




Making Vinyl 2024



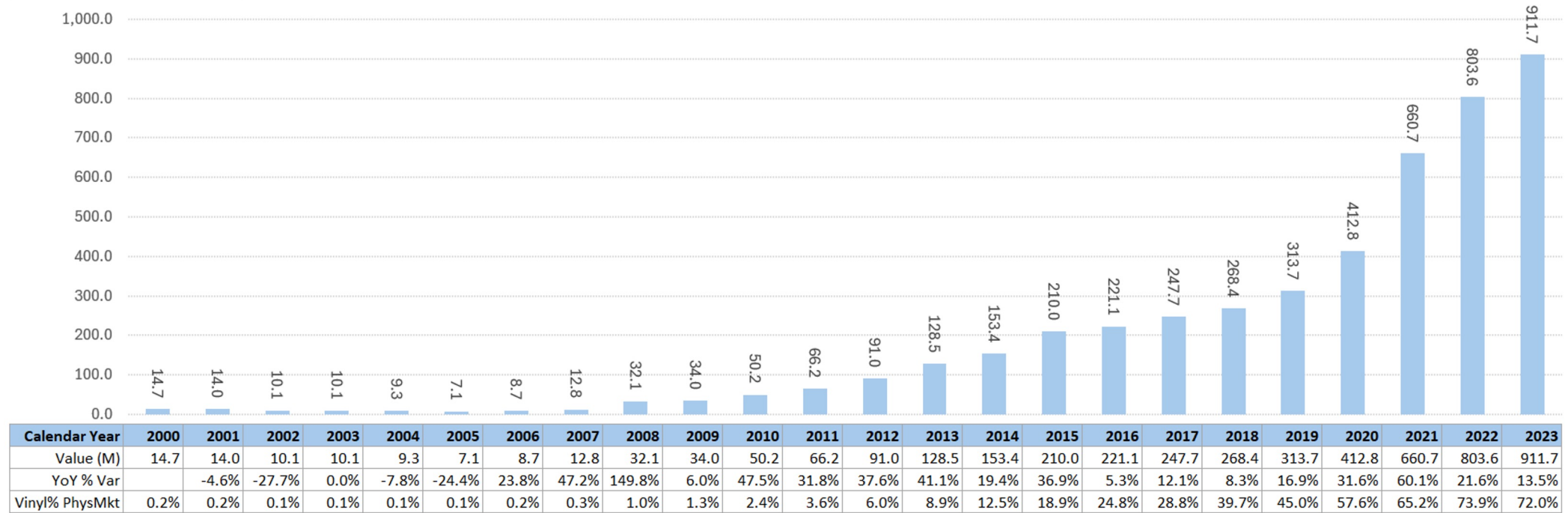
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Who Does What, Again?

- **LUMINATE** - The accepted industry measurement and data collection entity. Previously known as Soundscan. The evolving industry standard bearer since 1991
- **STREETPULSE** - The trusted source for Independent Retail and the resource for identifying and expanding the reporting for the Indie Retail market segment since 2001
- **BILLBOARD** - The owner and publisher of the Billboard Charts. This encompasses both the charts AND the methodology for inclusion in the charts. Billboard is THE source for determining the #1's in the US market since 1958 (but founded in 1894)
- **RECORD STORE DAY** - The day-to-day advocate and marketing voice for the Independent Music Retail sector since 2007
- **VA & VRMA** - The Vinyl Alliance and the Vinyl Record Manufacturers Association were founded in 2020 and 2022 respectively. Both groups strive to support, advocate and inform in order to promote and grow the vinyl record industry

What We Know

Country: US
Format: Vinyl



- IFPI reports **18** straight years of revenue growth for the US vinyl format, **+120.9%** growth between 2020 and 2023
- UK +58.6%, France +74.7%, Germany +61.4%, Netherlands +115.9%, revenue growth between 2020 and 2023
- All markets combined **+91.0%** revenue between 2020 and 2023, totaling US **\$1.734B** in wholesale dollars
- The concrete beginning of the rise in sales coincided with the inaugural **Record Store Day** in 2008
- Vinyl as % of physical market revenue in 2023: US 72.0%, UK 58.2%, Germany 42.8%, France 48.3%, Netherlands 69.6%
- 2024 US vinyl unweighted full-year unit est. +4.9%. Current US vinyl market units without Indies included **+6.8%**
- Indie Retail measurement now includes StreetPulse as well as Luminate's updated market modeling formula
- 2024 Jan-Apr units: UK +14.1% , France +7.0%, Germany +3.6%, Netherlands +1.6%

What We Don't Know

INDEPENDENT RETAIL

- Actual size of US market segment: 600-3,000 storefronts
- Segmentation of unknown storefronts, how many of what size
- Demographic shifts younger, buying patterns shift, catalog level adjustments

D2C IMPACT

- YTD US D2C is up 15.3% (we do know this data point)
- D2C imbedded in Internet/Mail Order/Venue Segment
- New Release Driven D2C channel loading multiple weeks demand into debut week
- What is the impact to general market in the longer term?

INVENTORY AND PRICING

- On hand stock levels to support current and future retail sales
- Short-term and long-term impact of price increases
- Post-Pandemic return to 'normal'

Why We Need Accuracy

- As advocates for the format, accuracy in sales reporting is vital for the continuity of the business - consequential decisions require diligence and trust
- As distinct businesses engaged in selling a 'luxury' good we must be prepared and informed
- As 'normal' returns, our combined endeavors require not better data, but the BEST data
- As dreamers and makers and idiots and fools we need the proper tools to combat post-truth journalism, AI-crazed VC raiders, clueless participants in our own organizations and ego-driven madcap creatives. Every day some kid wakes up to a riff, a beat, a lyric, a song and decides that they want to join the scrum. And for that kid, who is the future of all of this, we must have improved sales data, better forecast models, connected data from manufacture to consumer sales, and smart, trusted, reliable, honorable leaders

NEXT STEPS

- Advocate and support music retail in your markets. Speak up when you have the opportunity to do so. Demand participation in industry data collection and contribute your knowledge
- Join the Vinyl Alliance or the VRMA. Both groups are pushing for better reporting and representation
- Get back in the room to listen to Chris Muratore from Luminate-he's helping to solve the issue



QUESTIONS?

