



The New Music Democracy

How More Artists are
Succeeding from Streaming



Contents

THE NEW MUSIC DEMOCRACY – HOW MORE ARTISTS ARE SUCCEEDING FROM STREAMING

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All original data sources are quoted throughout.

A list of picture credits appears on page 36.

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Executive summary	4
Section 1: UK streaming market overview	6
Section 2: The year's most-streamed artists in the UK	8
Section 3: The year's most-streamed tracks in the UK	18
Section 4: Genre focus	22
Section 5: Catalogue streaming market	28

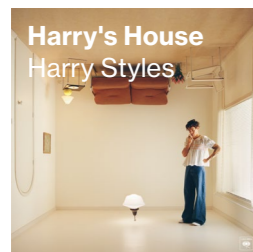
Executive Summary

The purpose of this report is to provide a detailed and comprehensive overview of the UK's music streaming market, helping to more precisely pinpoint the real measurements of streaming success.

This includes unveiling the individual stream counts being achieved annually by the biggest hits, as well as highlighting just how many artists are now accumulating multi-million stream numbers every year. This group of artists not only includes superstar talent from the UK, but many lesser-known domestic artists from multiple music genres who are far from household names but are thriving all the same. Some of the report's key findings are highlighted below.

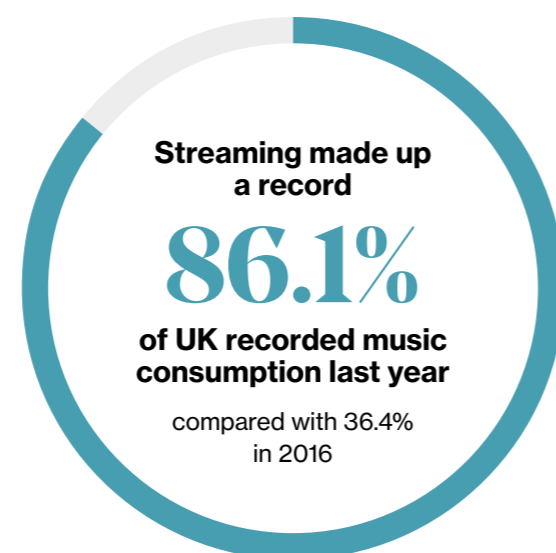
The UK music streaming market has more than doubled in size in the past five years, reaching a new peak of

159.3 billion
audio streams in 2022



Harry Styles' *As It Was*, the biggest hit of 2022, generated

180.9 million
audio & video streams
in the UK during the year



More than

3 billion
audio streams

were generated on average in the UK each week in 2022

Streaming success starts in the millions – the UK's 5,000th most popular track last year was streamed

5
million times

1.3
million
streams per week

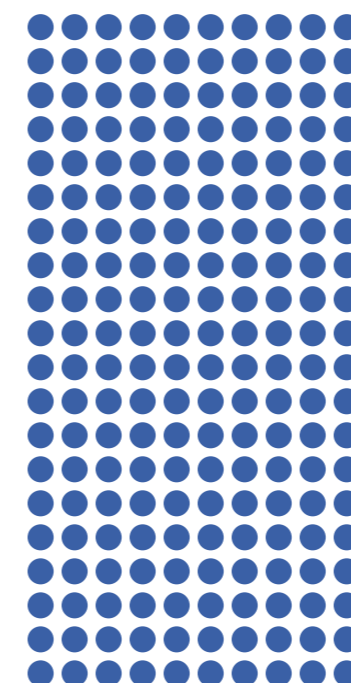


are needed to break into the Official Singles Top 40

and a combined

7 million
audio & video streams

to reach No.1



More than

2,000 artists

amassed more than

10 million
audio streams

of their music in the UK alone last year

UK streaming market overview

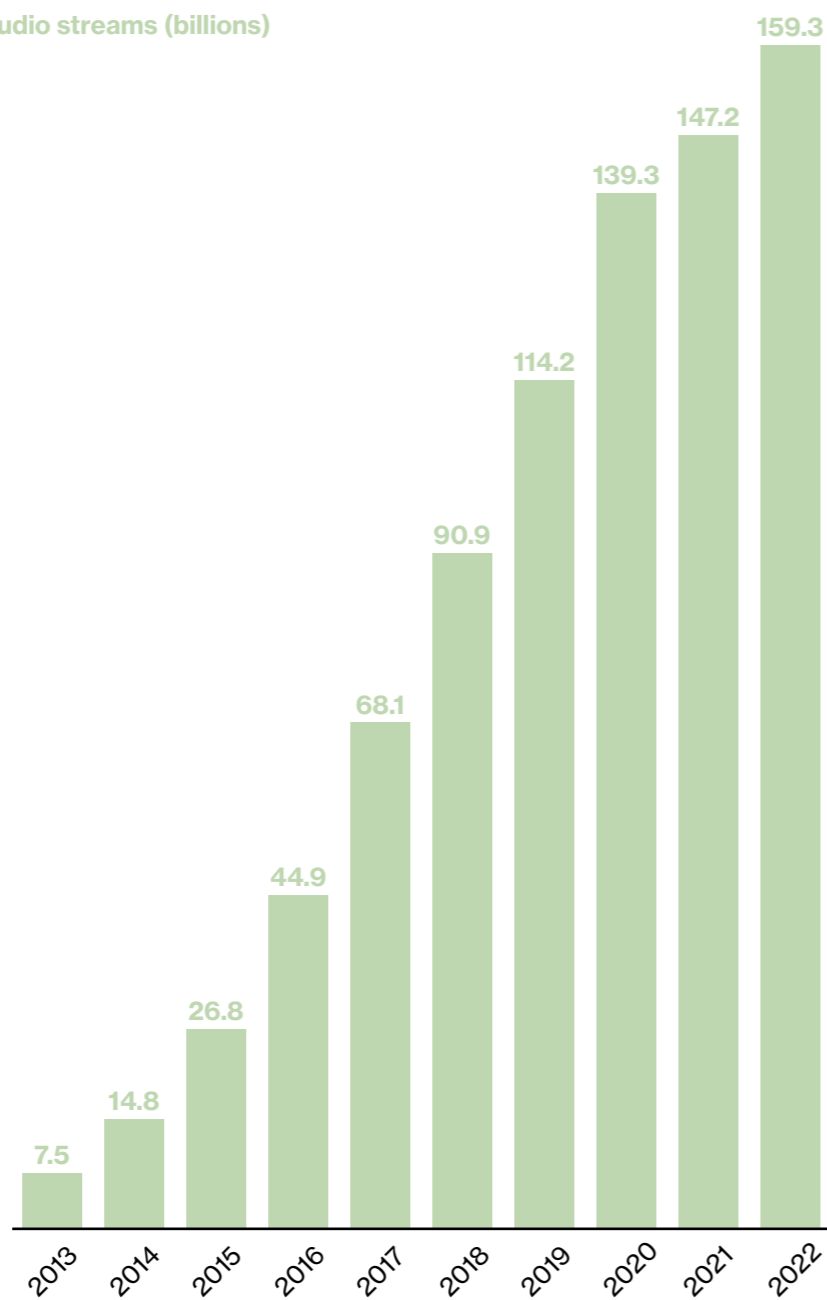
In 2022 the UK music streaming market smashed through another significant benchmark by reaching 150 billion audio streams. This was achieved just three years after 100 billion audio streams were surpassed in a calendar year for the first time. In total, the market in 2022 generated 159.3 billion audio streams across the year, more than twice the size of the streaming market five years earlier.

