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Today's UK Music Market

Leveraging UK Export Power

Introduction

Adrian Sarosi

GM / VP International Luminate

LUMINATE
LONDON

AGENDA

/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

UNIVERSAL
UNIVERSAL MUSIC GROUP
WARNER MUSIC GROUP
SONY MUSIC
BIG LOUD
concord
EMPIRE
ROCNATION
believe.

Platforms & Tech

Boomplay
YouTube
napster
MUSIC
SOUNDCLOUD
Spotify
vevo
Meta
Google

Valuation & Rights Management

SHAMROCK CAPITAL
duetti
HIPGNOSIS
SONY MUSIC PUBLISHING
McKinsey & Company
Kobalt
avex music publishing

Media & Entertainment

SONY PICTURES
Paramount
LIONSGATE
NETFLIX
UNIVERSAL
CAA
CreativeArtistsAgency
billboard
Disney
VARIETY
max

Brands

VISA
TikTok
SONY
Walmart
Cash App
AEG
LIVE NATION

What Data Are We Sharing Today?

Streaming Data	Verified, full market-level findings across the UK as well as Global numbers
Research Suite: Audience Intelligence	Consumer insights from across the UK, as well as the U.S. including highlights of generational differences

Global streaming data partners, including …

Spotify amazon music Music YouTube SOUNDCLOUD pandora TIDAL Boomplay audiomack

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UK Market Consumption Trends

Volume vs. Value

Global Audio Streaming Reaches 2.8 Trillion

The UK suprasses 110 Billion On-Demand Audio streams in H1 2026

GLOBAL ON-DEMAND AUDIO SONG STREAMS

ON-DEMAND AUDIO SONG STREAMS UK

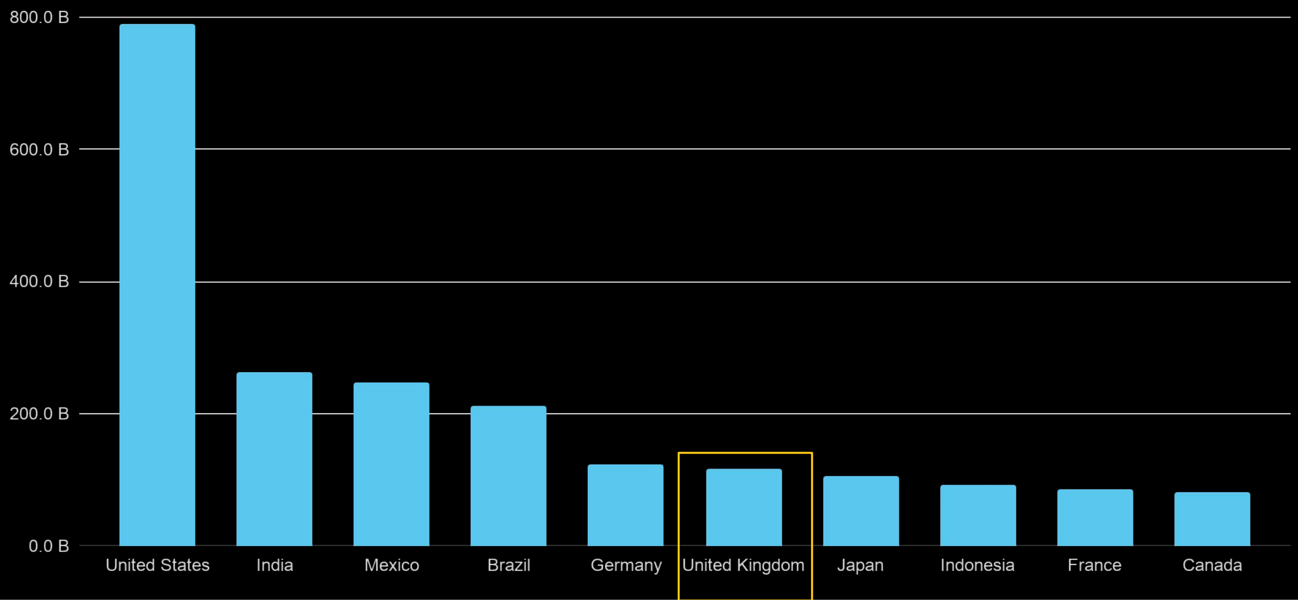
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

The UK Ranks #6 Globally in Total On-Demand Streaming but #3 in Revenue

High monetization per user cements the UK as a critical European hub and premier global launchpad

