hip-Hop has the highest share of streams that are Catalog (18-60 months old).



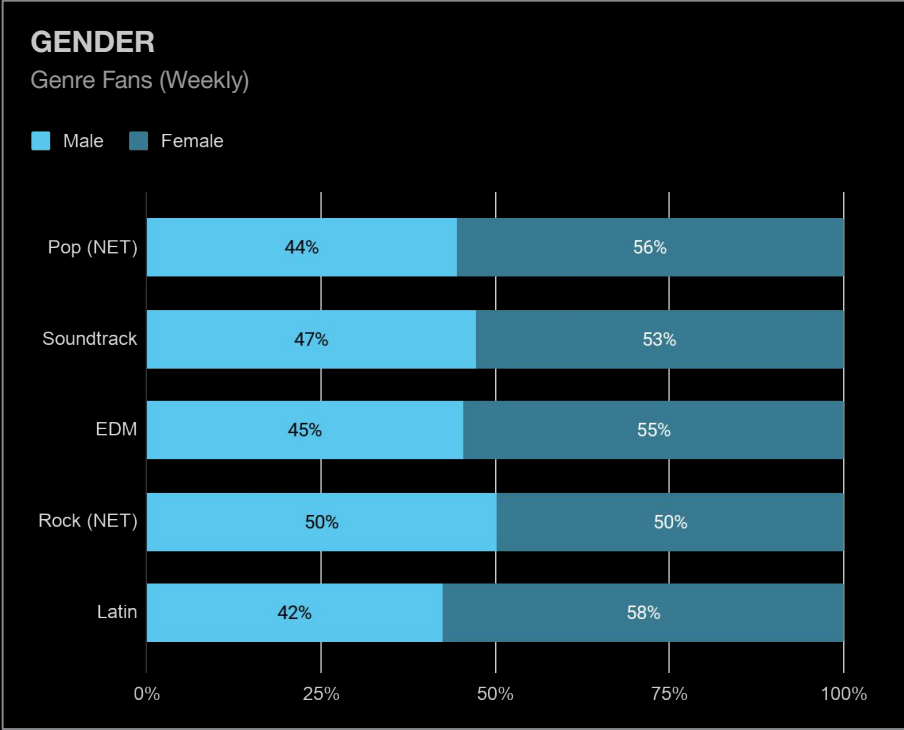
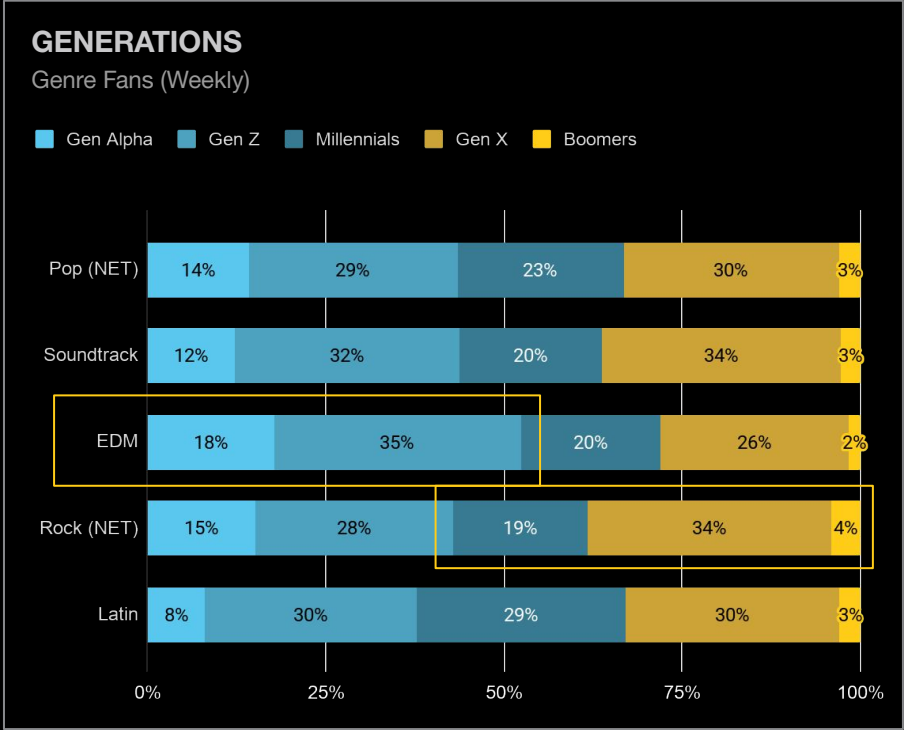
Bollywood Expands Beyond Borders into MENA and Southeast Asia

