

The Record Collector's Journey In a Digital Age

Kevin Lewandowski, Founder/CEO, Discogs

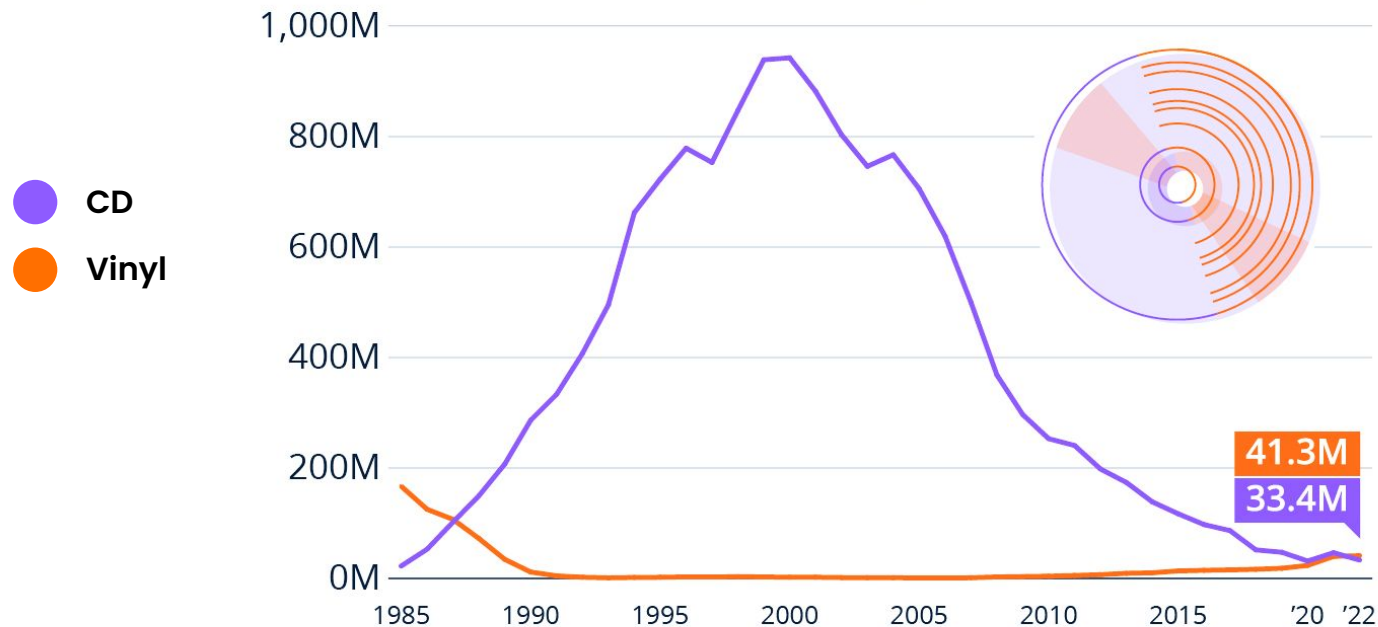




Richard, Kevin
Lewandowski
Christmas 1980

Vinyl Sales Surpass CDs for the First Time Since 1987

Vinyl and CD album unit sales in the United States



