

Global Commercial Music Licensing Services Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Commercial Music Licensing Services market size is expected to reach \$ 9891 million by 2032, rising at a market growth of 11.2% CAGR during the forecast period (2026-2032).

Commercial music licensing services refer to the licensing services provided by music copyright holders or their agents to corporate users for the legal use of musical works in commercial scenarios, covering purposes such as background music, advertising soundtracks, online content, in-store playback, event performances, and multimedia dissemination. This service is typically delivered in the form of annual subscriptions, single-track single-use licenses, or scenario-based bundled licenses. Its core value lies in reducing corporate copyright compliance risks, enhancing brand experience, and realizing the commercial monetization of music assets. In terms of service content, commercial music licensing not only includes the right to use lyrics, music, and recordings, but also extends to cross-regional, cross-platform, and multi-terminal usage management, copyright tracking, and data settlement. With the recovery of the digital content industry and offline commercial spaces, commercial music licensing services have become a crucial foundational service connecting the music industry and the commercial ecosystem.

From the demand side, the market growth of commercial music licensing services is primarily driven by a significant increase in corporate awareness of copyright compliance. As global enforcement of intellectual property protection becomes increasingly stringent, brands, chain retailers, restaurants, hotels, and online entertainment companies are placing greater emphasis on compliant music use. The high compensation and reputational risks associated with unauthorized music use are transforming licensing services from an 'optional' to a 'rigid expenditure,' resulting in strong long-term demand stability.

From an application perspective, commercial music licensing is rapidly expanding from

traditional offline store background music to short video marketing, brand live streaming, e-commerce content, social media advertising, and immersive experience spaces. The rise of digital marketing and content e-commerce, in particular, has significantly increased corporate demand for readily available, clearly copyrighted, and transparently priced music materials, driving the upgrade of licensing models from single-track licensing to platform-based, subscription-based, and scenario-based solutions.

From a competition and pricing perspective, the market exhibits a structure characterized by 'concentration of leading platforms + differentiation in segmented scenarios.' Large copyright groups and comprehensive licensing platforms dominate with their extensive music libraries, global coverage, and compliance capabilities, while smaller service providers enter niche markets through vertical industry music libraries, emotionally labeled music, and flexible pricing. The future pricing system will be more closely linked to usage frequency, reach, and data value, de-emphasizing single-track pricing and strengthening the premium for services and data capabilities.

In the long term, AI-generated music, intelligent recommendations, and copyright tracking technologies will profoundly reshape the cost structure and business model of commercial music licensing services. On the one hand, AI music can supplement the music library supply for low- to mid-range commercial scenarios, reducing licensing costs; on the other hand, blockchain and digital fingerprint technologies will help improve the efficiency of copyright confirmation and revenue sharing. Overall, the commercial music licensing service will gradually evolve from a 'copyright trading market' to a 'content compliance and brand experience management market,' with its commercial value continuously expanding.

This report studies the global Commercial Music Licensing Services demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Commercial Music Licensing Services, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Commercial Music Licensing Services that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Commercial Music Licensing Services total market, 2021-2032, (USD Million)

Global Commercial Music Licensing Services total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Commercial Music Licensing Services total market, key domestic companies, and share, (USD Million)

Global Commercial Music Licensing Services revenue by player, revenue and market

share 2021-2026, (USD Million)

Global Commercial Music Licensing Services total market by Type, CAGR, 2021-2032, (USD Million)

Global Commercial Music Licensing Services total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Commercial Music Licensing Services market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include RTI Control, Mood Media, Tency Music, Vfine Music, Sony Music Publishing, Brandtrack, Pond5, Soundstripe, Marmoset Music, Soundtrack, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Commercial Music Licensing Services market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Commercial Music Licensing Services Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Commercial Music Licensing Services Market, Segmentation by Type:

Single Song Authorization

Subscription System

Customized Creation

Others

Global Commercial Music Licensing Services Market, Segmentation by Authorization Type:

Public Performance Rights

Mechanical Reproduction Rights

Simultaneous Licensing

Audio-visual Synchronization Rights

Others

Global Commercial Music Licensing Services Market, Segmentation by Service Provider:

Online Royalty-free Music Library

Background Music Service Provider

Music Publisher and Agent

Others

Global Commercial Music Licensing Services Market, Segmentation by Application:

Film and Television Advertisements

Broadcast in Commercial Places

Others

Companies Profiled:

RTI Control

Mood Media

Tency Music

Vfine Music

Sony Music Publishing

Brandtrack

Pond5

Soundstripe

Marmoset Music

Soundtrack

ASCAP

SESAC

Lickd

Merlin Network

Tunedge

CAPASSO

OneMusic

Key Questions Answered

1. How big is the global Commercial Music Licensing Services market?
2. What is the demand of the global Commercial Music Licensing Services market?
3. What is the year over year growth of the global Commercial Music Licensing Services market?
4. What is the total value of the global Commercial Music Licensing Services market?
5. Who are the Major Players in the global Commercial Music Licensing Services market?
6. What are the growth factors driving the market demand?

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