Despite its high rate of Deep Catalog streaming, Bollywood continues to grow in India and abroad. Bollywood is highly concentrated in India (90% of streams coming from the market), but the genre is building footholds across MENA, Southeast Asia and English-speaking markets.



Emerging Genres Expand Youth and Female Listener Engagement

EDM captivates Gen Z and Alpha listeners (53%), while Pop and Latin drive strong female engagement (56–58%), offering targeted brand opportunities.



Digital Platforms Drive Discovery for Pop, Soundtrack and EDM Repertoire

Over 70% of Soundtrack and EDM fans rely directly on streaming platforms and playlists to find music, shifting discovery power toward curated digital ecosystems.

Pop

- #1 Streaming services
- #2 Social media
- #3 Television

Soundtrack

- #1 Streaming services
- #2 Movies / soundtracks
- #3 Social media

EDM

- #1 Streaming services
- #2 Movies / soundtracks
- #3 Short-form video (TikTok, Reels, etc.)

Rock

- #1 Social media
- #2 Streaming services
- #3 Friends / relatives

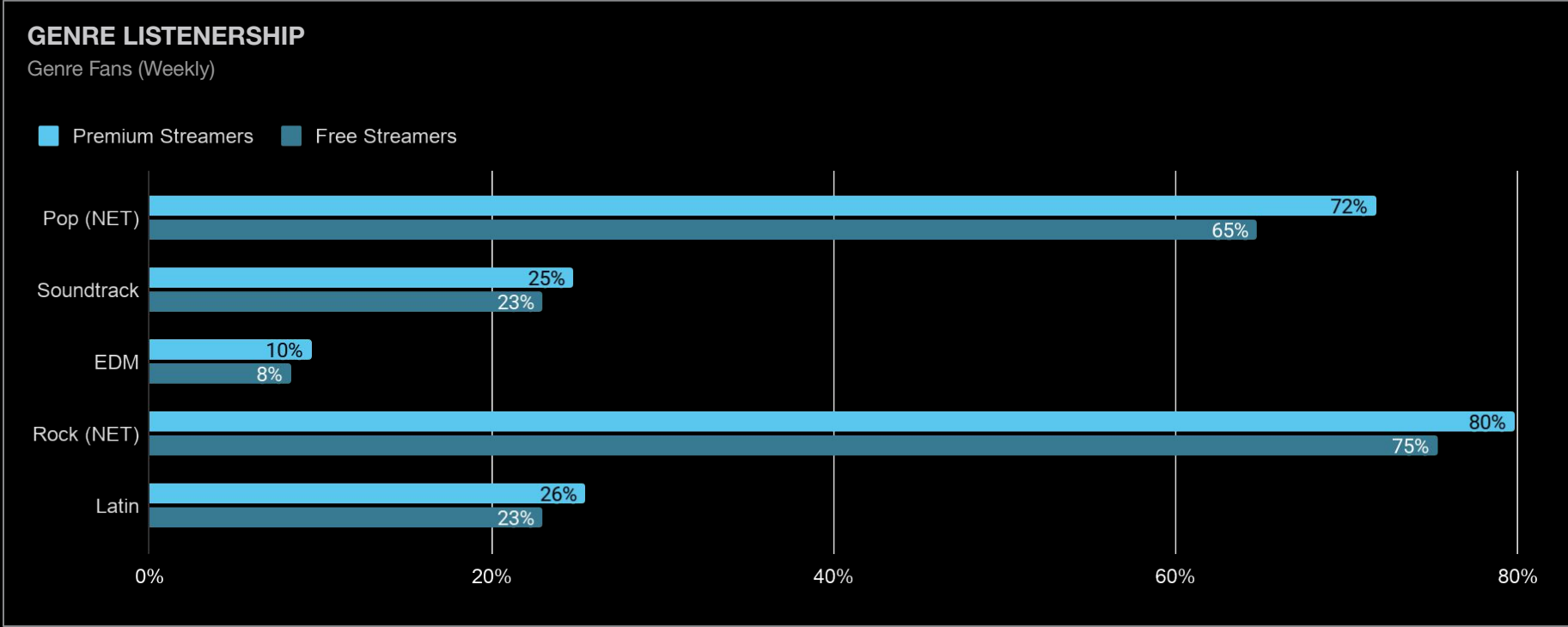
Latin

- #1 Social media
- #2 Streaming services
- #3 Television



Paid Users Show Deeper Engagement Across Rapidly Growing Genres

Premium subscribers engage significantly more across Rock (80%) and Pop (72%), while EDM streams grew 20% YoY among free users—offering a natural gateway to monetization.

