

Global Commercial Music Licensing Services Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Commercial Music Licensing Services market size is predicted to grow from US\$ 4453 million in 2025 to US\$ 9764 million in 2032; it is expected to grow at a CAGR of 11.9% from 2026 to 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.

LPI (LP Information)' newest research report, the “Commercial Music Licensing Services Industry Forecast” looks at past sales and reviews total world Commercial Music Licensing Services sales in 2025, providing a comprehensive analysis by region and market sector of projected Commercial Music Licensing Services sales for 2026 through 2032. With Commercial Music Licensing Services sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Commercial Music Licensing Services industry.

This Insight Report provides a comprehensive analysis of the global Commercial Music Licensing Services landscape and highlights key trends related to product

segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Commercial Music Licensing Services portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Commercial Music Licensing Services market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Commercial Music Licensing Services and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Commercial Music Licensing Services.

This report presents a comprehensive overview, market shares, and growth opportunities of Commercial Music Licensing Services market by product type, application, key players and key regions and countries.

Segmentation by Type:

Single Song Authorization

Subscription System

Customized Creation

Others

Segmentation by Authorization Type:

Public Performance Rights

Mechanical Reproduction Rights

Simultaneous Licensing

Audio-visual Synchronization Rights

Others

Segmentation by Service Provider:

Online Royalty-free Music Library

Background Music Service Provider

Music Publisher and Agent

Others

Segmentation by Application:

Film and Television Advertisements

Broadcast in Commercial Places

Others

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

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

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