TOP 10 COUNTRIES IN STREAMING VOLUME

H1 2026, Total On-Demand (Audio + Video) Streams



IFPI TOP 10 MUSIC MARKETS 2025

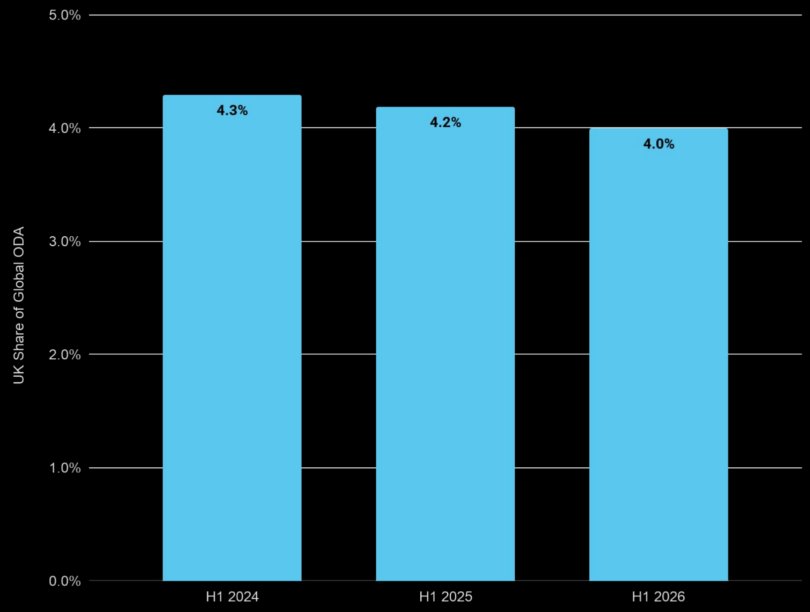
1	United States
2	Japan
3	UK
4	China
5	Germany
6	France
7	South Korea
8	Brazil
9	Canada
10	Mexico

SOURCE: LUMINATE MUSIC CONSUMPTION DATA; IFPI GLOBAL MUSIC REPORT 2025

UK's Share of Global Streaming Tightens as Emerging Markets Increase

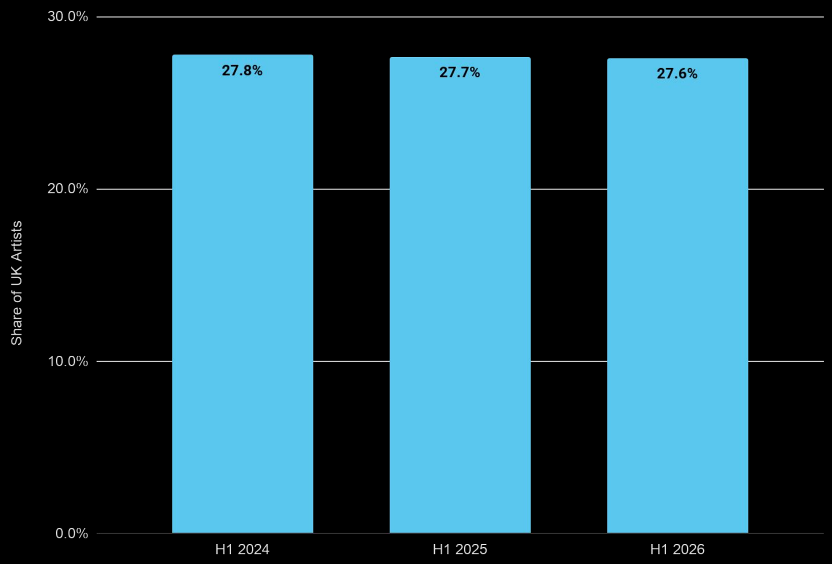
UK artists represent 4.0% of global audio streams—mirroring other mature Western markets as emerging territories drive global growth

UK STREAMING SHARE OF GLOBAL ON-DEMAND AUDIO



BRITISH ARTISTS' UK MARKET SHARE

Total On-Demand Streams



At Home: Domestic Competition Intensifies

The UK (-0.1 pt) and U.S. (-1.4 pts) repertoire face increasing competition from South Korea (+1.0 pt), India (+0.2 pt), and Sweden (+0.1 pt) among domestic listeners.

UK Streaming Share Growth Countries			
Artist Country of Origin	H1 2025 Share	H1 2026 Share	Share Point Change
South Korea	1.2%	2.1%	1.0
India	1.6%	1.8%	0.2
Sweden	1.2%	1.3%	0.1
UK Streaming Share Declining Countries			
Artist Country of Origin	H1 2025 Share	H1 2026 Share	Share Point Change
United States	46.7%	45.3%	-1.4
United Kingdom	27.7%	27.6%	-0.1

