

# **Global Stock Music Market Size study, by License Model (Royalty-Free, Rights Managed), by End-user (Television, Film, Radio, Advertising, Others), and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Stock Music Market is valued at approximately USD 1.58 billion in 2023 and is projected to grow with a healthy growth rate of more than 8.09% over the forecast period 2024-2032. Stock music, also known as production or library music, is pre-recorded music available for licensing in various media, including films, TV shows, commercials, and video games. This type of music provides creators with a vast library of tracks to choose from, enabling them to select music that best fits the mood and atmosphere of their projects. The convenience, cost-effectiveness, and variety of stock music options make it an increasingly popular choice across multiple industries.

The expansion of the stock music market is primarily driven by the rising adoption of subscription-based models and the increasing popularity of digital music formats. The shift towards digital consumption of music, coupled with the widespread use of streaming services, has significantly influenced the growth trajectory of the market. Consumers are increasingly favoring the convenience and accessibility offered by streaming platforms, which are becoming integral to how people access and enjoy music and video content. As these trends continue to shape the market, they underscore a broader cultural shift towards digital content consumption, impacting both consumer behavior and industry dynamics.

In the dynamic landscape where millennials drive trends and technological advancements fuel innovation, the demand for authenticity and versatility in music is paramount. Stock music libraries cater to a diverse range of content creators, from filmmakers to advertisers, offering a wide array of genres and styles to meet varying

needs. This market also plays a crucial role in audio marketing and digital advertising, enhancing online marketing strategies and podcasting experiences. As video content and broadcasting thrive, the expansion of the user base is heavily reliant on high-quality soundtracks that resonate with audiences. The synergy between creativity and commerce in the stock music market supports the evolving needs of the entertainment business, including video games and beyond.

One of the key drivers of market growth is the increasing adoption of subscription models. Streaming platforms integrated with social media channels like YouTube have made it easier for consumers to access stock music through subscription services. Vendors offer a range of subscription plans tailored to different types of projects, such as personal use, non-profit work, weddings, business needs, and custom models. These flexible subscription options cater to the varied needs of users, further driving the growth of the market.

However, the market faces challenges, particularly regarding the lack of ownership of streaming music and integration issues. While digital music plays a significant role in stock music publishing, streaming services often do not grant ownership of the music, which can deter some consumers. Additionally, the integration of digital content platforms across various channels, such as mobile applications and social media, requires substantial investment in software coding and customer support, posing challenges for small and medium-sized enterprises (SMEs) and new entrants in the market.

North America is estimated to be a significant contributor to the growth of the global stock music market during the forecast period. The region's stock music market is more mature than others, with strong growth driven by the popularity of digital music services like streaming and downloading. Strict copyright laws and the presence of numerous music publishers and streaming service providers make the United States the largest stock music market globally. The high spending capacity of the population also contributes to the market's expansion in this region. Whereas, the market in Asia Pacific is likely to rise at a fastest CAGR owing to the growing use of streaming services, surge in use of subscription-based models and the rising inclination towards digital music formats.

Major market players included in this report are:

Addictive Tracks Ltd.

Artist Ltd.

Audio Network Ltd.

Bensound

MusicRevolution LLC

NEO Sounds Ltd.

Filmstro Ltd.

HookSounds

Music Vine Ltd.

Pixabay GmbH

Marmoset LLC

Shutterstock Inc.

Envato Pty Ltd.

Epidemic Sound AB

Footage Firm Inc.

The detailed segments and sub-segment of the market are explained below:

By License Model:

Royalty-Free

Rights Managed

By End-user:

Television

Film

Radio

Advertising

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

RoLA

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

Key Takeaways:

*Global Stock Music Market Size study, by License Model (Royalty-Free, Rights Managed), by End-user (Television...*

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

## Contents

### **CHAPTER 1. GLOBAL STOCK MUSIC MARKET EXECUTIVE SUMMARY**

- 1.1. Global Stock Music Market Size & Forecast (2022- 2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
  - 1.3.1. By License Model
  - 1.3.2. By End-user
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