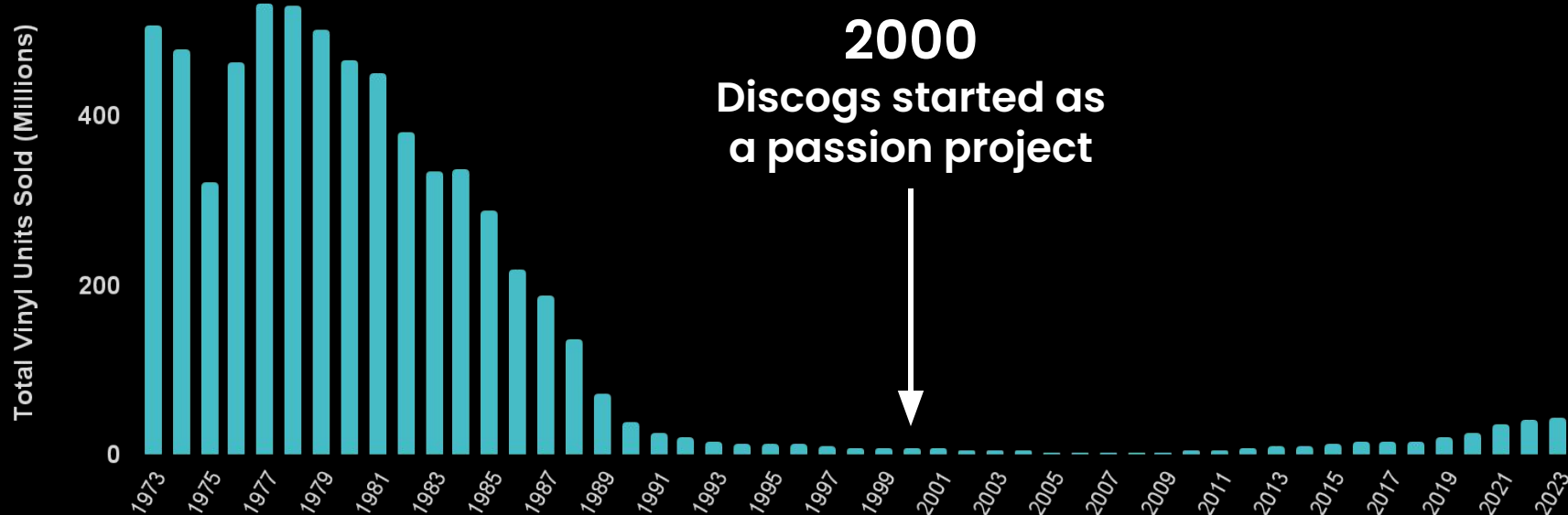
Sources: RIAA, Statista



“The two things that really drew me to vinyl were the expense and the inconvenience.”

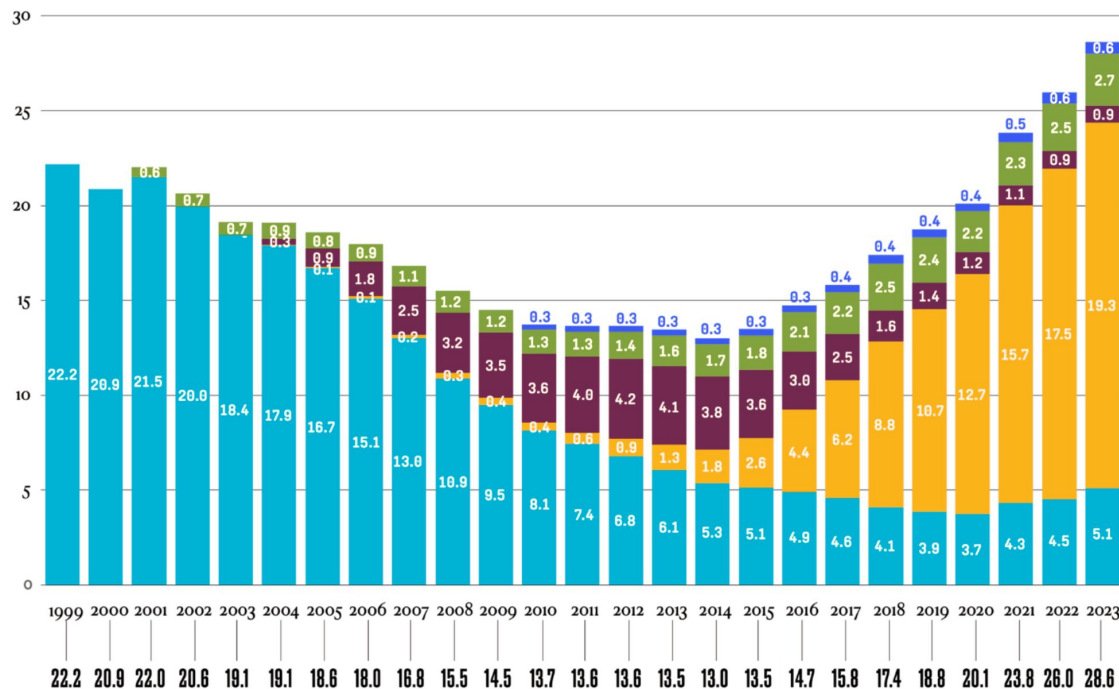
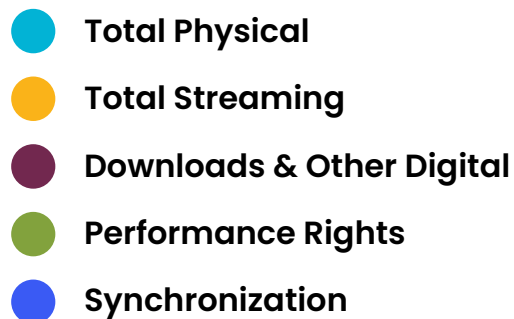
Alex Gregory, *The New Yorker*