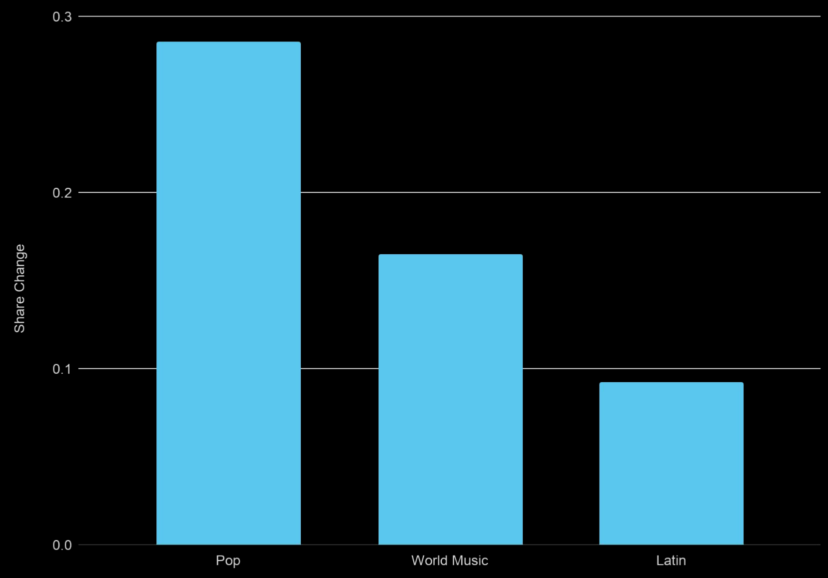
SOURCE: LUMINATE MUSIC CONSUMPTION DATA

Pop, World Music (K-Pop, Afrobeats, et al) and Latin are the UK's Largest Growth Genres

Subgenres Alt. Rock, R&B and Dance / Electronic are more popular in the UK compared to Europe overall

MAIN GENRE GROWTH, H1 '26 VS. H1 '25

UK Total On-Demand Streams, Billboard Main Genres



Sub Genre	UK Streaming Share	Europe Streaming Share	UK vs Europe (Index)
Alt. Rock	14.0%	7.7%	182
R&B	6.1%	3.2%	189
Dance/Electronic	9.7%	8.0%	121

/03

The UK Export Engine

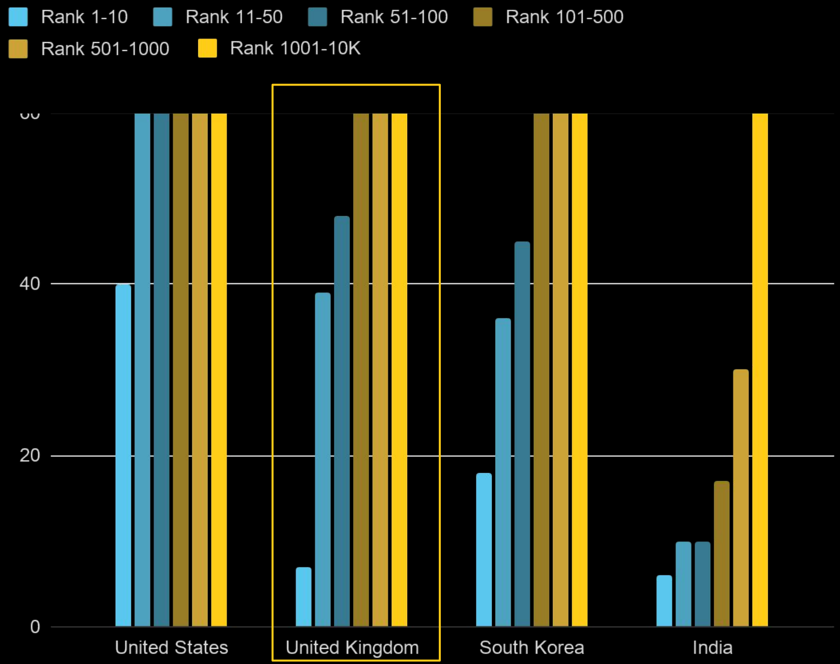
U.S. Market Gains

The UK Ranks #2 in Global Export Power

Rank	Country	#1 Importer of this content	#2 Importer of this content	#3 Importer of this content
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

NUMBER OF COUNTRIES

Read as: UK artists ranked in the top 100 within 48 global markets

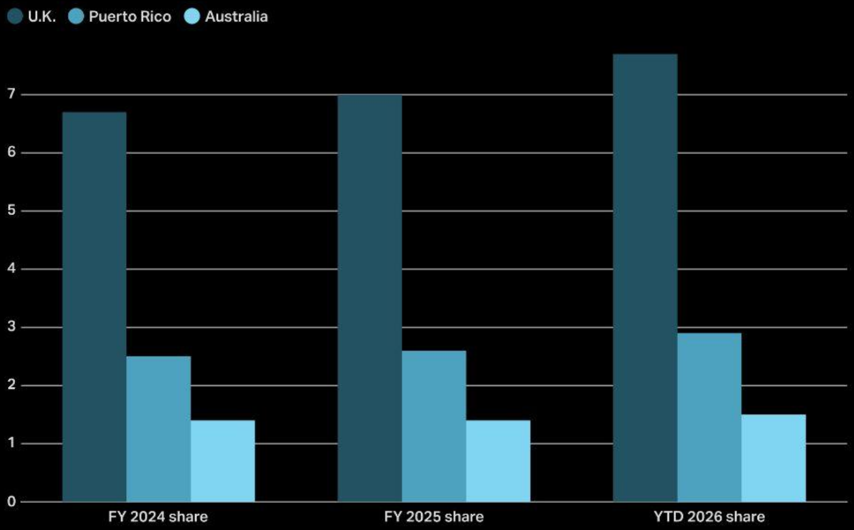


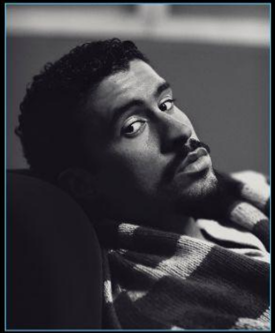
UK Artists Gain Ground in the U.S.