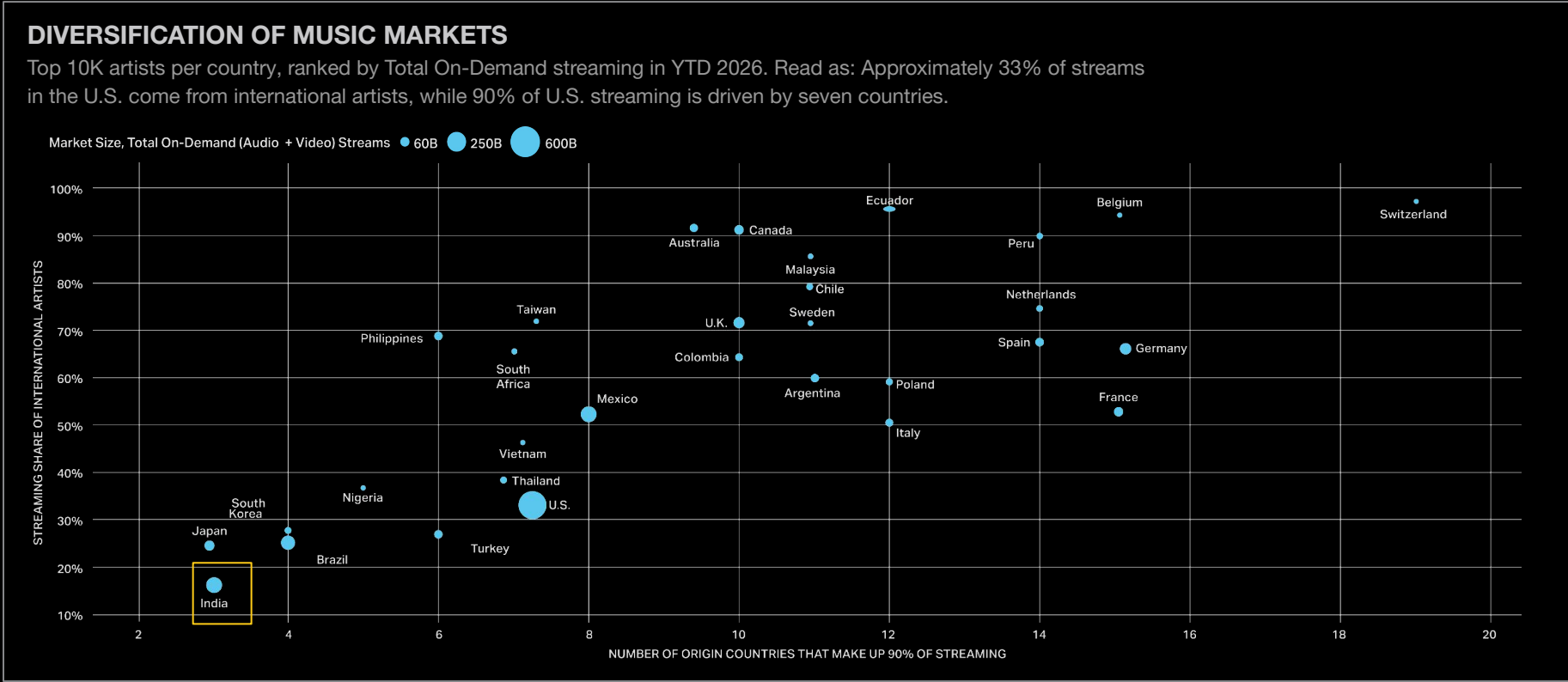


A man in a white shirt is singing into a microphone on a stage. The scene is dimly lit with a strong blue tint. In the background, there is a music stand and some musical equipment. The overall mood is artistic and focused on the performer.

/04

Import/Export Trends Indian Music internationally

India is the Least Diverse Market based on Country of Origin...



...but India finding more success in 2026 through Global Export

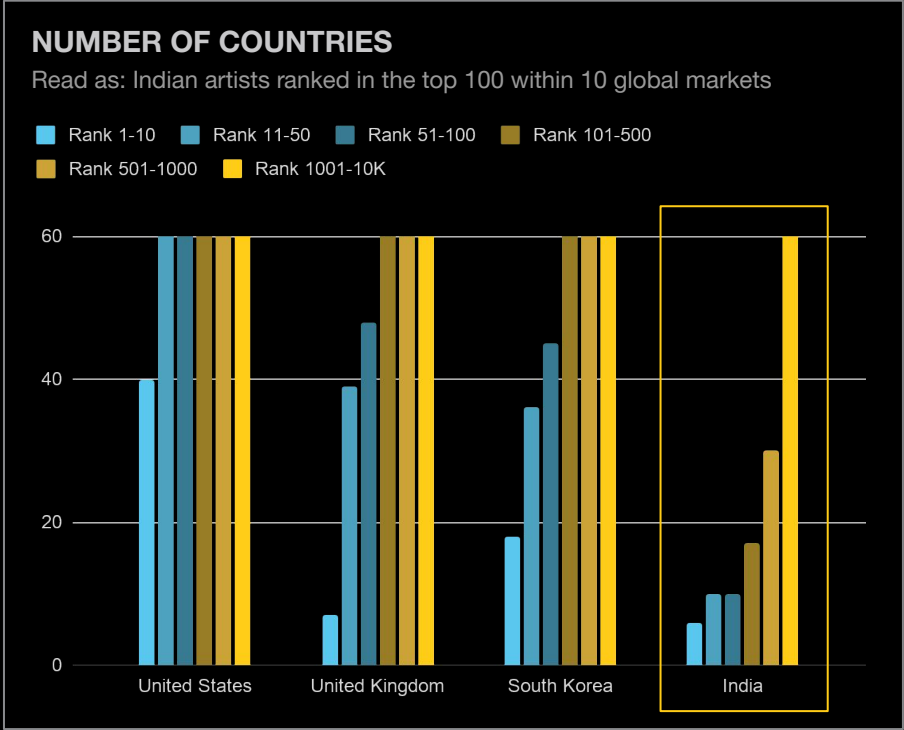
EXPORT POWER RANKING, H1 '26

RANK	Country / Territory	Top Importer 1	Top Importer 2	Top Importer 3
1	United States	Canada	Australia	New Zealand
2	United Kingdom	United States	Australia	Ireland
3	South Korea	Japan	Taiwan	United States
4	Canada	United States	United Kingdom	Australia
5	Germany	Austria	Switzerland	Turkey
6	France	Belgium	Switzerland	Lebanon
7	Puerto Rico	United States	Mexico	Spain
8	Brazil	Portugal	Bolivia	Argentina
9	Australia	United States	United Kingdom	Canada
10	Sweden	United States	Germany	United Kingdom
11	Colombia	Ecuador	Spain	Mexico
12	Japan	South Korea	Taiwan	Hong Kong
13	India	UAE	Kuwait	Oman
14	Spain	Mexico	Argentina	Peru
15	Italy	Romania	Switzerland	Germany

