

THE MAGIC
OF **VINYL**
IN THE ERA
OF MUSIC
STREAMING



MUSIC STREAMING IS BOOMING

Music streaming continues to grow year on year.

The total digital revenue of music sales in Germany went up 20.3% in 2020 compared to 2019*

In 2020, 71.5% of revenue was recorded through digital sources*

*Source: BVMI Musikindustrie in Zahlen 2020

VINYL SALES HAVE BEEN ON THE RISE FOR YEARS

Despite the streaming boom, nothing can beat the feel of a music product in your hands in the form of vinyl. Vinyl has an important place in the music market.

Vinyl sales rose from 3.4 to 4.2 million units sold over the past year. This is the double the number of records sold in 2015 and six times the number in 2011.*

Vinyl sales went up 24.7% in 2020 compared to 2019.*

*Source: BVMI Musikindustrie in Zahlen 2020



WHAT IS DRIVING THE **SALES OF** **VINYL** IN THE STREAMING ERA?

We take a look at this question. We asked an independent market research institute to find the answer for us.



RESEARCH-DESIGN

1. Desk Research

Meta analysis of psychological studies for the streaming and purchasing of music

2. Qualitative research with music listeners

15 in-depth interviews and 4 focus groups (n = 39) with women and men aged 25–55 who enjoy listening to music and stream and/or purchase it

Source: „Was treibt zum Kauf von Vinyl in Zeiten von Musikstreaming an?“, hoch 3 consumer research 2021 im Auftrag von canvas&frame

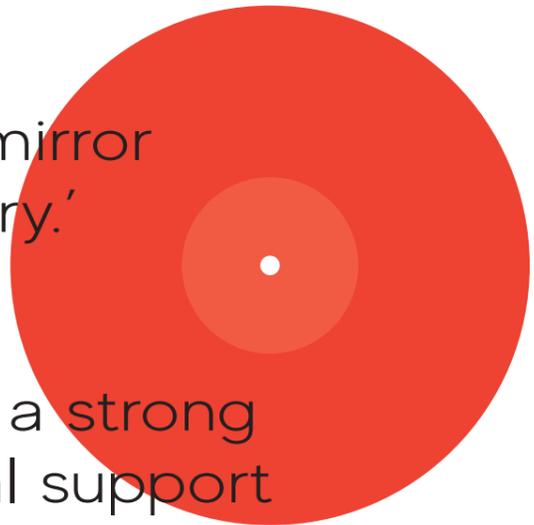


When I put on a record and play guitar along with it, I feel like I'm jamming with Eric Clapton.'

MUSIC IS PART OF LIFE

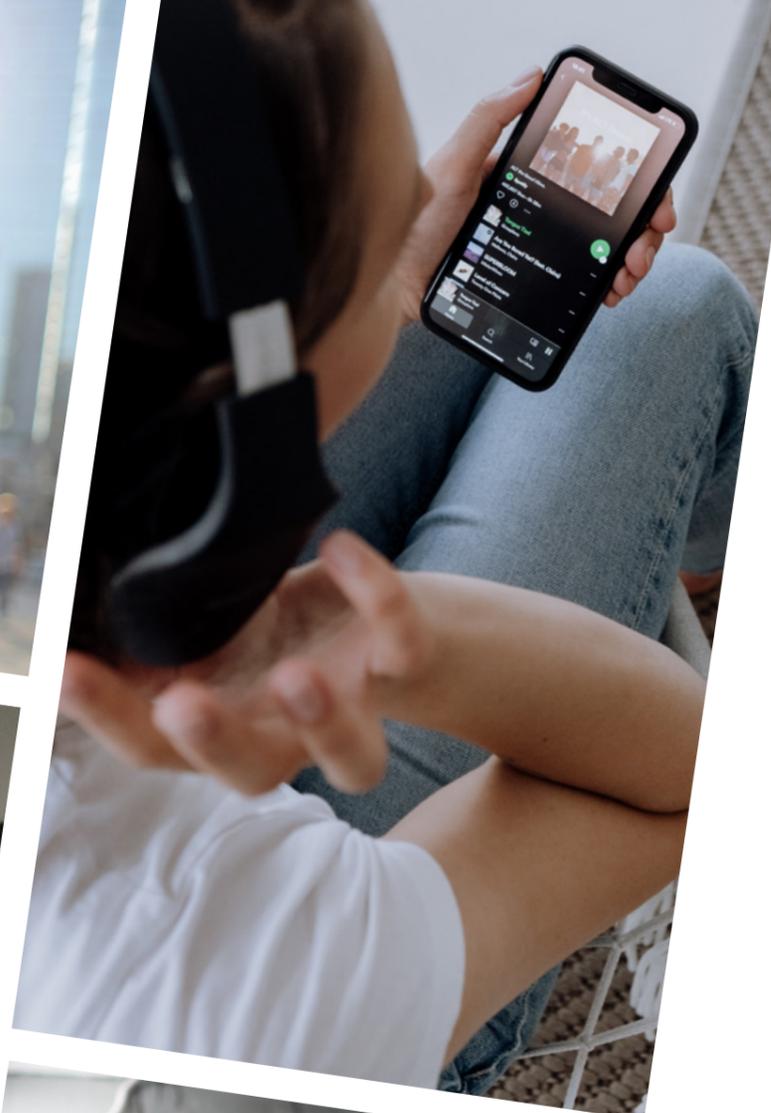
Music transports, modulates and manifests feelings. It is an acoustic carrier of memories. Life situations and specific feelings are often connected with music.

