

Spotlight On Canada

Loud & Clear provides a valuable resource for artists, fans and the industry about the facts of music streaming economics. Who is generating money? How much are they making? And how has that changed over time? Here are the **2023 top findings for Canada**.

1.

In 2023, royalties generated by Canadian artists from Spotify alone **more than doubled** compared to 2018, exceeding 435M CAD.

2.

More than **4,500 Canadian artists** were added to Spotify's editorial playlists in 2023, and Canadian artists were **discovered more than 3.8B times** on the platform last year.

3.

92% of all royalties generated by Canadian artists on Spotify in 2023 were from listeners **outside** of Canada.

4.

Royalties generated by Canadian artists from Spotify alone grew **more than 15%** compared to 2022, outpacing the country's music industry **revenue growth of 12%**.

*according to IFPI