UK artists expanded their U.S. streaming share in 2026 (+0.8 pts to 7.8%), proving superior exportability into the world's largest market.

SHARE OF COUNTRY / TERRITORY OF ORIGIN

U.S. On-Demand Audio; Top 3 countries ranked by share growth in YTD 2026 vs. FY 2025 (excl. continental U.S.)





BAD BUNNY

Top Puerto Rican artist in the U.S. (Overall rank: 4)

OLIVIA DEAN

Top U.K. artist in the U.S. (Overall rank: 21)

TAME IMPALA

Top Australian artist in the U.S. (Overall rank: 76)

SOURCE: LUMINATE MUSIC CONSUMPTION DATA; PHOTO CREDITS: BAD BUNNY: DIWANG VALDEZ; DEAN: RYAN WILLIAMS; TAME IMPALA: JULIAN KLINCEWICZ

/04

The UK Music Consumer:

High Engagement & High Monetization Yield

UK Music Consumption

Engagement deepens across the board: 79% of the population are music listeners, spending 13.0 hours weekly and £83 per month on music activities.

79%

Of Total Respondents are Music Listeners. Compared to 76% in 2025.

13.0

Hours of weekly music listening. Compared to 11.5 in 2025.

£83

Of monthly spend on music. Compared to £82 in 2025.

63%

Of Music Listeners stream music online. Compared to 59% in 2025.

96.0B

Is the total # of premium streaming done in H1 2026 (Weeks 1-26). Compared to 91.9B in Q1 2025, which has increased by 4.1B.

UK MUSIC 360 2026 – WAVE 1; S14. IN THE PAST 12 MONTHS, WHICH OF THE FOLLOWING ACTIVITIES, IF ANY, HAVE YOU DONE AT LEAST ONCE? BASE: TOTAL RESPONDENTS (2008); TM1. IN A TYPICAL WEEK, HOW MANY HOURS DO YOU SPEND LISTENING TO MUSIC?; TM2. IN A TYPICAL MONTH, WHICH OF THE FOLLOWING WAYS DO YOU LISTEN TO MUSIC?, TM4. HOW MUCH MONEY, IF ANY, DID YOU SPEND ON THE FOLLOWING ACTIVITIES IN A TYPICAL MONTH?; BASE: MUSIC LISTENERS (1588)

Cross-Channel Synergy: Connecting Live Touring to Physical Sales

Festival-goers spend 49% more on physical music than average listeners, while Millennials lead overall live event investment.

£51

Music Listeners on average spend £51 per month on live music events.

+49%

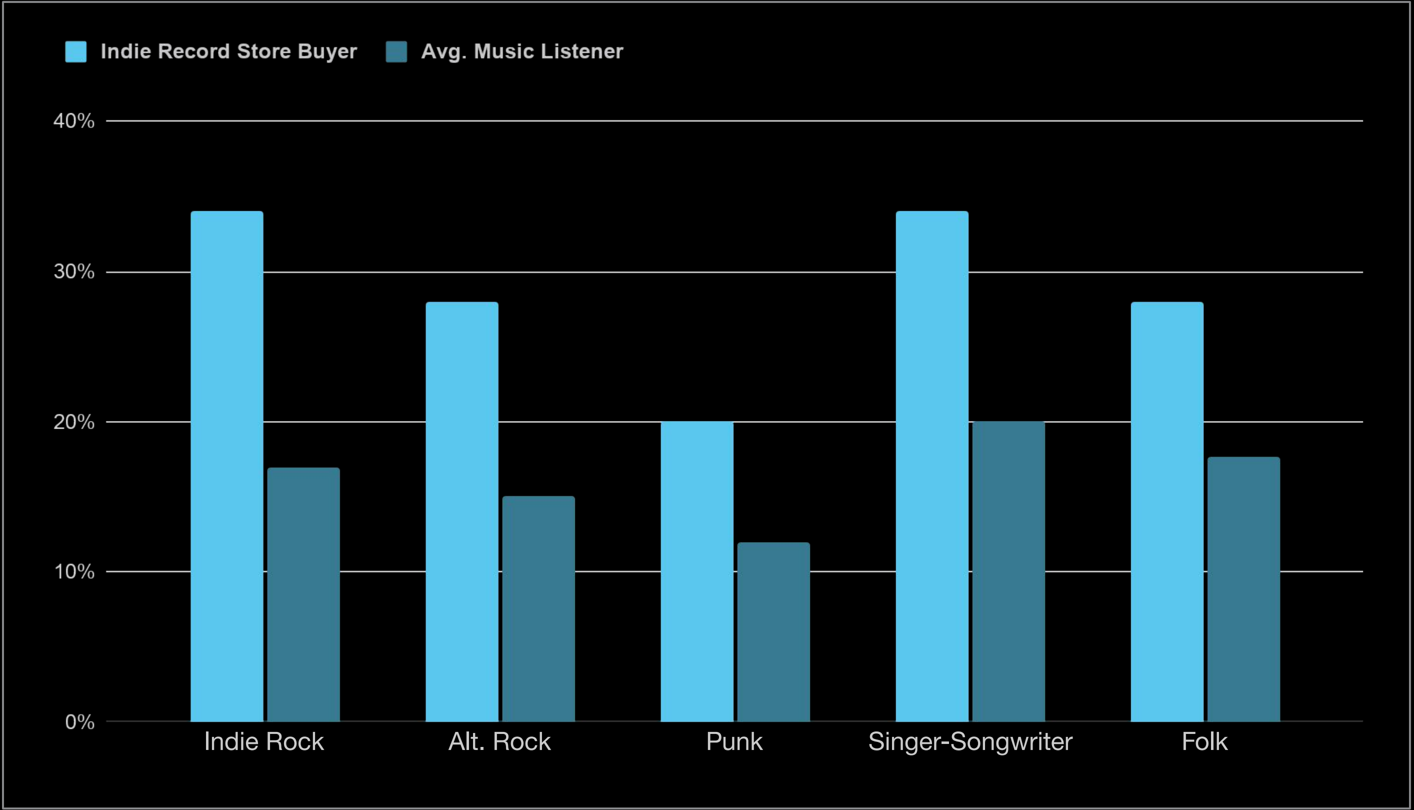
Music Festival Attendees spend 49% more on physical music compared to the average music listener.

