





Statistics show Chinese consumers listen to 15.4 hours music per week, with 96 percent of them listening to licensed music, 34 percentage points higher than global average, and 89 percent of them listening to licensed audio streaming, according to a consumer insight report by International Federation of the Phonographic Industry.

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These indicate a tremendous transition of China's music market which is motivated by stronger consumer consumption ability and an overall recovery of the whole market.

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