

Global Commercial Music Licensing Services Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Commercial Music Licensing Services market size was valued at US\$ 4684 million in 2025 and is forecast to a readjusted size of US\$ 9891 million by 2032 with a CAGR of 11.2% during review period.

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 is a detailed and comprehensive analysis for global Commercial Music Licensing Services market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Commercial Music Licensing Services market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Commercial Music Licensing Services market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Commercial Music Licensing Services market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Commercial Music Licensing Services market shares of main players, in revenue (\$ Million), 2021-2026

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Commercial Music Licensing Services

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key 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.

Market segmentation

Commercial Music Licensing Services market is split by Type and by Application. For

Global Commercial Music Licensing Services Market 2026 by Company, Regions, Type and Application, Forecast to...

the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Single Song Authorization

Subscription System

Customized Creation

Others

Market segment by Authorization Type

Public Performance Rights

Mechanical Reproduction Rights

Simultaneous Licensing

Audio-visual Synchronization Rights

Others

Market segment by Service Provider

Online Royalty-free Music Library

Background Music Service Provider

Music Publisher and Agent

Others

Market segment by Application

Film and Television Advertisements

Broadcast in Commercial Places

Others

Market segment by players, this report covers

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

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Commercial Music Licensing Services product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Commercial Music Licensing Services, with revenue, gross margin, and global market share of Commercial Music Licensing Services from 2021 to 2026.

Chapter 3, the Commercial Music Licensing Services competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026.

Commercial Music Licensing Services market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Commercial Music Licensing Services.

Chapter 13, to describe Commercial Music Licensing Services research findings and conclusion.

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