US Vinyl LP, EP & Singles Sold 1973–2023



Global Recorded Music Industry Revenues By Format 1999 – 2023

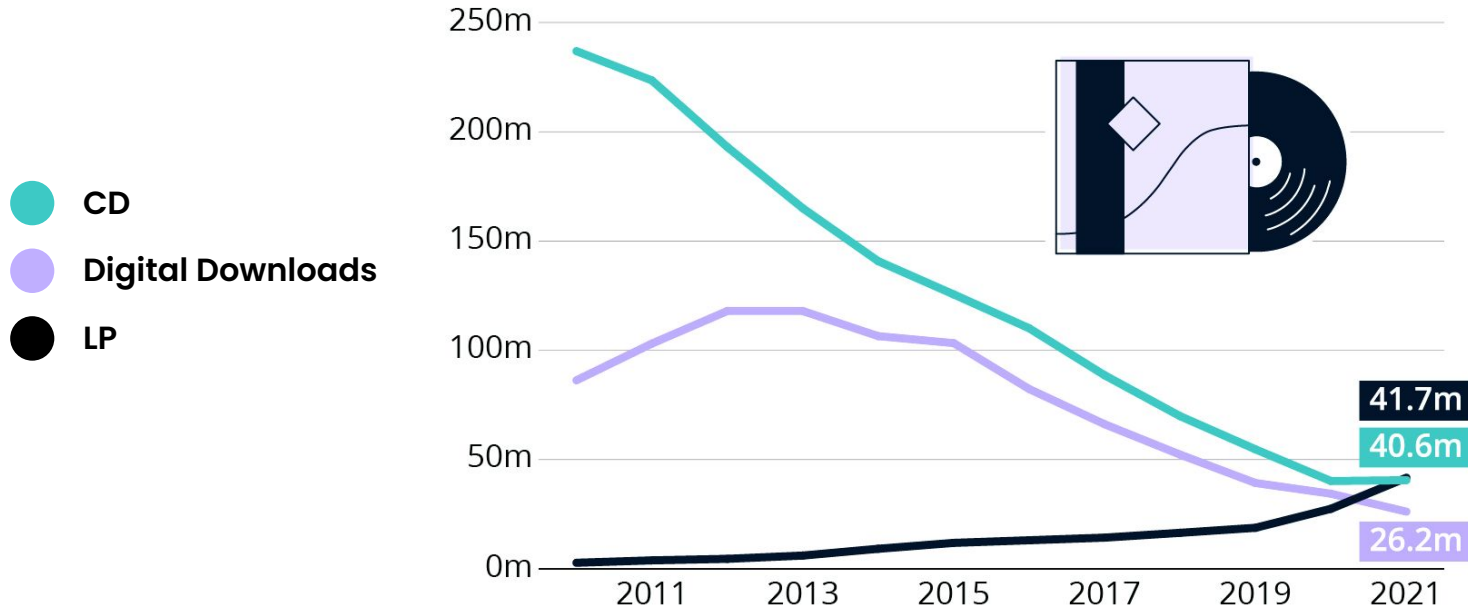
(US\$ Billions)



Source: IFPI

Album Buyers Keep It Old School

Music album sales in the United States, by Format



Source: MRC Data, Nielsen Music, Billboard, Statista

WHAT HAS CHANGED

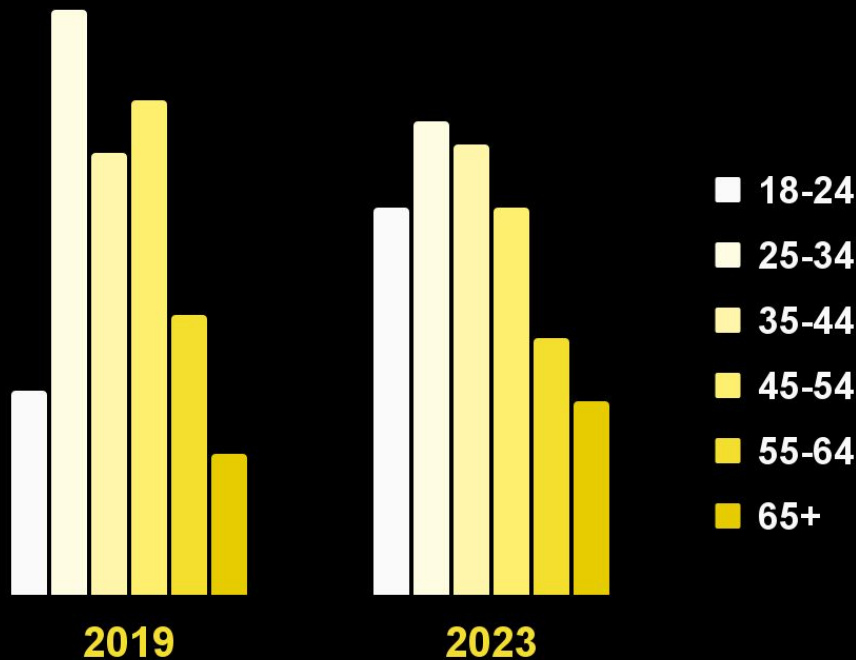
AGE OF COMMUNITY IS SHIFTING

Shift toward more **balanced** age demographic
Younger collectors coming in at larger numbers
People of **all ages** are starting to collect