Audio streaming numbers increased by 8.2% last year, compared to rising by 5.7% the year before. Every month across 2022 was bigger than the equivalent month of 2021 with growth reaching a peak of 12.3% in January led by the multi-cast recording of We Don't Talk About Bruno from the Disney animated musical Encanto. More than 3 billion audio streams a week were generated on average, hitting a peak of 3.3 billion streams in the final week of 2022 (chart week 52).

UK audio streaming market tops 150 billion for first time

Total number of annual audio streams

Audio streams (billions)



The above shows the number of audio streams consumed annually in the UK over the last 10 calendar years.

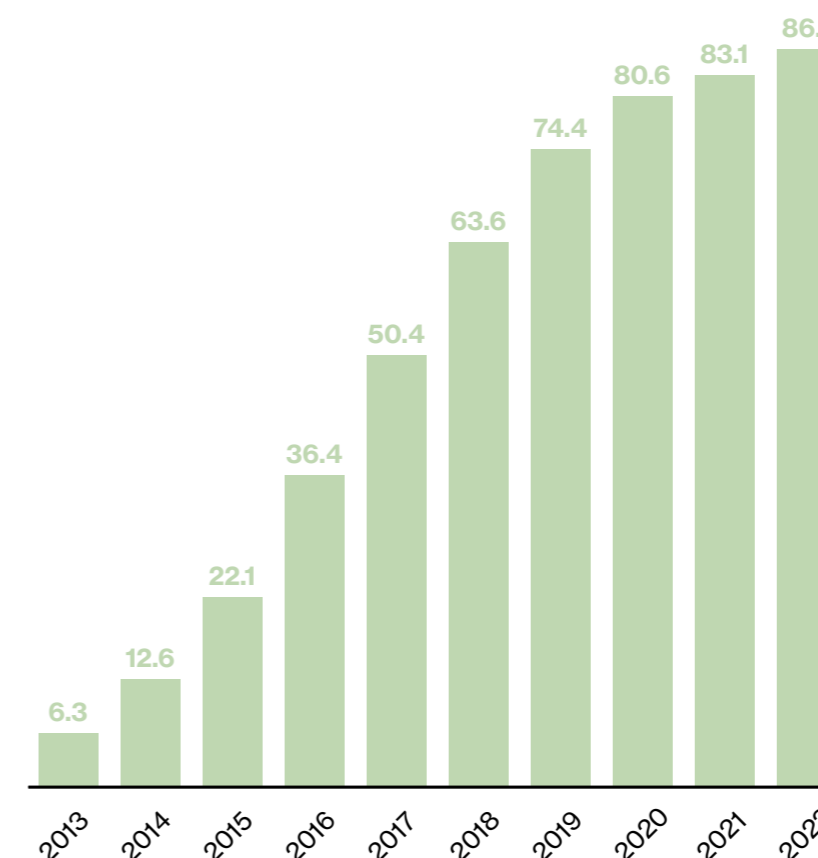
Source: Official Charts Company

Streaming's share of the UK's recorded music market hit another new high in 2022, accounting for a record 86.1% of overall music consumption. This was more than 70% up on five years earlier when streaming made up 50.4% of the market.

As the graph below illustrates, the trajectory of this growth has been nothing short of extraordinary. In 2013 streaming claimed merely 6.3% of the UK music market and slightly more than one-fifth in 2015. However, two years later its share doubled before making up nearly three-quarters of the market in 2019 and surpassing 80% in 2020.

Streaming's share of the total annual UK recorded music market

Streaming share (%)



The above shows streaming's annual share of Album Equivalent Sales (AES), the metric used by the industry to collectively measure music streaming and purchasing.

Source: BPI analysis based on Official Charts Company data

Streaming fuels eight years of consecutive growth in UK recorded music market

As increasing numbers of fans accessed music on streaming services, the UK recorded music market started growing again in 2015 after a number of years of decline. To quantify this, we use the industry measure of Album Equivalent Sales (AES)¹, which combines streaming numbers with physical and download sales. In 2014, when streaming made up only 12.6% of the market, the UK was 117.2 million AES in size. However, by 2022 AES numbers had risen to 166.1 million units, delivering an eighth consecutive year of growth despite overall falls each year in physical and digital album sales. However, vinyl and cassette sales have increased over this time.

Despite the growth of streaming, the overall UK recorded music market remains down in value in real terms. Although UK recorded music revenue rose by 4.7% year-on-year in value to reach £1.32 billion in 2022, when adjusted for inflation the figure falls hundreds of millions of pounds below the total reported in 2006.

¹ Album Equivalent Sales (AES) is a standard industry metric enabling sales and streaming volumes to be measured on a comparable basis so that total music consumption can effectively be gauged. This converts all streams and sales data to 'Album Equivalent Sales' (AES). Physical and digital album sales are included as per the Official Charts database, while audio and video streams are weighted according to whether plays are derived from a 'premium' or 'ad-supported' source. Premium plays are divided by 1,000 and ad-supported plays are divided by 6,000 to comprise the 'Streaming Equivalent Albums' (SEA) portion of Album Equivalent Sales.

Section 2

The year's most-streamed artists in the UK

More than 2,000 artists saw their music streamed over 10 million times in 2022.

In 2007, when Amy Winehouse had the year's No. 1 album with *Back To Black*, she was one of 1,092 artists who sold more than 10,000 albums in the UK. That level of success was achieved by almost twice as many artists in the streaming world of 2022.

In terms of artist recording royalties, 10,000 album sales now equate to about 10 million audio streams, a level reached by over 2,000 artists in the UK alone in 2022.

More than 450 artists generated over 50 million streams in the UK in 2022. Over 200 artists amassed stream counts above 100 million during the year – up by around 19% on 2021 – and a dozen superstars generated more than half a billion audio streams.

The class of 2022 included a wide variety of contemporary British artists, some of whom have not enjoyed any notable mainstream chart success, but nevertheless still have strong fanbases, which support a 'long tail' of sometimes quite niche music tastes. These cover a wide variety of genres and styles.