+54%

Millennials spend +54% more on live music events compared to the average music listener.

UK MUSIC 360 2026 – WAVE 1; TM4. HOW MUCH MONEY, IF ANY, DID YOU SPEND ON THE FOLLOWING ACTIVITIES IN A TYPICAL MONTH?; BASE: MUSIC LISTENERS (1588); ST2: FOR THE AMOUNT OF MONEY YOU PERSONALLY SPEND IN A TYPICAL MONTH ON THE FOLLOWING MUSIC ACTIVITIES AND PRODUCTS, DO YOU THINK YOU'RE GETTING; BASE: MUSIC LISTENERS ANSWERING (628/457)

UK Indie Record Store Buyers Over-Index Most in Indie and Alt. Rock



198 Index

Indie record store consumers are nearly twice as likely to listen to Indie Rock than the average UK consumer

173 Index

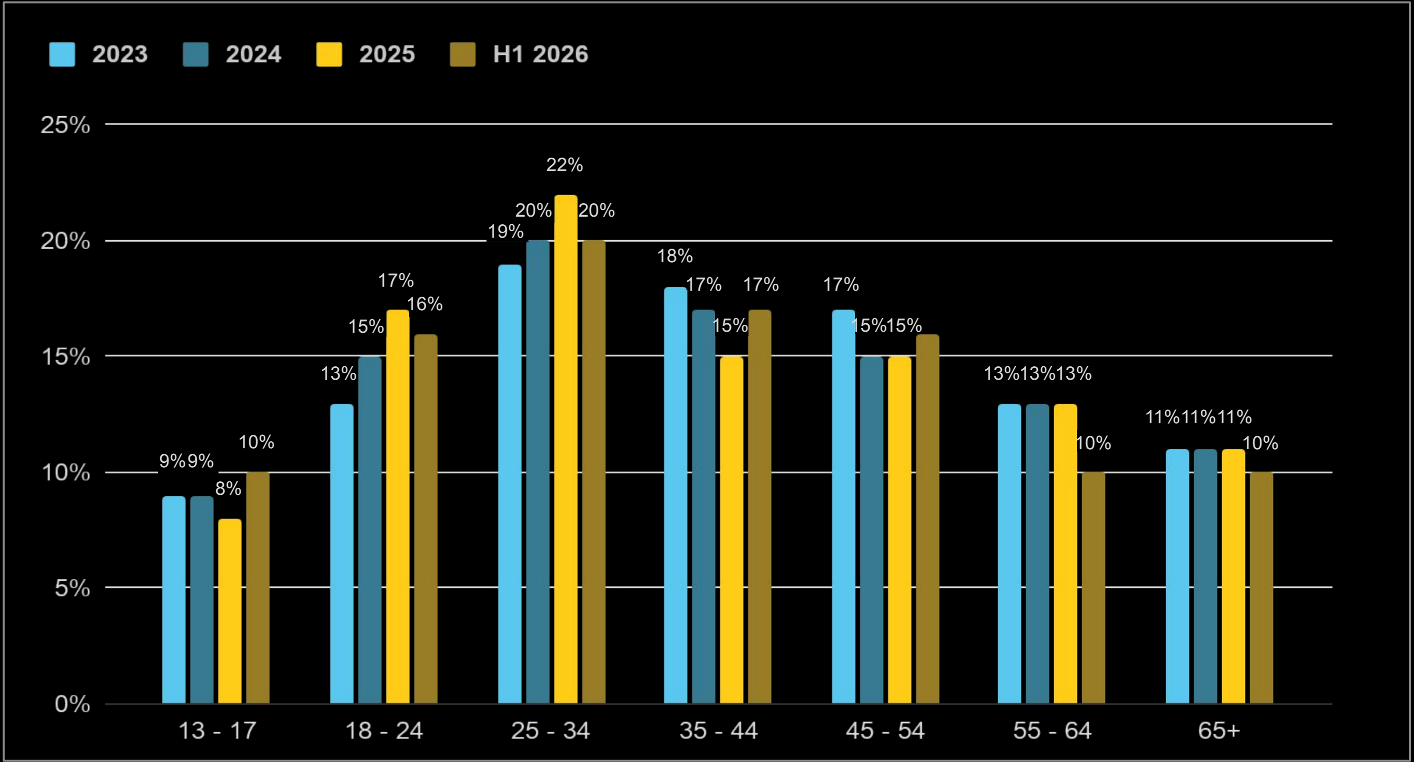
They are +73% more likely to listen to Singer-Songwriter

