

National News

Recorded music revenues register 6.4 percent growth

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KAMPALA. Global recorded music revenues grew 6.4 percent and reached \$31.7b (Shs119 trillion) in 2025, the 11th year of consecutive growth, the International Federation of the Phonographic Industry (IFPI), the organisation representing the recording industry worldwide, has revealed.

Figures released in IFPI's Global Music Report 2026 demonstrate how the continued work and investment from record companies and their partnerships with artistes around the world are driving positive market developments, with every region seeing growth.

Engagement with paid streaming services is once again the key driver, with revenue from the format growing by 8.8 percent and accounting for 52.4 percent of global revenues. There are now 837 million users of paid streaming subscription accounts.

According to the report, record companies are at the forefront of the next generation of AI innovation. The report details their active engagement in the development of music licensing models to generate revenue opportunities for artists, aiming to build an ecosystem where AI and human artistry thrive together.

Growth.
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— Victoria Oakley, IFPI's chief executive



Chameleon (centre) performs with Afrigo Band. The music industry faces an increasing threat from streaming fraud. PHOTO/FILE

The music industry faces an increasing threat from streaming fraud. By artificially generating plays for manipulated or fake content, bad actors are siphoning vital revenues away from the artists and others who power the music economy. While record companies are taking robust action, they are calling for organisations at every stage of the streaming value chain to take proactive steps to prevent, detect and act on fraudulent activity.

"Great music from incredible artistes, aided by record company partnerships and investment, is driving global growth—with more people than ever before paying to engage with it on paid streaming services worldwide," Victoria Oakley, IFPI's chief executive, said.

Ms Oakley reckoned the "growth

means even greater financial returns for artists and reinvestment into an increasingly broad range of music communities worldwide." Music, she added, is embracing the future, with the evidence shown by record company partnerships with generative AI developers who respect the rights of creators.

"They are partners that explore how technology can be harnessed to support and enhance creativity, not replace it. We are asking policymakers to support this work by upholding the copyright laws that are the bedrock for this progress," Ms Oakley said.

"The entire music community must take action to tackle the threats facing our industry. Streaming fraud is theft, plain and simple. The organisations with the data, scale and leverage to pre-

vent this fraudulent activity, including streaming services, content aggregators and distributors, must take decisive action," she added.

As a result, paid streaming revenues surpassed \$22b (Shs82.5 trillion) and accounted for 69.6 percent of global recorded music income. Paid subscription streaming grew 8.8 percent and accounted for 52.4 percent of total revenues. Physical formats returned to growth, with revenues increasing 8.0 percent, driven by enduring fan demand for tangible music experiences and a 13.7 percent rise in vinyl, its 19th consecutive year of growth. Performance rights revenues reached \$2.9b (Shs10.9 trillion) in 2025 and grew by 0.3 percent—the fifth successive year of revenue growth.