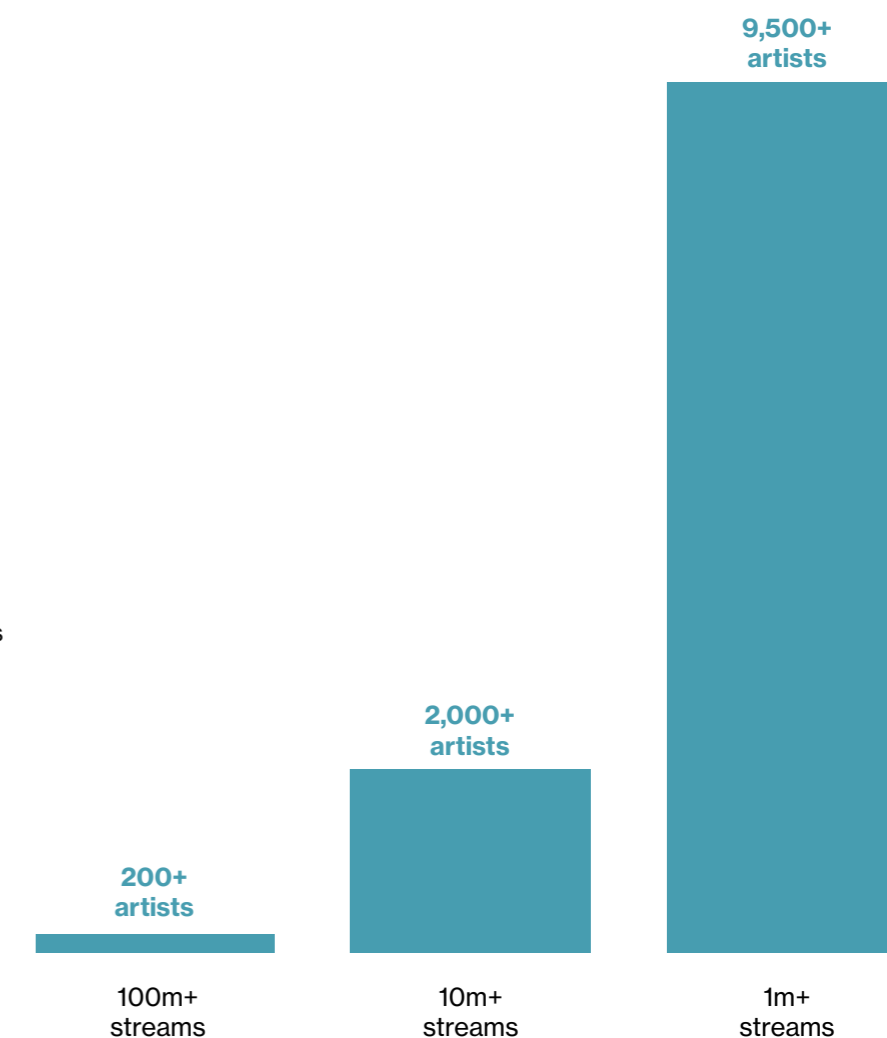
These statistics only refer to streams in the UK. BPI analysis shows that, on average, 80% of the UK's top artists' streams occur overseas. In some cases, it is as high as 90%. The average shows that, typically, a top artist's annual UK stream count should be multiplied by five to produce the global number. However, this is a general estimate and can vary considerably depending on the individual artist, but it highlights the popularity of British music overseas and the benefits of streaming for artists.

“On average, 80% of the UK's top artists' streams occur overseas.”

The earning power of international streams for a UK artist is also why it is vital to continue to support touring and global reach for British artists. While British artists are doing well in the UK, Britain's share of the global market is under pressure, not just from traditionally strong music markets such as the US but also as

a result of the double-digit boom in local repertoire in Asia, Latin America and Africa and the success of bigger markets. There is a slowing of streaming growth in mature markets more generally so it is a priority for many labels to ensure that UK repertoire has an international audience.

Artists surpassing streaming benchmarks



The above shows the number of artists surpassing selected streaming benchmarks in the UK in 2022.

Source: BPI analysis based on Official Charts Company data

Streams of artists' back catalogue are generating new income every single year

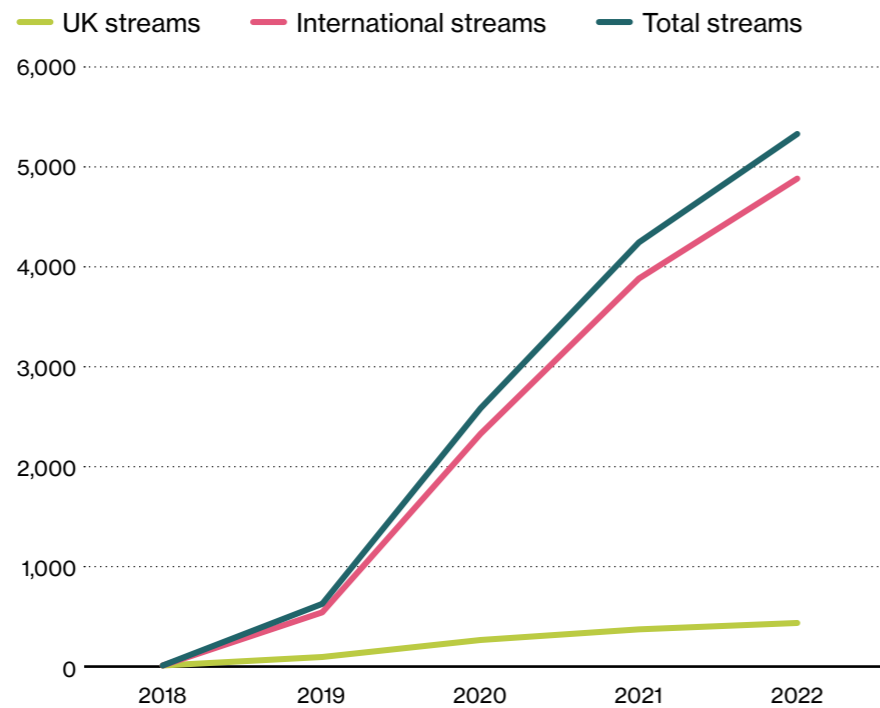
The graphs opposite highlight the cumulative stream totals achieved both domestically and in international markets for a selection of artists across various genres who were signed and developed by UK record labels over the last 10 years. What they illustrate is how each artist has accumulated significant stream totals both in the UK and overseas in a relatively short space of time. These stream counts are measured in the hundreds of millions or even the billions.

The graphs also highlight how streaming is providing steady and consistent income for successful artists year after year. Unlike the one-time purchase of a CD, streaming is not a moment in time and successful tracks are streamed repeatedly after release. This means an artist earns new income from streaming from their existing back catalogue every single year.

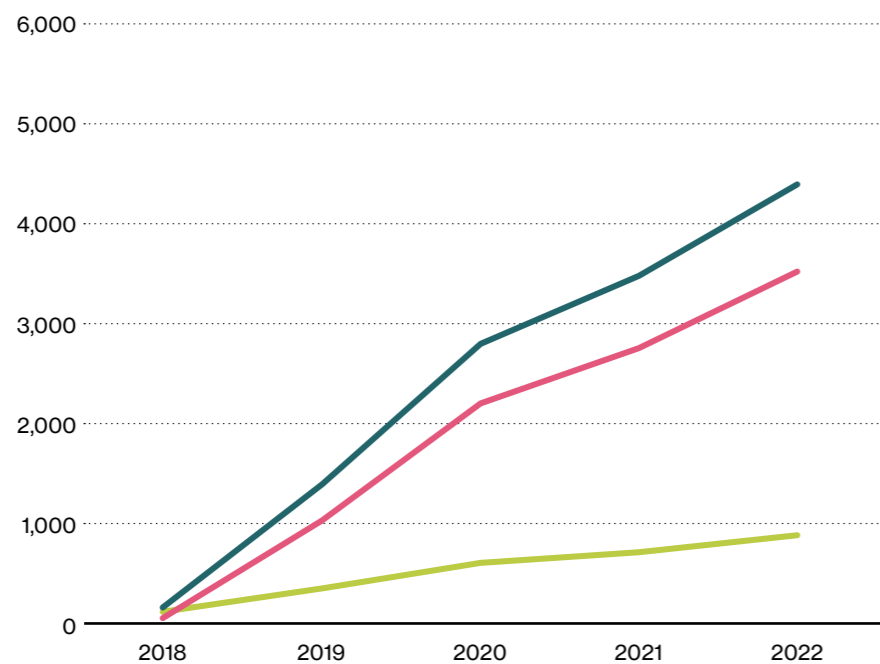
As we highlighted in the previous section, BPI analysis shows that, on average, 80% of the UK's top artists' streams occur overseas. So, generally, an artist's UK stream count needs to be multiplied by five to produce their global stream number each year. As such, an artist with at least 100 million UK streams each year could be looking at half a billion global streams annually, while one with 300 million UK streams might amass 1.5 billion streams globally every year.