As seen on Discogs

Discogs

Age




The Analog Alternative

**Algorithm
vs
Choice**

**Digital
vs
Tactile**

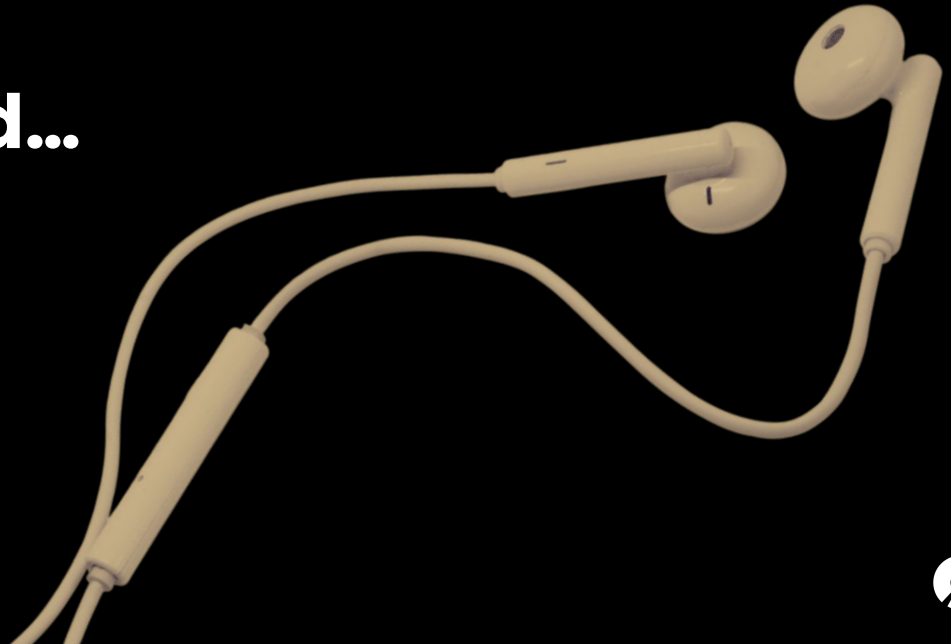
**Abundance
vs
Scarcity**





**What was the first
record you bought...**

**What was the first
song you streamed...**



My record collection
=
My identity





“

**My record collection is my
tribute to all the artists that
I respect and who have earned
my greatest admiration.**

—

ALEJANDRO

Record Collector, Age 25–34, Chile

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“

It's small, but it has become an important part of me. I plan on growing my collection as I grow as a person... I feel pride when I look at my collection or when others look at it.

—

SOPHIA

Record Collector, Age 18–24, USA

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What does your record collection mean to you?

It's a snapshot of who I am, the story form of my life.

Alex, 25-34, United States

Absolutely everything. Music drives me, the ritual surrounding playing a vinyl album is as sacred to me.

Hans, 55-64, Greenland

When I look at my collection I can see all the waves I have been on and all the things I (used to) like.

Levi, 18-24, Netherlands

I see it as a reflection or library of my own musical and cultural identity, and a personal reminder of what's important for me - the music.

Hugo, 35-44, Sweden

It means lot's of memories. Sometimes I remember the exact Day and moment when the album is bought.

Erkki, 35-44, Finland

A testimony of my own life.

Antonio, 25-34, Mexico

It's the soundtrack of my life and at the same time the key of access thousands of memories.

Pablo, 55-64, Brazil

My music collection is a part of my personality. if you want to get to know me you need to get to know my music.

Isabella, 35-44, Bermuda

It represents everything about me from past to present.

Frank, 55-64, South Africa

It means the world to me.

Adisa, 18-25, Nigeria

Me.

Mitreah, 25-34, Afghanistan

Reflection of my soul.

Polina, 35-44, Russia

Tells people who I am.

Peter, 65+, Australia

It's in my blood and it's a part of who I am.

Kenzo, 25-34, Japan

It's a part of me. Collecting music is like preserving memories.

Mila 34-44, Germany

It's my life in music form ...my identity. Music lets me express myself in ways I cannot do otherwise with words or actions.