It is a motivator, activator, companion, supporter.



'My music is a mirror to my life story.'

'Music is a strong emotional support for me.'

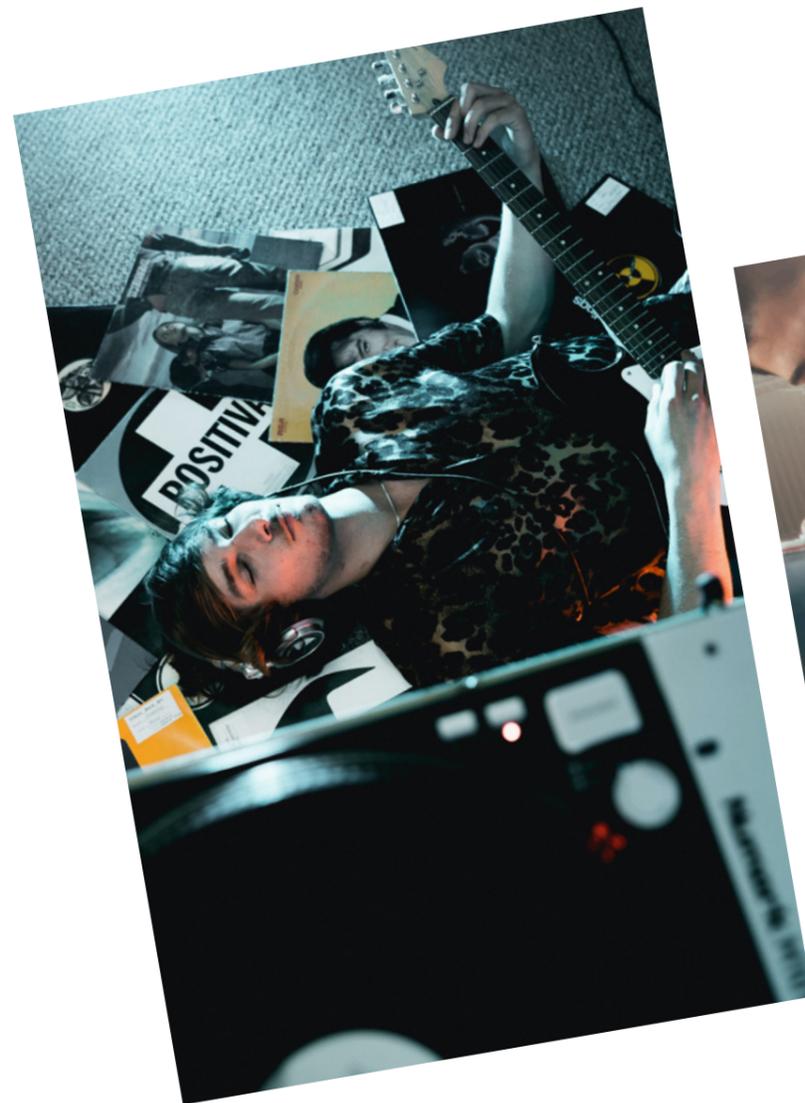
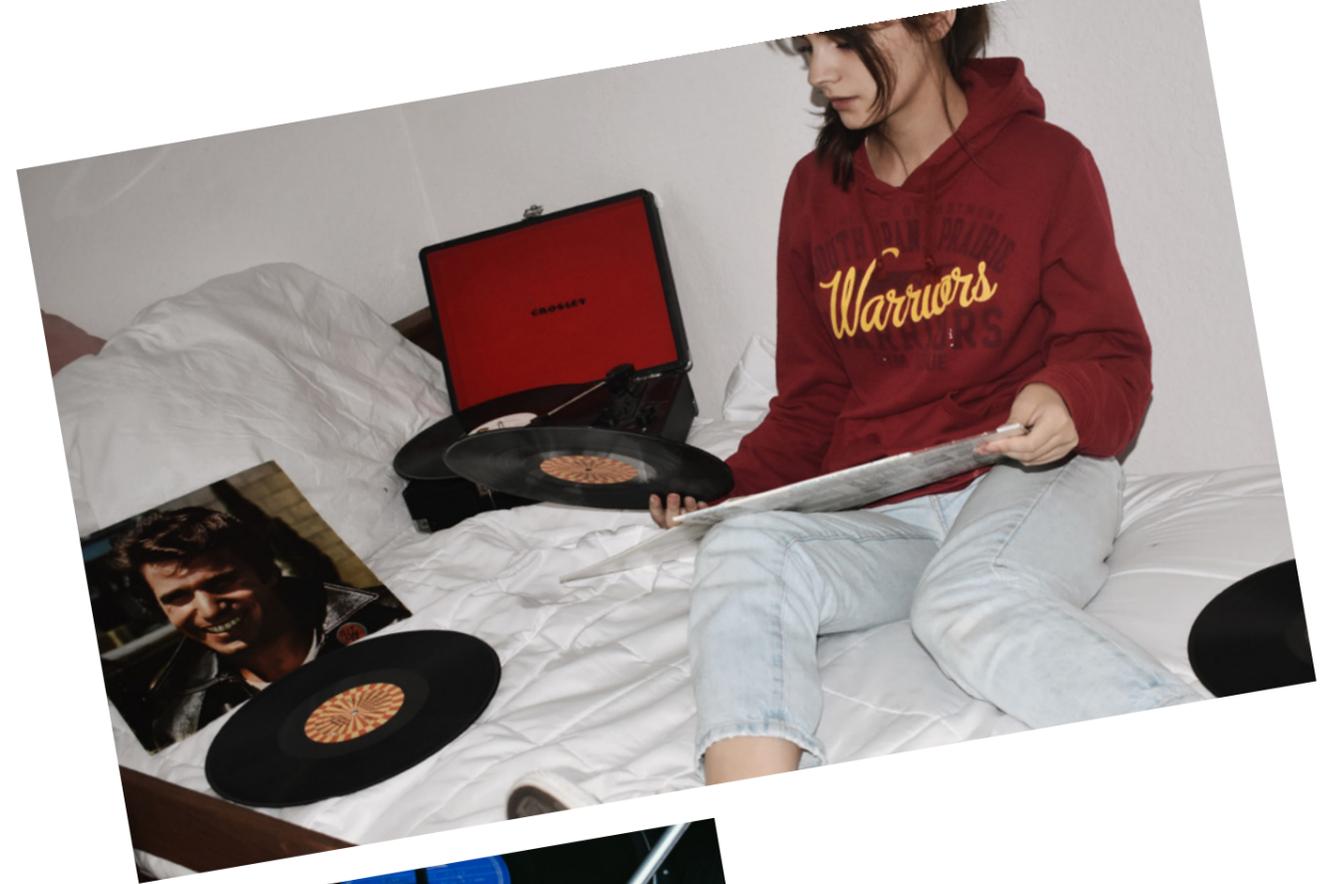