### **CHAPTER 2. GLOBAL STOCK MUSIC MARKET DEFINITION AND RESEARCH ASSUMPTIONS**

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
  - 2.3.1. Inclusion & Exclusion
  - 2.3.2. Limitations
  - 2.3.3. Supply Side Analysis
    - 2.3.3.1. Availability
    - 2.3.3.2. Infrastructure
    - 2.3.3.3. Regulatory Environment
    - 2.3.3.4. Market Competition
    - 2.3.3.5. Economic Viability (Consumer's Perspective)
  - 2.3.4. Demand Side Analysis
    - 2.3.4.1. Regulatory frameworks
    - 2.3.4.2. Technological Advancements
    - 2.3.4.3. Environmental Considerations
    - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

### **CHAPTER 3. GLOBAL STOCK MUSIC MARKET DYNAMICS**

- 3.1. Market Drivers

- 3.1.1. Rising Adoption of Subscription Models
- 3.1.2. Increasing Demand for Digital Music Formats
- 3.1.3. Growth of Audio and Video Streaming Services
- 3.2. Market Challenges
  - 3.2.1. Lack of Ownership in Streaming Music
  - 3.2.2. Integration Challenges in Digital Platforms
- 3.3. Market Opportunities
  - 3.3.1. Expansion of Music Libraries Catering to Diverse Needs
  - 3.3.2. Innovations in Digital Content Integration and Delivery

## **CHAPTER 4. GLOBAL STOCK MUSIC MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry
  - 4.1.6. Futuristic Approach to Porter's 5 Force Model
  - 4.1.7. Porter's 5 Force Impact Analysis
- 4.2. PESTEL Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
  - 4.2.5. Environmental
  - 4.2.6. Legal
- 4.3. Top investment opportunity
- 4.4. Top winning strategies
- 4.5. Disruptive Trends
- 4.6. Industry Expert Perspective
- 4.7. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL STOCK MUSIC MARKET SIZE & FORECASTS BY LICENSE MODEL 2022-2032**

- 5.1. Segment Dashboard
- 5.2. Global Stock Music Market: License Model Revenue Trend Analysis, 2022 & 2032 (USD Billion)



- 5.2.1. Royalty-Free
- 5.2.2. Rights Managed

## **CHAPTER 6. GLOBAL STOCK MUSIC MARKET SIZE & FORECASTS BY END-USER 2022-2032**

### 6.1. Segment Dashboard

### 6.2. Global Stock Music Market: End-user Revenue Trend Analysis, 2022 & 2032 (USD Billion)

- 6.2.1. Television
- 6.2.2. Film
- 6.2.3. Radio
- 6.2.4. Advertising
- 6.2.5. Others

## **CHAPTER 7. GLOBAL STOCK MUSIC MARKET SIZE & FORECASTS BY REGION 2022-2032**

### 7.1. North America Stock Music Market

- 7.1.1. U.S. Stock Music Market
  - 7.1.1.1. License Model breakdown size & forecasts, 2022-2032
  - 7.1.1.2. End-user breakdown size & forecasts, 2022-2032
- 7.1.2. Canada Stock Music Market
  - 7.1.2.1. License Model breakdown size & forecasts, 2022-2032
  - 7.1.2.2. End-user breakdown size & forecasts, 2022-2032

### 7.2. Europe Stock Music Market

- 7.2.1. U.K. Stock Music Market
- 7.2.2. Germany Stock Music Market
- 7.2.3. France Stock Music Market
- 7.2.4. Spain Stock Music Market
- 7.2.5. Italy Stock Music Market
- 7.2.6. Rest of Europe Stock Music Market

### 7.3. Asia-Pacific Stock Music Market

- 7.3.1. China Stock Music Market
- 7.3.2. India Stock Music Market
- 7.3.3. Japan Stock Music Market
- 7.3.4. Australia Stock Music Market
- 7.3.5. South Korea Stock Music Market
- 7.3.6. Rest of Asia Pacific Stock Music Market