Cumulative streaming numbers (in millions)

Pop artist



Dance artist



Source: Record company data

Streaming is spreading success across many more artists compared to CD era

The CD era was extremely prosperous for a select group of artists with the biggest album releases each selling hundreds of thousands or even millions of copies just in the UK. But it was also a period when commercial success was concentrated in relatively few hands, a sharp contrast to today's streaming-dominated market when many more artists are flourishing.

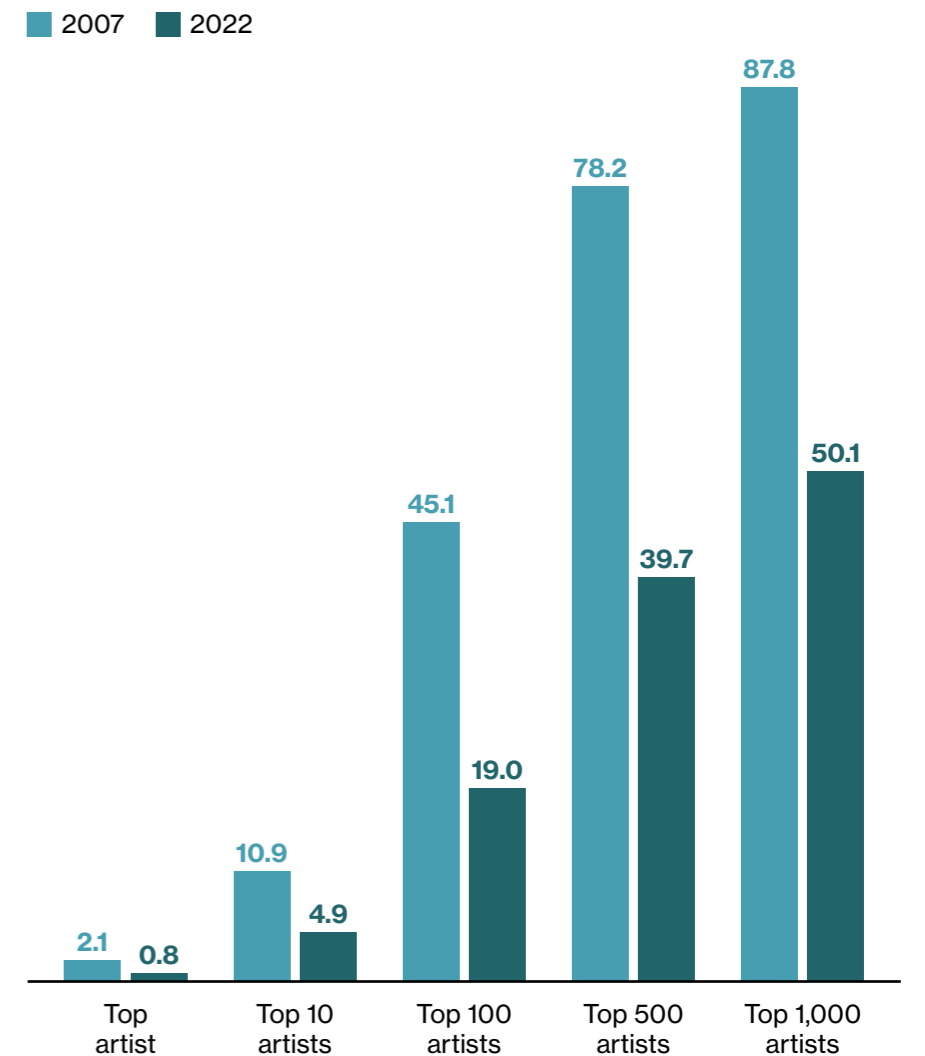
This position is highlighted by comparing the 2022 audio streaming market to the 2007 albums market when CD was the leading format. In 2007 album sales made up around 86% of the UK's total recorded music market with the year's top artist responsible for 2.1% of all artist album sales. By comparison, 2022's top streaming artist contributed just 0.8% of the total audio streaming market for the year.

As our analysis moves further down the list of 2007's top-selling album artists, the point becomes even clearer.

In 2007, the 10 leading artists collectively made up 10.9% of artist albums sales across the year, whereas the 10 most-streamed

artists in 2022 were responsible for only 4.9% of the total audio streaming market. Similarly, the top 100 artists in 2007 occupied 45.1% of the year's artist album sales, while the 100 leading streaming artists last year made up just 19.0% of 2022's audio streaming numbers.

Share of market made up of 2007's top album artists and 2022's biggest streamers (%)



The above compares the market share of the 1,000 biggest-selling album artists in 2007 to the market share of the 1,000 biggest audio streaming artists in 2022.

Source: BPI analysis based on Official Charts Company data

Ten biggest artists in UK surpassed 600 million domestic audio streams last year.

Ed Sheeran added to his many accolades in 2022 by becoming the most-streamed artist in the UK, including a run of three of the year's six most-streamed tracks: Bad Habits, Peru (with Fireboy DML) and Shivers.

Hip-hop/rap artists occupy half the Top 10 positions, with an entry point of more than 600 million streams. These are led by global superstars Drake, Eminem and Kanye West, but also include homegrown talent D-Block Europe and Dave. Pop's streaming popularity is highlighted by Taylor Swift and Harry Styles joining Ed Sheeran in the top five, while rock is represented by British artists of varying vintage, ranging from legends like Queen, who had their first hit single in 1974, to Arctic Monkeys who broke through in the Noughties and whose seventh studio album *The Car* was released in 2022. Nearly 400 million audio streams were needed to win a place among the year's 20 most-streamed artists.



Ed Sheeran

Official Streaming Chart 2022:

The most streamed artists in the UK (audio streams)

Artist	Artist
1 Ed Sheeran	11 Adele
2 Taylor Swift	12 Coldplay
3 Drake	13 David Guetta
4 Harry Styles	14 Rihanna
5 Eminem	15 Beyoncé
6 The Weeknd	16 Elton John
7 Kanye West	17 Billie Eilish
8 D-Block Europe	18 Dua Lipa
9 Arctic Monkeys	19 Juice WRLD
10 Dave	20 Queen

The above ranks artists based on the number of audio streams achieved in 2022. Each artist's total covers tracks where they are the sole or co-credited main artist and does not include streams for tracks on which they are credited as "featuring".