Indian Artist	Ranked In Top 100	List Of Countries
Anirudh Ravichander	7	Bahrain, Canada, Kuwait, Malaysia, Oman, Qatar, Singapore, UAE
Sai Abhyankkar	7	Malaysia, UAE. Oman, Qatar, Kuwait, Singapore, Bahrain
Arijit Singh	6	UAE, Oman, Qatar, Kuwait, Bahrain. Saudi Arabia
A.R. Rahman	6	UAE, Oman, Qatar, Kuwait, Bahrain, Malaysia
Pritam	5	UAE, Oman, Qatar, Kuwait, Bahrain

Export Power Breakdown (H1 '26)

While Karan Aujla’s Punjabi music is making waves in Canada, Anirudh Ravichander dominates in Southeast Asia, and Arijit Singh reigns as the top Indian artist in English-speaking countries.



TOP IMPORTERS OF INDIA'S MUSIC OUTSIDE OF MENA

Rank	Country	Top Indian Artist	Rank in Country
1	Malaysia	Anirudh Ravichander	#15
2	Canada	Karan Aujla	#40
3	Singapore	Anirudh Ravichander	#44
4	Indonesia	Arijit Singh	#107
5	United Kingdom	Arijit Singh	#194
6	Australia	Arijit Singh	#204
7	New Zealand	Karan Aujla	#232
8	United States	Arijit Singh	#900
9	Ireland	Arijit Singh	#501
10	Poland	Hanumankind	#2370

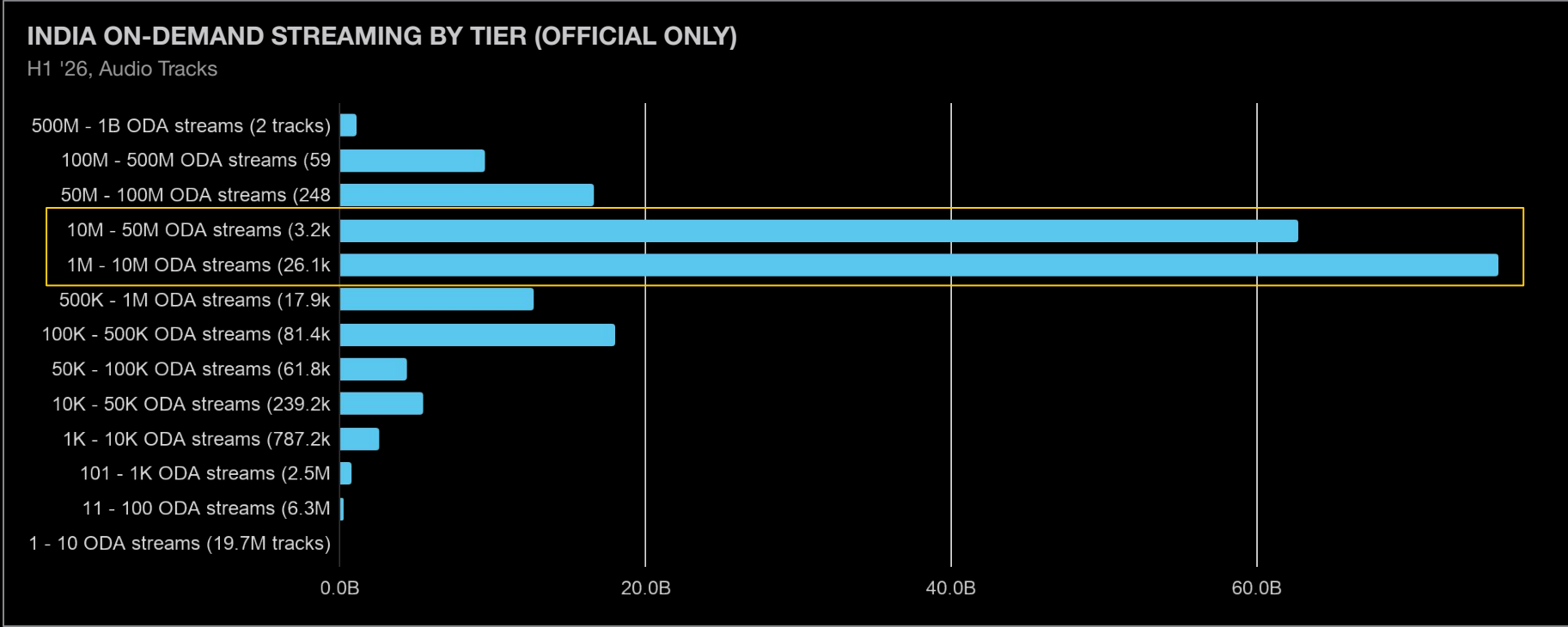
A DJ is performing at a desk, illuminated by blue light. The image has a strong blue color overlay. The DJ is wearing a dark shirt and is focused on the equipment. The background is dark and out of focus.