/05

Decoding the U.S. Physical Music Opportunity

Young Consumers Lead the Way

Youth Fandom Drives the U.S. Vinyl Boom



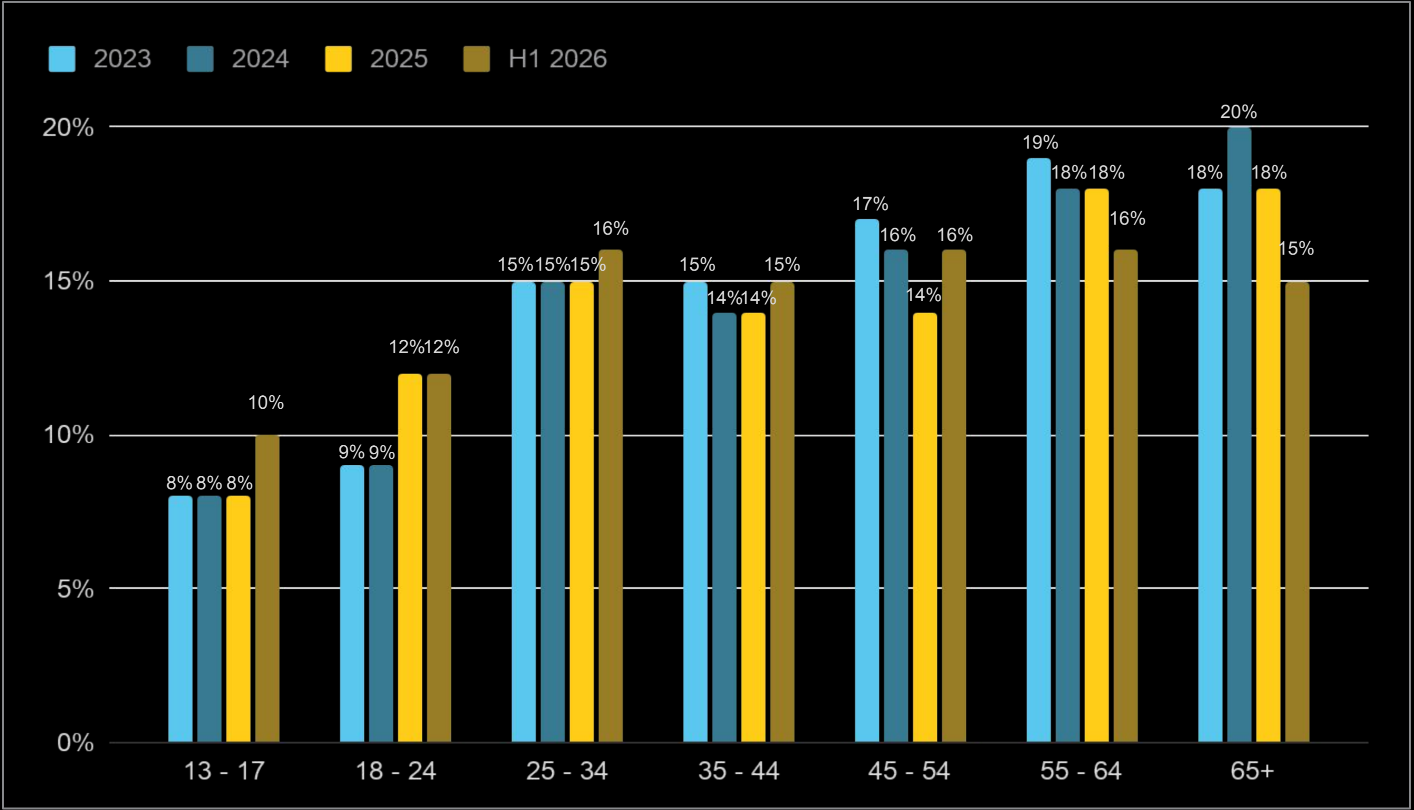
26%

of all consumers who purchased Vinyl albums in 2026 were 13 - 24 years old.