Streaming music is convenient and is a good support ..., it **brightens up my work day** and it pushes me on when I'm doing sport.

Source: „Was treibt zum Kauf von Vinyl in Zeiten von Musikstreaming an?“, hoch 3 consumer research 2021 im Auftrag von canvas&frame



When I listen to a record,
I let the album take me
away ... the music is what
it's all about.'



Source: „Was treibt zum Kauf von Vinyl in Zeiten von Musikstreaming an?“, hoch 3 consumer research 2021 im Auftrag von canvas&frame



STREAMING AND VINYL ARE PART OF THE MUSIC WAY OF LIFE

Music is streamed and purchased. Both formats create different emotional connections to the music.

Music and I. With vinyl purchases, there is a conscious connection to the music. This form of appropriation also involves a tendency towards an individual hobby.

'I like to take a couple of hours for myself after purchasing music and just spend some time alone with the album.'



Me and the music. In the case of streaming, the focus is on the specific benefit. Here, the music is meant to provide support. It is rarely the focus in itself.



'Spotify understands me and my mood and is always there when I need it.'

Source: „Was treibt zum Kauf von Vinyl in Zeiten von Musikstreaming an?“, hoch 3 consumer research 2021 im Auftrag von canvas&frame

DESIRE FOR AUTONOMY WHEN STREAMING

Streaming is modern, diverse, inspiring, flexible, easy, convenient and cost-effective.

Streaming providers promote psychological ownership, with music streaming thus taking on a sense of smart ownership.



'Is there a downside to the usage rights approach? The music on my playlists is actually mine. It reflects who I am.'

IF THIS IS THE CASE, THEN WHY DO PEOPLE STILL BUY MUSIC?

'There are really no benefits to buying music – it's just a different emotional level.'

'Music becomes something special when you buy it.'



'It's more than just clicking ... you're closer to the artist.'

Source: „Was treibt zum Kauf von Vinyl in Zeiten von Musikstreaming an?“, hoch 3 consumer research 2021 im Auftrag von canvas&frame

THE MAGIC OF VINYL

Vinyl is authentic, original, tactile, intense, intimate and multi-sensory.

For the purchaser, it's about sophistication, style and also a visual statement.

Vinyl is about an appreciation of the work, a closeness to the artist, a form of slowing down and a timeless sense of dependability.



'Part of my heart is on the shelf through vinyl.'

'The music is warmer... the music is more alive.'

Source: „Was treibt zum Kauf von Vinyl in Zeiten von Musikstreaming an?“, hoch 3 consumer research 2021 im Auftrag von canvas&frame

SETTING A COUNTERPOINT TO THE DIGITAL MUSIC WORLD WITH VINYL

Vinyl is 100% ownership and is a way of distancing oneself from streaming services. Digital natives are also discovering vinyl for themselves.



'It's really cool having a record player in the living room.'

'It mine. Whatever happens. And I can do whatever I want with it.'



'It's just different to everything being digital and it's really quick. It's a different kind of quality.'

'Many music sources have come and gone ... vinyl is still here!'

Source: „Was treibt zum Kauf von Vinyl in Zeiten von Musikstreaming an?“, hoch 3 consumer research 2021 im Auftrag von canvas&frame

WE SAY:

vinyl and streaming are not in competition with one another!

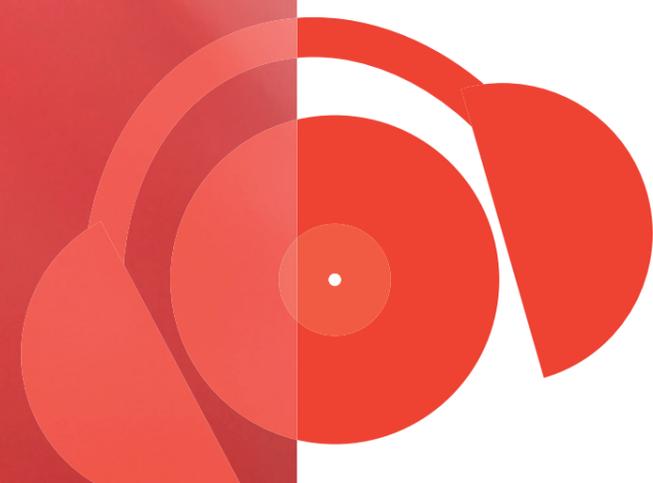
On the contrary, all labels should set about finding a meaningful way to complement both formats.

VINYL is about consciously slowing down and expressing one's individuality. It enables a deeper connection to the music and the artist. When a purchase is made, there needs to be the feeling that the investment is one for the long term. The extra value of vinyl should be communicated clearly and made tangible for the buyer.

Vinyl buyers have a stronger, more intensive connection to the music. CDs are no longer in the picture. Vinyl is a unique (fan merchandise) product that offers countless opportunities for customisation. The purchase of a vinyl record at a concert demonstrates the emotional nature of music and strengthens the feeling of directly supporting the artist.

STREAMING has many advantages. It offers variety, is cost-efficient, convenient and provides individual access to music. At the same time, it turns the music, and thus also the artist, into a fast-food product.

VINYL and **STREAMING** are not in competition with one another. On the contrary, they can complement one another, for example through a stronger connection between streaming and vinyl purchasing. This is great for artists and labels. All labels should set about using both formats in a targeted and thus profitable way for artists.



QUESTIONS? COMMENTS? TALK TO MATTHIAS ...

Matthias Boecker is the managing director of the Berlin-based creative agency canvas&frame and has been involved in the music industry for 25 years. With experience in international tour management and bookings, project management for festivals, sponsorships and music corporate events with national and international artists, and the label Thirty Something Records that he established at the beginning of 2019, Matthias is a passionate industry expert.

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