Source: BPI analysis based on Official Charts Company data

Current pop, rock, dance and hip-hop/rap stars alongside legends on chart of most-streamed UK artists

As the artists behind the two biggest hits of 2022, it is no surprise that Ed Sheeran and Harry Styles accumulated more audio streams across the year than any other UK artists. However, less predictable perhaps is D-Block Europe finishing as the year's third most-streamed UK artist. Despite their Central Cee collaboration Overseas being their only Top 10 hit on the weekly Official Singles Chart during the year, it was one of 11 tracks by the hip-hop/rap collective to have generated more than 10 million UK audio streams in 2022, while another 18 tracks surpassed 5 million audio streams.

Central Cee and Dave further highlight the current strength of domestic hip-hop/rap in a chart which represents a disparate mix of UK talent, ranging from legends The Beatles, Elton John, Fleetwood Mac and Queen to pop stars Dua Lipa and Little Mix, rock artists Arctic Monkeys and Sam Fender, and dance artists Becky Hill and Calvin Harris.

The Top 10 artists on this chart all reached nearly 400 million streams.



Dua Lipa

Official Streaming Chart 2022: Homegrown artists – the biggest streaming UK stars (audio)

	Artist
1	Ed Sheeran
2	Harry Styles
3	D-Block Europe
4	Arctic Monkeys
5	Dave
6	Adele
7	Coldplay
8	Elton John
9	Dua Lipa
10	Queen
11	The Beatles
12	George Ezra
13	Oasis
14	Sam Fender
15	Fleetwood Mac*
16	Little Mix
17	Central Cee
18	Calvin Harris
19	Sam Smith
20	Becky Hill

*dual nationality

The above ranks artists based on the number of audio streams achieved in 2022. Each artist's total covers tracks where they are the sole or co-credited main artist and does not include streams for tracks on which they are credited as "featuring".
Source: BPI analysis based on Official Charts Company data



D-Block Europe

More than 400 UK artists amassed over 100 million streams worldwide in 2022

An analysis of streaming data from Luminate reveals that more than 1,800 UK artists each amassed over 10 million audio streams globally in 2022.

Artists falling into this streaming bracket cover every genre and era of recorded music. A number of them enjoyed significant streaming activity last year on the back of a strong international following, rather than just relying on their domestic numbers. They included dance artists Blonde and That Kind, singer-songwriter Emily Burns, rappers MoStack and Not3s, and indie rock bands The Snuts who all surpassed 30 million global audio streams in 2022.

More than 700 UK artists broke through 50 million global audio streams last year. Alongside more famous artists, this list includes lesser-known names such as DJ

and music producer Endor, indie pop artists The Japanese House and Oscar Lang, R&B and dance collective SAULT and rapper Abra Cadabra.

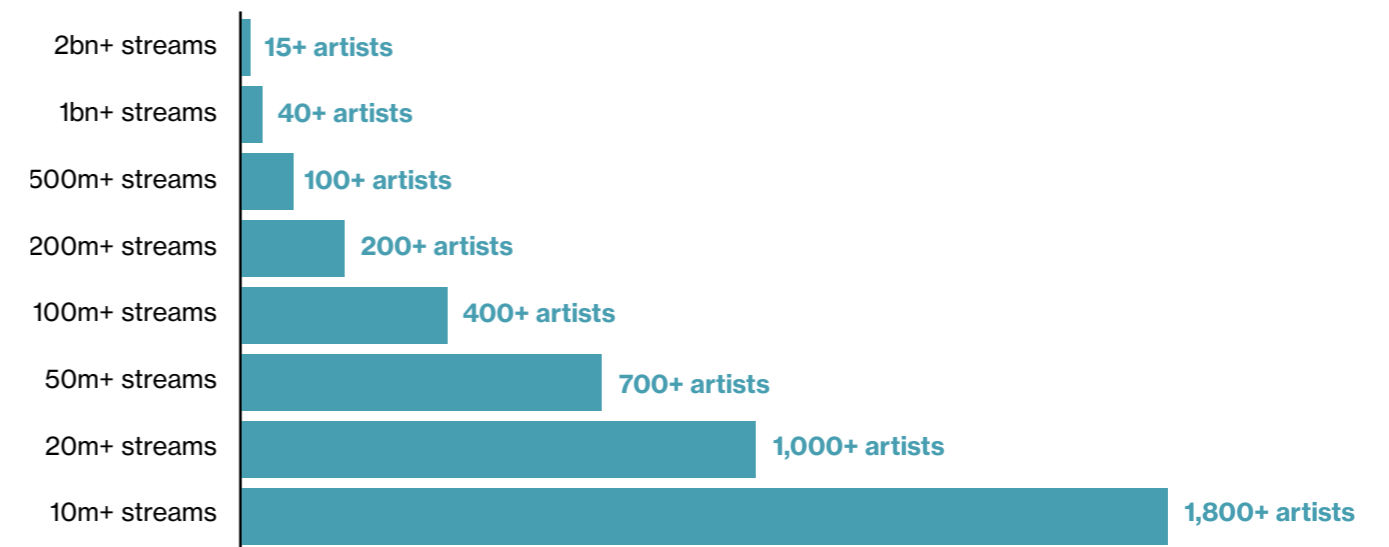
Over 400 UK artists saw their audio streams surpass 100 million around the world last year and over 200 of them had at least 200 million streams. This roll-call took in the likes of rock band Asking Alexandria, singer-songwriters Banners, Beabadoobee, Bishop Briggs, Bruno Major, James TW, Matt Maltese and Novo Amor, electronic music artists Above & Beyond, Bonobo, Elderbrook and Honne, rapper Headie One, multi BRIT Awards winner Jorja Smith, pop artist Mimi Webb and alternative rock duo Seafret.

More than 100 UK artists' stream counts topped half a billion during the year, an eclectic list including singer-songwriter Cavetown, R&B artist Ella

Mai, electropop act Marina, hip-hop star Tion Wayne and BBC Sound of 2022 winner PinkPantheress. Over 40 UK artists amassed at least 1 billion global audio streams, including rock band Bring Me The Horizon, singer-songwriter Rex Orange County and singer, songwriter, rapper and record producer Labrinth.

“It is not only the biggest UK artists that are reaching high levels of streaming success. More than 400 UK artists surpassed 100 million global audio streams in 2022 and over 200 had at least 200 million streams.”

Artists surpassing global streaming benchmarks



The above shows how many UK artists surpassed selected global audio streaming benchmarks in 2022.

Source: BPI analysis based on Luminate data

Section 3

The year's most-streamed tracks in the UK

Nearly 2.5 million streams needed to be the year's 10,000th biggest hit

The graph below highlights how many plays were needed to attain selected key positions among the year's 10,000 most-streamed audio and video tracks. It highlights the multi-million stream numbers required to score even a moderate hit in the UK.

While the No. 1 position claimed by Harry Styles' *As It Was* attracted 180.9 million audio and video streams, the year's 1,000th most popular track achieved more than 16.8m million UK streams. As recently as 2017, that total would have won a place among the year-end Top 300.