18-24, DJ ArtŪrs, Latvia

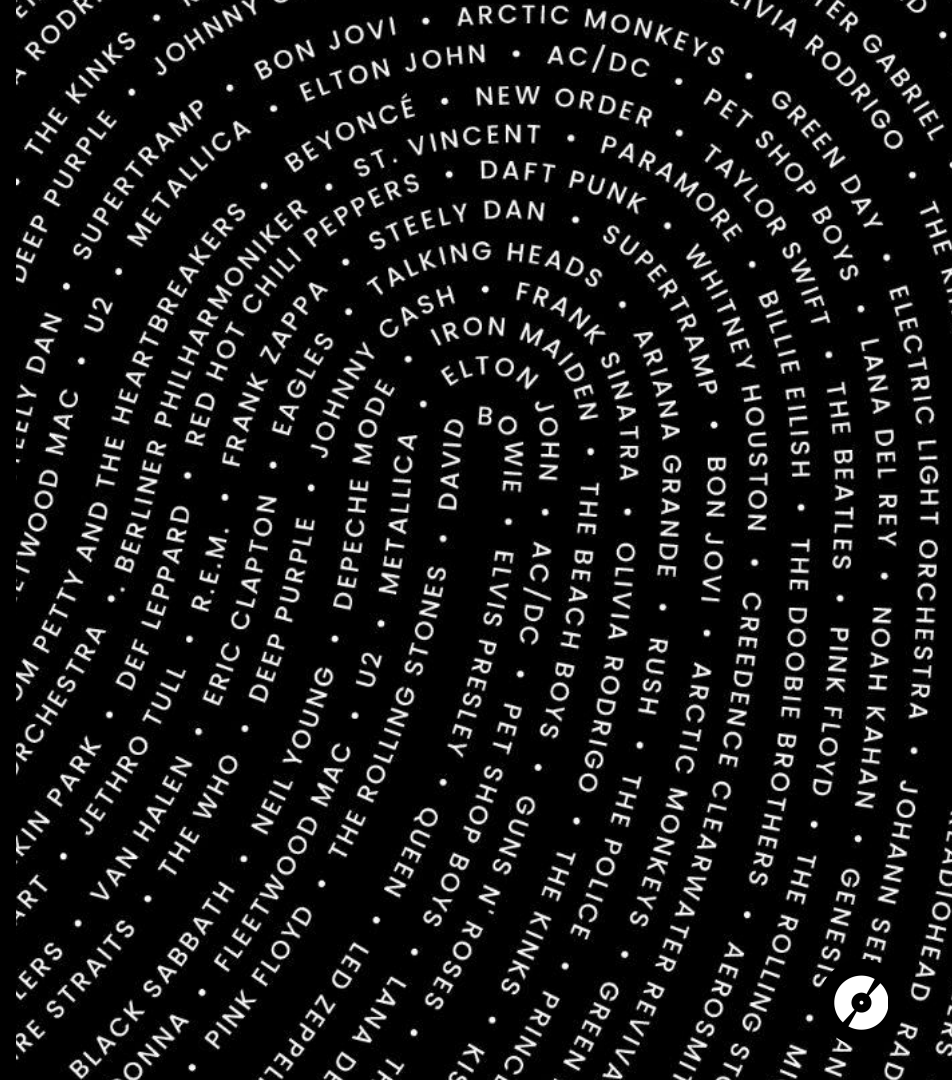
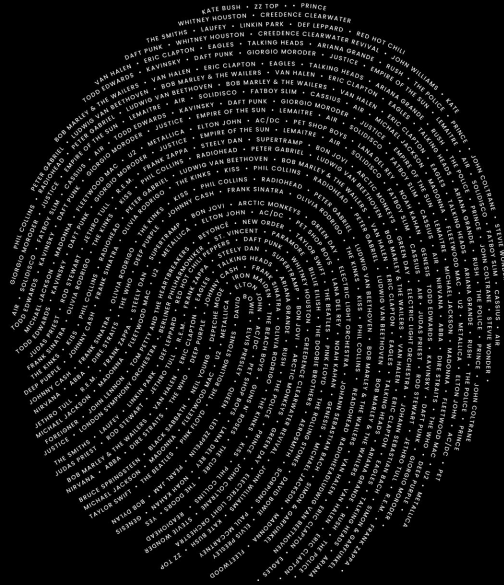
Exemplifies my own individualistic taste's while describing my own personal feelings and values.

Phil, 18-25, China

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Music Identity





**PEOPLE WANT
MORE FROM
THE MUSIC THAT
DEFINES THEM**





Thank You

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