46%

of all consumers who purchased vinyl in 2026 were 13 - 34 years old

U.S. CD Sales Up in H1 2026 Among Youngest Consumers as Format Drives Fandom



38%

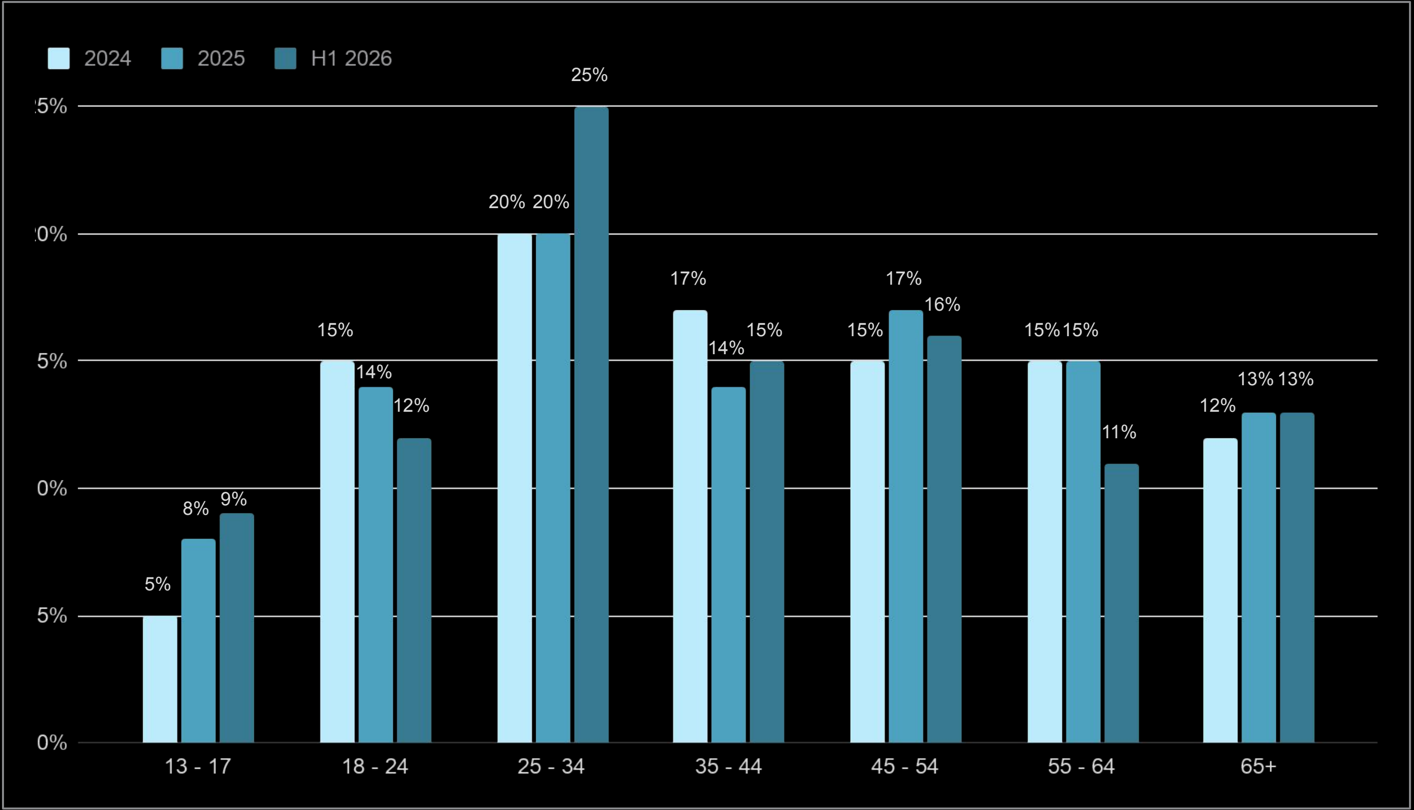
of all those that bought CDs in 2026 are under 34 years old

