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POSTED ON  
13 MAR 2025

## Survey Report on Empirical Insights into India’s Evolving Music Industry



The Dialogue®  
INFORM ENGAGE IDEATE

SURVEY REPORT

TUNING INTO CHANGE  
**EMPIRICAL INSIGHTS**  
INTO INDIA'S EVOLVING MUSIC INDUSTRY



India’s music industry is undergoing a significant transformation, driven by digital consumption, evolving regulatory frameworks, and the increasing prominence of independent artists. With 46 crore daily streams and an industry revenue projection of ₹3,700 crore by 2026, the sector is experiencing rapid growth. However, this expansion is accompanied by challenges related to regulatory complexities, financial constraints, and infrastructure gaps that may impact the industry’s long-term sustainability.

This study from the **public policy think tank The Dialogue**, based on a nationwide **survey of 1,200 musicians across 21 languages**, examines key trends and policy considerations, including:

- **The Shift to Digital Platforms:** Streaming now accounts for 87% of industry revenue, reshaping traditional business models.
- **Global Reach and Cultural Diplomacy:** Indian music has seen a 2,000% increase in global streaming since 2019, yet regulatory barriers remain.
- **Regulatory and Compliance Considerations:** 75% of surveyed artists express concerns over the impact of stricter compliance requirements on creative expression.
- **Growth of Regional Music:** While streaming of regional genres has increased by 81%, 50% of artists highlight the need for greater institutional support.

The report provides a detailed analysis of these developments, along with recommendations for fostering a sustainable and globally competitive music industry.

Download the full report.

Website

- <https://thedialogue.co/publication/survey-report-tuning-into-change-empirical-insights-into-indias-evolving-music-industry/>

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**culture360.asef.org** brings Asia and Europe closer by providing information, facilitating dialogue and stimulating reflection on the arts and culture of the two regions.

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