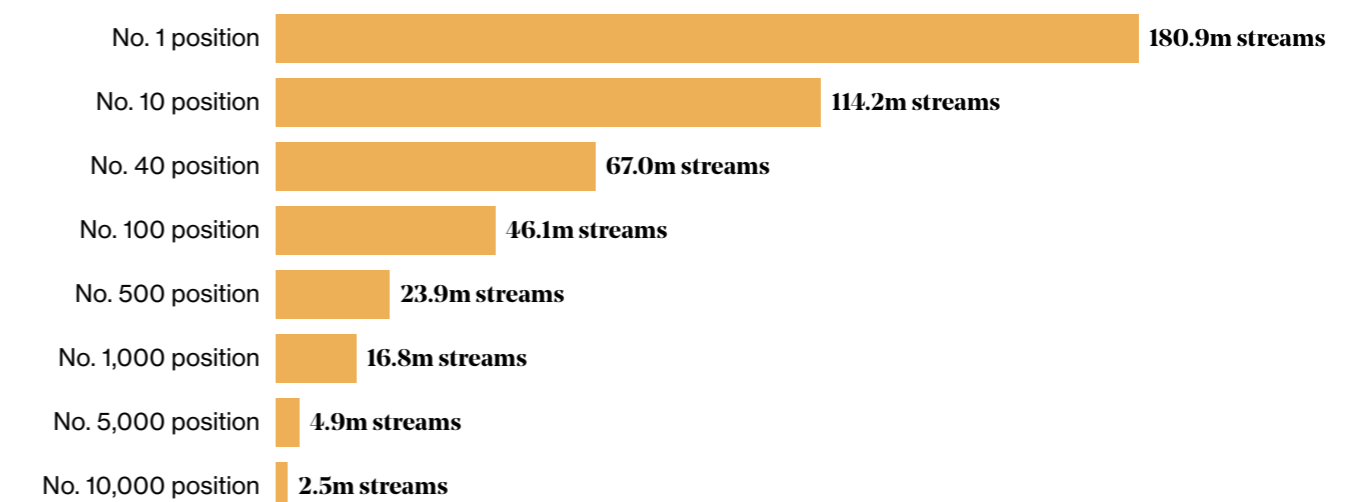
To have the year's 10,000th most popular track required nearly 2.5 million streams, compared with 940,000 streams in 2017.



Harry Styles

Official Streaming Chart 2022

The Top 10,000 most-streamed tracks (audio and video)



The above shows the total number of audio and video streams at selected key positions on the full year Official Streaming Chart 2022, which ranks the UK's 10,000 most streamed tracks of the year.

Source: Official Charts Company



Glass Animals

Official Streaming Chart 2022:
The most streamed tracks (audio and video)

	Title	Artist	Streams
1	As It Was	Harry Styles	180.9m
2	Bad Habits	Ed Sheeran	150.2m
3	Go	Cat Burns	138.1m
4	Peru	Fireboy DML & Ed Sheeran	135.5m
5	Heat Waves	Glass Animals	133.7m
6	Shivers	Ed Sheeran	132.3m
7	We Don't Talk About Bruno	Gaitán, Castillo, Adassa, Feliz, Guerrero, Beatriz & cast of Encanto	128.9m
8	Running Up That Hill	Kate Bush	124.0m
9	Where Are You Now	Lost Frequencies & Calum Scott	119.4m
10	Make Me Feel Good	Belters Only ft Jazzy	114.2m
11	Starlight	Dave	113.8m
12	Afraid To Feel	LF System	109.3m
13	Seventeen Going Under	Sam Fender	107.5m
14	Cold Heart (PNAU Remix)	Elton John & Dua Lipa	104.4m
15	Easy On Me	Adele	92.8m
16	Overseas	D-Block Europe ft Central Cee	91.7m
17	Baby	Aitch & Ashanti	91.6m
18	Green Green Grass	George Ezra	90.3m
19	ABCDEFU	Gayle	88.6m
20	Another Love	Tom Odell	85.8m

Source: Official Charts Company



Harry's House by Harry Styles

UK's most popular track of 2022 streamed 180 million times

A decade on from Gotye featuring Kimbra's *Somebody That I Used To Know* ranking as 2012's No. 1 UK single with 1.32 million sales, the measurement of success is now in the many tens of millions, most clearly demonstrated last year by Harry Styles' *As It Was* with 180.9 million streams.

Eight of the 10 most-streamed tracks last year were by or featured domestic artists, up from four the year before, while on the all-format year-end chart that combines streams and physical and digital download sales, UK talent had a clean sweep of the entire Top 10 for the first time since records began.

Kate Bush's appearance at No.8 with her 1985 classic *Running Up That Hill* highlights the capacity for vintage tracks to find new audiences thanks to streaming. As a consequence of its prominent use in the Netflix series *Stranger Things*,

it was streamed 124 million times in the UK last year, an almost ten-fold increase on what it managed in 2021.

Highlighting streaming's opportunities for new and emerging British talent, Cat Burns, D-Block Europe and LF System all make this chart having scored their first ever Top 10 hits on the Official Singles Chart during the year, while the tracks by Glass Animals and Sam Fender had delivered them inaugural Top 10 entries the year before.

Including *As It Was*, 14 tracks in total topped 100 million streams last year. This was down from 16 in 2021, highlighting that, while the overall streaming market was up on the year, fewer streams were generated by the very biggest hits. As the market grows overall, more artists in the middle of the market are thriving thanks to their relatively bigger streaming numbers.

Hip-Hop / Rap

Homegrown talent outshines North American stars to dominate year's biggest hip-hop/rap hits

Rap and hip-hop's share of the UK singles market has reached record levels in recent years, growing from 8.1% in 2014 to a record 22.0% in 2020. This has been driven in part by a new generation of British artists annually hitting tens or even hundreds of millions of streams.

This chart of the most-streamed hip-hop/rap tracks of 2022 in the UK highlights the level of that homegrown success. Eight of these tracks are by domestic artists, joined by hits from Jack Harlow and Future ft Drake & Tems. In 2017, only two of the year's most-streamed hip-hop/rap tracks were by homegrown talent with the Top 10 dominated by North American stars such as Drake, Future and Kendrick Lamar.

Dave's Starlight is one of 17 tracks by him to have been streamed more than 10 million times in 2022 and the only hip-hop/rap release to have surpassed 100 million streams during the year.



Dave

Official Streaming Chart 2022:

Hip-hop/rap tracks (audio and video)

	Title	Artist	Streams
1	Starlight	Dave	113.8m
2	Overseas	D-Block Europe ft Central Cee	91.7m
3	Baby	Aitch & Ashanti	91.6m
4	First Class	Jack Harlow	75.9m
5	IFTK	Tion Wayne & La Roux	65.1m
6	Wait For U	Future ft Drake & Tems	63.9m
7	Coming For You	SwitchOTR ft A1 & J1	62.5m
8	Make You Smile	D-Block Europe ft AJ Tracey	57.2m
9	Doja	Central Cee	56.3m
10	Flowers (Say My Name)	ArrDee	54.5m

Source: Official Charts Company

Section 4

Genre
Focus

Rock



Sam Fender

First issued in July 2021, Sam Fender's *Seventeen Going Under* is the archetypal "sleeper" hit in the streaming age, taking until the first week of 2022 to reach a peak of No. 3 on the Official Singles Chart. Adding another 107.5 million streams to the 36.5 million it achieved in 2021, Fender's anthem highlights that a contemporary rock track can hold its own alongside pop or hip-hop/rap hits. All ten tracks on this chart of contemporary rock recordings of

varying styles from indie to pop-rock finished among the UK's 100 most-streamed songs of 2022.