/05

Career Sustainability Emerging Artists

Mid-Tier Catalog (1M–50M Streams) Generates Two-Thirds of All Volume

A core ecosystem of 33,000 tracks forms the commercial backbone of India's streaming economy, proving that revenue stability extends far beyond top-10 mega-hits.



AI music is starting to gain some traction

TOP 5 AI-ASSISTED AND/OR GENERATED TRACKS, RANKED BY GLOBAL ON-DEMAND AUDIO STREAMS, WEEKS 1-24, 2026								
Artist	Song Title	Release Date	Ex-U.S. ODA Streams	U.S. ODA Streams	Global Rank	U.S. Rank	Ex-U.S. Share	U.S. Share
Chill77, Unjaps, Mikeeysmind	"Papaoutai (Afro Soul)"	12/20/25	210.7M	17.6M	282	4,802	92.3%	7.7%
The Second Voice	"LET ME BE"	1/25/26	75.6M	10.1M	2,185	9,253	88.2%	11.8%
Tu Corrido Mx	"Entre tú y yo"	12/26/25	25.8M	7.3M	8,310	13,299	77.9%	22.1%
Ragal Ironbull	"VALHALLA CALLING"	4/3/26	26.0M	6.6M	8,479	14,914	79.8%	20.2%
Breaking Rust	"Livin' on Borrowed Time"	10/14/25	13.4M	19.0M	8,558	4,304	41.3%	58.7%

Emerging Artists: Regional Breakthrough Artists Scale to Massive Stream Volumes

Explosive growth—exemplified by Reble jumping from 616K to 561M+ streams—validates the rapid commercial scalability of independent and regional talent across India.

EMERGING ARTISTS				
Artist Name	Origin	Main Genre	H1 '25 On-Demand Streams	H1 '26 On-Demand Streams
Reble	Meghalaya	Rap	616.2k	561.8M
Kiran Bajwa	Punjab	Pop	3.8M	80.6M
Kunwarr	Punjab / Toronto	Rap	3.0M	73.2M

/06 Takeaways

Volume vs. Value

India has established unmatched global consumer scale as the world's #3 streaming market with 218.3B+ streams, yet 80% of its volume remains ad-supported. Closing this monetization gap—particularly by targeting Gen Z users and converting high-intent listeners like festival attendees—represents the industry's single largest financial growth vector.

In-Market Genre Trends

Bollywood is far from declining; it maintains a dominant 33.5% market share, continues consistent year-over-year growth, and is successfully expanding into overseas markets across MENA and Southeast Asia. Concurrently, rapid rise in non-film Pop ,EDM, and other niche genres is broadening India's total listening landscape.

Indian Music Abroad

Driven by diaspora demand and cross-border crossover, India has jumped to #13 globally in export power. Top marquee artists such as Anirudh Ravichander, Arijit Singh, and Sai Abhyankkar are regularly charting across Middle Eastern and Southeast Asian markets, converting global listening into high-yield foreign revenue.

Career Sustainability & Emerging Talent

India's music economy is supported by a stable catalog foundation—where mid-tier tracks (1M–50M streams) generate two-thirds of all streaming volume—alongside an active emerging talent pipeline where regional independent artists are scaling exponentially from under a million to hundreds of millions of streams.



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