

**» Companies and turnover in the music economy by subsegment**

Subsegment <sup>1</sup>	No. of companies subject to turnover tax (Umsatzsteuer) <sup>2</sup>		Change from 2010 to 2016 (in %)	Share of music economy in 2016 (in %)	Turnover (in €m) <sup>2</sup>		Change from 2010 to 2016 (in %)	Share of music economy in 2016 (in %)
	2010	2016			2010	2016 <sup>3</sup>		
<b>Creative artists</b>	4,304	4,572	+6	32	471	544	+15	8
Self-employed musicians	2,643	3,016	+14	-	261	313	+20	-
Music and dance ensembles	1,661	1,556	-6	-	210	231	+10	-
Others acc. to MW Study (A) <sup>4</sup>	-	-	-	-	-	208	-	-
<b>Live music</b>	1,628	1,541	-5	11	1,898	2,372	+25	33
Theatre and concert organisers	1,400	1,332	-5	-	1,509	1,897	+26	-
Private musical and theatre houses, concert halls	228	209	-8	-	389	475	+22	-
Others acc. to MW Study (B) <sup>5</sup>	-	-	-	-	-	1,010	-	-
<b>Recorded music</b>	1,211	1,492	+23	10	1,224	840	-31	12
Recording studios etc.	539	700	+30	-	109	130	+19	-
Labels	390	403	+3	-	989	541	-45	-
Retail shops with recorded material etc.	282	389	+38	-	126	169	+34	-
Others acc. to MW Study (C) <sup>6</sup>	-	-	-	-	-	1,526	-	-
<b>Music publishers and collection societies<sup>7</sup></b>	1,149	1,072	-7	-	549	1,698	+209	24
Music publishers	1,149	1,071	-7	7	549	674	+23	-
GEMA <sup>8</sup>	-	1	-	-	-	1,024	-	-
<b>Musical instruments</b>	3,322	3,033	-9	21	1,726	1,985	+15	28
Manufacturers of instruments	1,180	1,291	+9	-	551	640	+16	-
Retailers of instruments etc.	2,142	1,742	-19	-	1,175	1,345	+14	-
Others acc. to MW Study (D) <sup>9</sup>	-	-	-	-	-	46	-	-
<b>Other business branches</b>	2,109	2,720	+29	19	402	700	+74	10
Service providers for the performing arts <sup>10</sup>	2,109	2,720	+29	19	402	700	+74	-
<b>Music economy acc. to KKW Monitor<sup>11</sup></b>	13,723	(14,429) <sup>11</sup>	+5	100	6,270	(7,115) <sup>11</sup>	+13	100
<b>Additional music economy activities acc. to MW Study<sup>3</sup></b>								
Music instruction	-	-	-	-	-	764	-	-
Private music schools	-	-	-	-	-	305	-	-
Independent music teachers	-	-	-	-	-	459	-	-
Other business branches (total A-D) <sup>12</sup>	-	-	-	-	-	2,090	-	-
<b>Music economy as defined in MW Study<sup>13</sup></b>	-	-	-	-	-	10,993	-	-
<b>Share of music economy in % acc. to KKW Monitor<sup>14</sup></b>								
Share of cultural and creative economy	5.73	5.67 <sup>14</sup>	-	-	4.57	4.48 <sup>14</sup>	-	-
Share of overall economy	0.43	0.44 <sup>14</sup>	-	-	0.12	0.12 <sup>14</sup>	-	-

## » Companies and turnover in the music economy by subsegment

Note: The figures above are based on information from *Monitoringbericht Kultur- und Kreativwirtschaft* (KKW Monitor). Additional music economy activities not assigned to the music economy in the KKW Monitor have been calculated for the year 2016 using the methodology of the *Musikwirtschaftsstudie* (MW Study).

<sup>1</sup> Subsegments taken from *Klassifikation der Wirtschaftszweige*, ed. Federal Statistical Office (Wiesbaden, 2008). The assignment of companies to subsegment is based on the main focus of their business activities.

<sup>2</sup> Incl. companies with annual revenue above €17,500 (without turnover tax).

<sup>3</sup> Revenue from other business branches (A-D). Estimated acc. to the methodology of the MW Study, based on turnover in 2016.

<sup>4</sup> Individual performers in the business branch 'Self-employed theatre, film, radio, television and other performing artists' plus creative artists registered with the KSK as earning less than €17,500 per annum.

<sup>5</sup> Artist agencies, guest performance managers, event and tour service providers in the field of music, music club operators, event hall operators and ticket agencies.

<sup>6</sup> Reproduction of recorded sound carriers (pressing plants), marketing of sound recordings and music files, music dealers (sale and supply to end user): all sales channels.

<sup>7</sup> Excl. the collecting society GVL. Although GVL was assigned to the record labels following the revision of the business branch classification in 2008, to date the KKW Monitor has not indicated any increase in revenue for this business branch. For reasons of fiscal secrecy, the assignment cannot be determined, but it lies outside the subsegments shown above.

<sup>8</sup> The collecting society GEMA was assigned to music publishers following the revision of the business branch classification in 2008. The increase in revenue noted for music publishers in the KKW Monitor between 2011 and 2013 closely approximates the revenue of GEMA (according to its annual reports). This suggests that its assignment to the music economy only occurred after 2010.

<sup>9</sup> Manufacture and sale of theatre and studio equipment.

<sup>10</sup> The MW Study spreads this business branch among various subsegments.

<sup>11</sup> Includes all subsegments according to the KKW Monitor, i.e. without miscellaneous others (A-D). To make the years 2010 and 2016 comparable (see note 8), GEMA and its revenue are excluded from the totals. All in all, the KKW Monitor lists the total revenue of the music economy in 2016 as €8,139m.

<sup>12</sup> Owing to duplicate assignments in individual subsegments, revenue from other business branches (service providers for the performing arts) has been subtracted from the total of positions A through D.

<sup>13</sup> Incl. GEMA.

<sup>14</sup> Percentages acc. to KKW Monitor, i.e. without positions A through D. Percentages for 2016 exclude GEMA.

Source: Compiled and calculated by Wolfgang Seufert from the various annual issues of *Monitoringbericht Kultur- und Kreativwirtschaft*, ed. Federal Ministry for Economic Affairs and Energy (KKW Monitor), and *Musikwirtschaft in Deutschland: Studie zur volkswirtschaftlichen Bedeutung von Musikunternehmen unter Berücksichtigung aller Teilsektoren und Ausstrahlungseffekte*, ed. Federal Music Industry Association et al. (Berlin, 2015) (MW Study).