22%

of all those that bought CDs in 2026 13 - 24 years old

SOURCE: LUMINATE INSIGHTS

Indie Record Stores Serve as Superfan Hubs for Physical Music



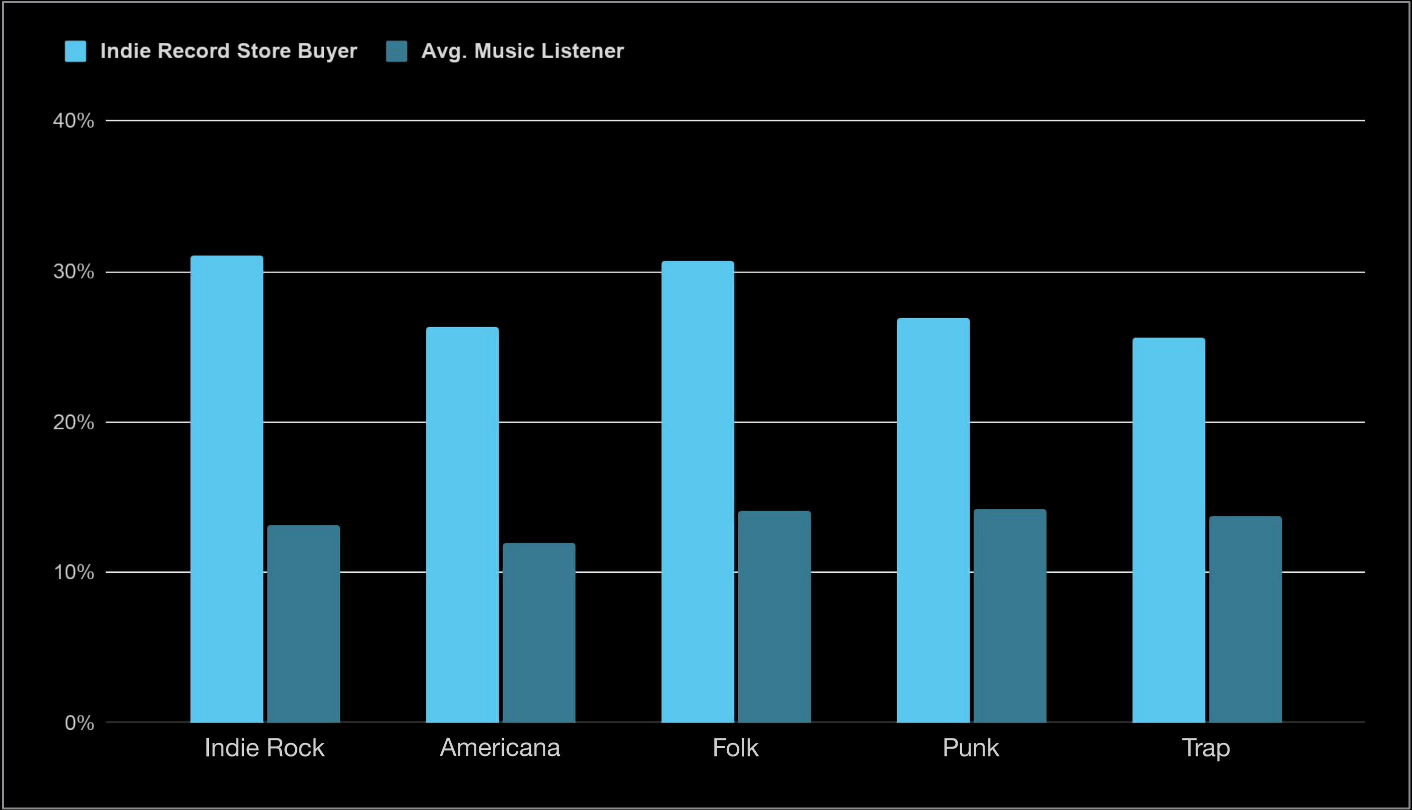
+5pp

25% of U.S. independent record store buyers are 25-34 years old, a jump of +5pp since 2025

46%

Of independent record store purchasers are 34 years old or younger

U.S. Indie Record Store Buyers: Indie Rock, Punk and Folk Overlap Most with U.K. buyers



235 Index

Indie record store consumers are nearly twice as likely to listen to Indie Rock than the average U.S. consumer

189 Index

They are +89% more likely to listen to Punk

/06 Takeaways

Global Position of UK

While domestic streaming share faces pressure from foreign repertoire, the UK maintains its status as the world's #3 recorded music revenue market (despite ranking #6 in streaming volume). High ARPU and subscriber engagement preserve the UK's position as Europe's premier commercial launchpad for global IP

UK Fandom & Genre Dynamics

UK music listeners demonstrate deepening engagement (79% reach, 13 hours weekly, £83 monthly spend). Significant domestic over-indexing in Alt Rock (14.0%), Dance (9.7%), and R&B (6.1%) gives UK independent labels a strong foundation to build high-converting, dedicated superfan bases.

Exporting to the U.S.

The UK is successfully bucking Western domestic fatigue by capturing market share inside the United States (+0.8 percentage point gain to 7.8% share in H1 2026). Led by breakout acts like Olivia Dean, British talent commands superior cross-border exportability into the world's most lucrative music ecosystem.

Monetizing the U.S. Physical Superfan

U.S. physical buyers require demographic-targeted execution: deploy youth-targeted Vinyl strategies (47% of vinyl buyers are under 34) and robust CD distribution for older demographics (50% aged 45+), while leveraging live touring (festival-goers spend +49% more on physical) and independent record stores as primary conversion hubs.

LUMINATE