A decade after it reached the UK Top 10, Tom Odell's *Another Love* has become a hit all over again, making it one of the 20 most-streamed songs in the UK last year. Even though it was originally a non-single album track at the end of the band's 2007 second album *Favourite Worst Nightmare*, 505 is Arctic Monkeys' top streaming hit.

Ten most popular rock tracks of 2022 each streamed more than 50 million times in the UK

Official Streaming Chart 2022:

Contemporary rock tracks (audio and video)

	Title	Artist	Streams
1	Seventeen Going Under	Sam Fender	107.5m
2	Another Love	Tom Odell	85.8m
3	Mr Brightside	The Killers	79.4m
4	Enemy	Imagine Dragons x JID	61.8m
5	Sweater Weather	The Neighbourhood	57.8m
6	Anyone For You	George Ezra	56.8m
7	505	Arctic Monkeys	56.6m
8	Riptide	Vance Joy	53.7m
9	Wonderwall	Oasis	53.5m
10	Happier Than Ever	Billie Eilish	52.7m

Source: Official Charts Company

Pop

33 pop tracks streamed more than 50 million times in the UK last year

Pop dominates music streaming in a way that no other genre does and it is one in which UK talent excels. Last year 36 of the 100 most-streamed tracks overall in the UK were pop releases. More than half of these (22) were by or featured British talent, including nine of this Top 10. These included former BRIT School student Cat Burns' *Go*, which was the most-streamed debut single of the year, having been first released in 2020 but finally breaking through and reaching No. 2 on the Official Singles Chart in 2022.

In total, 33 pop tracks were streamed more than 50 million times in the UK last year, compared with 16 dance tracks, 14 hip-hop/rap tracks, 13 rock tracks and six R&B tracks. Several domestic artists were behind multiple pop hits that reached this level of success. Ed Sheeran had six pop tracks which surpassed 50 million UK streams last year (not including his R&B duet *Peru* with Fireboy DML), while Dua Lipa, Harry Styles and Lewis Capaldi had two apiece.



Cat Burns

Official Streaming Chart 2022:

Contemporary pop tracks (audio and video)

	Title	Artist	Streams
1	As It Was	Harry Styles	180.9m
2	Bad Habits	Ed Sheeran	150.2m
3	Go	Cat Burns	138.1m
4	Heat Waves	Glass Animals	133.7m
5	Shivers	Ed Sheeran	132.3m
6	We Don't Talk About Bruno	Gaitán, Castillo, Adassa, Feliz, Guerrero, Beatriz & cast of Encanto	128.9m
7	Running Up That Hill	Kate Bush	124.0m
8	Cold Heart (PNAU Remix)	Elton John & Dua Lipa	104.4m
9	Easy On Me	Adele	92.8m
10	Green Green Grass	George Ezra	90.3m

Source: Official Charts Company

Dance

Dance music had a truly memorable 2022, spending 11 weeks at No. 1 on the Official Singles Chart and having more tracks (16) accumulating at least 50 million streams than any genre other than pop. Close to one-fifth (18%) of the year's 100 most-streamed tracks were dance releases, a list dominated by UK talent and led by Calum Scott whose Where Are You Now collaboration with Lost Frequencies was one of three hits in the genre overall to surpass 100 million streams.

UK breakthroughs played a crucial role in dance music's success with LF System's debut hit Afraid To Feel spending nearly two months of the summer at No. 1, only to be replaced by Eliza Rose's first hit B.O.T.A. (Baddest Of Them All). More than 60% of the dance tracks in the year's Top 100 are by or feature women artists, including three by BRIT Awards 2022 and 2023 Best Dance Act winner Becky Hill, led by the David Guetta single Crazy What Love Can Do on which she features alongside Ella Henderson.

UK
breakthroughs
help dance to
claim nearly 20%
of year's 100
most-streamed
tracks



Becky Hill, David Guetta and Ella Henderson

Official Streaming Chart 2022:

Contemporary dance tracks (audio and video)

	Title	Artist	Streams
1	Where Are You Now	Lost Frequencies & Calum Scott	119.4m
2	Make Me Feel Good	Belters Only ft Jazzy	114.2m
3	Afraid To Feel	LF System	109.3m
4	Where Did You Go	Jax Jones ft MNEK	83.0m
5	Down Under	Luude ft Colin Hay	82.8m
6	Crazy What Love Can Do	David Guetta ft Becky Hill & Ella Henderson	81.2m
7	B.O.T.A. (Baddest Of Them All)	Eliza Rose & Interplanetary Criminal	80.3m
8	BMW	Bad Boy Chiller Crew	80.1m
9	I'm Good (Blue)	David Guetta & Bebe Rexha	74.1m
10	Break My Soul	Beyoncé	63.7m

Source: Official Charts Company

Section 5

Catalogue streaming market

"Catalogue' includes everything released two years or more before the year in question."

Streams carry on generating new revenue for artists every year

Catalogue music's share of streaming in the UK has continued to grow each year. However, it should be noted that "catalogue" includes everything released two years or more before the year in question. In 2022 the vast majority (66.4%) of streams in the top 15,000 were from the 2010s or 2020s and fewer than 15% of the streams came out before the 1990s. Nearly three-quarters (72%) of the year's top 100 tracks were released in the current decade.

Although individual catalogue tracks generally do not stream in the same quantities as the biggest new releases, the simple fact that their number grows every year means that they account for a rising share of

consumption. This part of the market also highlights that if an artist has streaming success with a new release, that success is likely to continue for years to come, unlike with the sale of a download or physical product where the only income generated happens at the point of purchase. With streaming, revenue is more consistent and predictable, while in many cases helps drive the back catalogue of an artist's previous releases alongside their current ones.

The following charts highlight a maturing of the streaming market that now reflects the music tastes and consumption of every demographic. This has given new life to tracks from the last 60 plus years as they are being streamed not only by those who grew up with them but by a younger audience discovering them for the first time. In turn, this is generating new and continuing revenue for the music in question.



Arctic Monkeys

Sixties hits generating streaming revenue more than half a century after release

It is no surprise to see The Beatles dominate the most-streamed UK tracks of the 1960s with four recordings in this Top 10, although their top song Here Comes The Sun was never issued as a single during the group's lifetime. It is joined on this chart by Come Together, also from the Abbey Road album. Similarly, their great rivals The Rolling Stones are represented not only by the chart-topping Paint It, Black but the album cut Gimme Shelter. Van Morrison's Brown Eyed Girl in second place failed to chart in the UK when first released.



Abbey Road by The Beatles featuring Here Comes The Sun

Classic 1970s tracks finding new audiences thanks to streaming

Just five different artists make up this chart of the most-streamed 1970s tracks by UK talent. In the case of Fleetwood Mac, their three songs all come from the classic 1977 album Rumours. Both Queen and Elton John have found new audiences in recent years, including from the respective film biopics Bohemian Rhapsody and Rocketman alongside their music soundtracking other movies. One example is Tiny Dancer, which has grown from a little-known album cut to one of Elton's best-loved tracks. ELO's Mr Blue Sky has been used in a number of films and TV commercials.



