

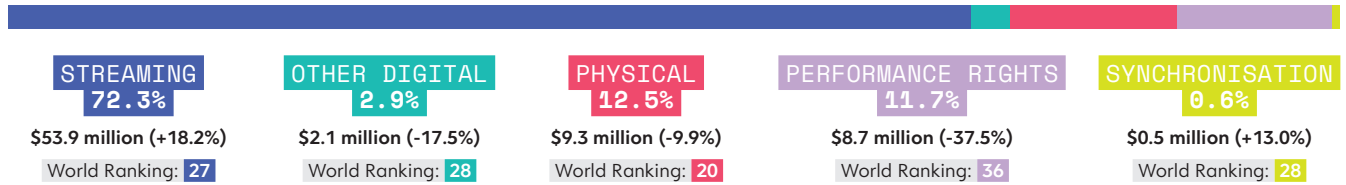
# IRELAND



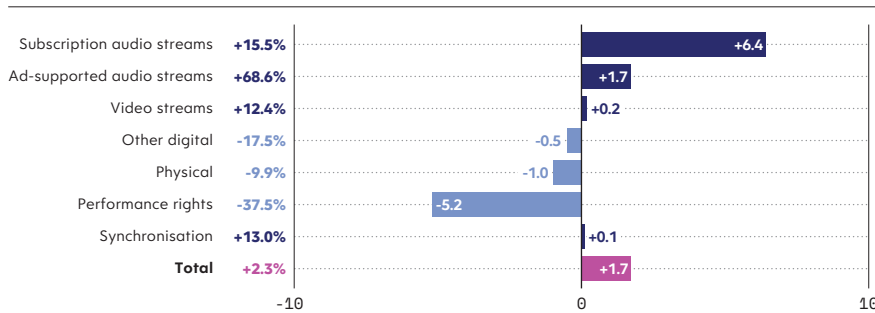
GLOBAL RANK 27

MARKET SIZE **US\$74.6 MILLION** | GROWTH RATE **+2.3%**

## RECORDED MUSIC REVENUES BY SECTOR 2020 (TRADE VALUE)



## YEAR ON YEAR CHANGE 2020 (US\$ MILLION)



Total Music Revenue per capita (US\$) **\$14.27**  
 Year on Year Change: **(+\$0.19)**

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Total Physical and Digital sales per capita (US\$) **\$12.51**  
 Year on Year Change: **(+\$1.20)**

## SOCIAL, ECONOMIC, AND TECHNOLOGY INDICATORS

Population (m): 5.2  
 Language: English, Irish  
 Currency: Euro (EUR)  
 US\$ exchange rate: 0.88  
 GDP per capita (US\$): \$74,394  
 Internet users (m): 4.5  
 Mobile internet users (m): 4.1  
 Fixed internet line speed (Mbps): 98.9  
 Mobile internet speed (Mbps): 40.8  
 Smartphone penetration rate: 72%  
 Mobile connections at 3G to 5G: 90%

## RECORDED MUSIC REVENUES BY FORMAT (US\$ MILLION, TRADE VALUE)

Format	2016	2017	2018	2019	2020	2020 YoY % change
Subscription audio streams	17.7	26.9	32.4	41.3	47.7	+15.5%
Ad-supported audio streams	0.8	1.0	1.2	2.5	4.1	+68.6%
Video streams	1.4	1.7	1.5	1.9	2.1	+12.4%
<b>Streaming</b>	<b>19.9</b>	<b>29.6</b>	<b>35.1</b>	<b>45.6</b>	<b>53.9</b>	<b>+18.2%</b>
Downloads	6.4	4.5	3.2	2.4	1.8	-24.6%
Mobile personalisation & other digital	0.1	0.0	0.1	0.2	0.3	+70.0%
<b>Downloads &amp; other digital</b>	<b>6.5</b>	<b>4.5</b>	<b>3.2</b>	<b>2.6</b>	<b>2.1</b>	<b>-17.5%</b>
CD	10.4	10.0	7.9	6.2	3.4	-45.4%
Vinyl	2.2	3.5	3.3	4.0	5.8	+44.7%
Music video	0.2	0.1	0.1	0.1	0.1	+43.4%
<b>Physical</b>	<b>12.8</b>	<b>13.5</b>	<b>11.2</b>	<b>10.3</b>	<b>9.3</b>	<b>-9.9%</b>
<b>Performance rights</b>	<b>12.7</b>	<b>13.1</b>	<b>13.7</b>	<b>13.9</b>	<b>8.7</b>	<b>-37.5%</b>
<b>Synchronisation</b>	<b>0.4</b>	<b>0.4</b>	<b>0.2</b>	<b>0.4</b>	<b>0.5</b>	<b>+13.0%</b>
<b>Total revenues</b>	<b>52.2</b>	<b>60.9</b>	<b>63.5</b>	<b>72.9</b>	<b>74.6</b>	<b>+2.3%</b>

## INDUSTRY INFORMATION

Chart compiler:  
 Official Charts Company  
[www.officialcharts.com](http://www.officialcharts.com)

Performance rights music licensing company:  
 Phonographic Performance Ireland CLG  
[www.ppmusic.ie](http://www.ppmusic.ie)

National recording industry association:  
 Irish Recorded Music Association CLG  
[www.irma.ie](http://www.irma.ie)

## TOP SONGS 2020

- The Weeknd**  
Blinding Lights
- SAINT JHN**  
Roses
- Joel Corry x MNEK**  
Head & Heart
- DaBaby feat. Roddy Ricch**  
ROCKSTAR
- Tones And I**  
Dance Monkey
- Dua Lipa**  
Don't Start Now
- Lewis Capaldi**  
Before You Go
- Dermot Kennedy**  
Giants
- Harry Styles**  
Watermelon Sugar
- Doja Cat**  
Say So

## TOP ALBUMS 2020

- Dermot Kennedy**  
Without Fear
- Lewis Capaldi**  
Divinely Uninspired To A Hellish Extent
- Harry Styles**  
Fine Line
- Billie Eilish**  
WHEN WE ALL FALL ASLEEP, WHERE DO WE GO?
- Dua Lipa**  
Future Nostalgia
- Fleetwood Mac**  
50 Years - Don't Stop
- Taylor Swift**  
folklore
- Pop Smoke**  
Shoot for the Stars, Aim for the Moon
- Bruce Springsteen**  
Letter to You
- Fleetwood Mac**  
Rumours

## TOP INDEPENDENT LABELS (ALPHABETICAL ORDER)

- Because Music
- BigHit Entertainment
- BMG
- Demon Music Group
- Domino Recordings
- Kobalt Music Group
- Ninja Tune
- Pias
- Secretly Group
- XL Beggars

US\$ values: Local currency values are stated at 2020 exchange rates. IFPI restates all historic local currency values on an annual basis. Market values can therefore vary retrospectively as a result of foreign currency movements.