#### 7.4. Latin America Stock Music Market

##### 7.4.1. Brazil Stock Music Market

##### 7.4.2. Mexico Stock Music Market

##### 7.4.3. Rest of Latin America Stock Music Market

#### 7.5. Middle East & Africa Stock Music Market

##### 7.5.1. Saudi Arabia Stock Music Market

##### 7.5.2. South Africa Stock Music Market

##### 7.5.3. Rest of Middle East & Africa Stock Music Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

### 8.1. Key Company SWOT Analysis

#### 8.1.1. Company

#### 8.1.2. Company

#### 8.1.3. Company

### 8.2. Top Market Strategies

### 8.3. Company Profiles

#### 8.3.1. Addictive Tracks Ltd.

##### 8.3.1.1. Key Information

##### 8.3.1.2. Overview

##### 8.3.1.3. Financial (Subject to Data Availability)

##### 8.3.1.4. Product Summary

##### 8.3.1.5. Market Strategies

#### 8.3.2. Artlist Ltd.

#### 8.3.3. Audio Network Ltd.

#### 8.3.4. Bensound

#### 8.3.5. MusicRevolution LLC

#### 8.3.6. NEO Sounds Ltd.

#### 8.3.7. Filmstro Ltd.

#### 8.3.8. HookSounds

#### 8.3.9. Music Vine Ltd.

#### 8.3.10. Pixabay GmbH

#### 8.3.11. Marmoset LLC

#### 8.3.12. Shutterstock Inc.

#### 8.3.13. Envato Pty Ltd.

#### 8.3.14. Epidemic Sound AB

#### 8.3.15. Footage Firm Inc.

## **CHAPTER 9. RESEARCH PROCESS**

## 9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

## 9.2. Research Attributes

## List Of Tables

### LIST OF TABLES

TABLE 1. Global Stock Music market, report scope

TABLE 2. Global Stock Music market estimates & forecasts by Region 2022-2032 (USD Billion)

TABLE 3. Global Stock Music market estimates & forecasts by License Model 2022-2032 (USD Billion)

TABLE 4. Global Stock Music market estimates & forecasts by End-user 2022-2032 (USD Billion)

TABLE 5. Global Stock Music market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 6. Global Stock Music market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 7. Global Stock Music market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 8. Global Stock Music market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 9. Global Stock Music market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 10. Global Stock Music market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 11. Global Stock Music market by segment, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 12. Global Stock Music market by region, estimates & forecasts, 2022-2032 (USD Billion)

TABLE 13. U.S. Stock Music market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 14. U.S. Stock Music market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 15. U.S. Stock Music market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 16. Canada Stock Music market estimates & forecasts, 2022-2032 (USD Billion)

TABLE 17. Canada Stock Music market estimates & forecasts by segment 2022-2032 (USD Billion)

TABLE 18. Canada Stock Music market estimates & forecasts by segment 2022-2032 (USD Billion)

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This list is not complete, final report does contain more than 100 tables. The list may be

*Global Stock Music Market Size study, by License Model (Royalty-Free, Rights Managed), by End-user (Television...*

updated in the final deliverable.

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Stock Music market, research methodology
- FIG 2. Global Stock Music market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Stock Music market, key trends 2023
- FIG 5. Global Stock Music market, growth prospects 2022-2032
- FIG 6. Global Stock Music market, porters 5 force model
- FIG 7. Global Stock Music market, PESTEL analysis
- FIG 8. Global Stock Music market, value chain analysis
- FIG 9. Global Stock Music market by segment, 2022 & 2032 (USD Billion)
- FIG 10. Global Stock Music market by segment, 2022 & 2032 (USD Billion)
- FIG 11. Global Stock Music market by segment, 2022 & 2032 (USD Billion)
- FIG 12. Global Stock Music market by segment, 2022 & 2032 (USD Billion)
- FIG 13. Global Stock Music market by segment, 2022 & 2032 (USD Billion)
- FIG 14. Global Stock Music market, regional snapshot 2022 & 2032
- FIG 15. North America Stock Music market 2022 & 2032 (USD Billion)
- FIG 16. Europe Stock Music market 2022 & 2032 (USD Billion)
- FIG 17. Asia pacific Stock Music market 2022 & 2032 (USD Billion)
- FIG 18. Latin America Stock Music market 2022 & 2032 (USD Billion)
- FIG 19. Middle East & Africa Stock Music market 2022 & 2032 (USD Billion)
- FIG 20. Global Stock Music market, company market share analysis (2023)

...

This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

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