Rumours by Fleetwood Mac

Official Streaming Chart 2022:

The most streamed tracks of the 1960s by UK artists (audio and video)

	Title	Artist	Streams
1	Here Comes The Sun	The Beatles	32.9m
2	Brown Eyed Girl	Van Morrison	31.4m
3	Son Of A Preacher Man	Dusty Springfield	20.1m
4	Paint It, Black	The Rolling Stones	19.2m
5	Build Me Up Buttercup	The Foundations	17.1m
6	The House Of The Rising Sun	The Animals	15.8m
7	Hey Jude	The Beatles	15.8m
8	Come Together	The Beatles	13.9m
9	Gimme Shelter	The Rolling Stones	13.0m
10	Twist And Shout	The Beatles	12.8m

Source: Official Charts Company

Official Streaming Chart 2022:

The most streamed tracks of the 1970s by UK artists (audio and video)

	Title	Artist	Streams
1	Dreams	Fleetwood Mac*	49.2m
2	Bohemian Rhapsody	Queen	45.3m
3	Don't Stop Me Now	Queen	45.0m
4	The Chain	Fleetwood Mac*	41.5m
5	Mr Blue Sky	ELO	36.5m
6	Go Your Own Way	Fleetwood Mac*	33.8m
7	Your Song	Elton John	30.8m
8	Step Into Christmas	Elton John	30.5m
9	I Wish It Could Be Christmas Everyday	Wizzard	30.0m
10	Rocket Man (I Think It's Going To Be A Long, Long Time)	Elton John	29.7m

*Dual nationality | Source: Official Charts Company

Running Up That Hill by Kate Bush



**1980s evergreens
generating tens
of millions of UK
streams every year**

The chart-topping revival of Kate Bush's *Running Up That Hill* thanks to *Stranger Things* has been well documented, but the drama has regenerated other Eighties classics, most tellingly Tears For Fears' *Everybody Wants To Rule The World*, which was one of the 100 most-streamed tracks in the UK in 2022. The domination of Christmas music on streaming services has become an annual phenomenon to the point that the weekly Official Singles Chart is each December dominated by festive hits. The 1980s is a rich source for this music, reflected by five of the ten most popular UK tracks of the decade being Christmas classics.

Wonderwall by Oasis



**Britpop anthems
among the UK's
biggest streaming
tracks of 2022**

Like Fleetwood Mac on the 1970s chart, three of Oasis' tracks on this 1990s countdown come from just one album, (What's The Story) Morning Glory?. They are joined by *Live Forever* from the album's predecessor *Definitely Maybe*. *Wonderwall* was one of nine recordings by Oasis to have been streamed more than 10 million times in the UK last year and was the year's 75th most-streamed track overall. The chart's alternative rock theme extends to Radiohead, Toploader and the Verve, while heavy rock (AC/DC), dance (Faithless) and pop (Spice Girls) are also represented.

Official Streaming Chart 2022:

The most streamed tracks of the 1980s by UK artists (audio and video)

	Title	Artist	Streams
1	Running Up That Hill	Kate Bush	124.0m
2	Last Christmas	Wham!	73.2m
3	Everybody Wants To Rule The World	Tears For Fears	47.3m
4	Everywhere	Fleetwood Mac*	44.9m
5	Fairytale Of New York	The Pogues ft Kirsty MacColl	42.2m
6	I'm Still Standing	Elton John	40.6m
7	Merry Christmas Everyone	Shakin' Stevens	40.5m
8	Do They Know It's Christmas?	Band Aid*	35.3m
9	Driving Home For Christmas	Chris Rea	31.7m
10	Another One Bites The Dust	Queen	29.6m

*Dual nationality | Source: Official Charts Company

Official Streaming Chart 2022:

The most streamed tracks of the 1990s by UK artists (audio and video)

	Title	Artist	Streams
1	Wonderwall	Oasis	53.5m
2	Don't Look Back In Anger	Oasis	44.6m
3	Dancing In The Moonlight	Toploader	39.2m
4	Thunderstruck	AC/DC*	31.7m
5	Bitter Sweet Symphony	The Verve	26.2m
6	Creep	Radiohead	26.0m
7	Champagne Supernova	Oasis	23.7m
8	Insomnia	Faithless	22.3m
9	Live Forever	Oasis	22.2m
10	Wannabe	Spice Girls	21.2m

*Dual nationality | Source: Official Charts Company

Noughties hits continue to resonate with music streamers

The enduring popularity of Arctic Monkeys' back catalogue is underlined by them occupying four positions on this chart of Noughties tracks by UK artists. Overall, the Sheffield band had 10 tracks streamed at least 20 million times in the UK last year with 505 joining Do I Wanna Know? from the 2010s among 2022's 100 biggest songs. Coldplay claim another 30% of this chart. More than a decade-and-a-half after their last Official Singles Chart Top 10 hit, The Kooks are continuing to find an audience via streaming platforms, led by Naïve.



Favourite Worst Nightmare by Arctic Monkeys

Hits from the 2010s lead catalogue charge on streaming services

Although non-current tracks account for about two-thirds of what is streamed, it is the most recent older music that by far attracts the biggest audiences. Eight of these 10 hits from the 2010s were among the UK's 100 biggest tracks of 2022 with Tom Odell's Another Love at No. 20 overall. All these decade charts underpin the make-up of the streaming market where – unlike in the vinyl or CD era – every track has a never-ending shelf life.



Another Love by Tom Odell

Official Streaming Chart 2022:

The most streamed tracks of the 2000s by UK artists (audio and video)

	Title	Artist	Streams
1	505	Arctic Monkeys	56.6m
2	Yellow	Coldplay	48.9m
3	Viva La Vida	Coldplay	43.6m
4	Chasing Cars	Snow Patrol	38.7m
5	Naïve	The Kooks	36.7m
6	Fluorescent Adolescent	Arctic Monkeys	34.5m
7	I Bet You Look Good On The Dancefloor	Arctic Monkeys	33.1m
8	Dog Days Are Over	Florence + The Machine	30.7m
9	Fix You	Coldplay	30.5m
10	When The Sun Goes Down	Arctic Monkeys	30.3m

Source: Official Charts Company

Official Streaming Chart 2022:

The most streamed tracks of the 2010s by UK artists (audio and video)

	Title	Artist	Streams
1	Another Love	Tom Odell	85.8m
2	Someone You Loved	Lewis Capaldi	66.8m
3	Perfect	Ed Sheeran	66.5m
4	Shape Of You	Ed Sheeran	54.2m
5	Do I Wanna Know?	Arctic Monkeys	52.2m
6	Shotgun	George Ezra	51.6m
7	Watermelon Sugar	Harry Styles	49.0m
8	Location	Dave ft Burna Boy	48.9m
9	Only Love Can Hurt Like This	Paloma Faith	45.5m
10	One Kiss	Calvin Harris & Dua Lipa	44.8m

Source: Official Charts Company

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