**Streaming's Popularity Brings New Hope for Record Labels**

The growing popularity of subscription music streaming services has breathed new life into the recording industry, prompting two major labels, Universal Music Group and Warner Music Group, to announce plans for public offerings. Approximately 80% of revenue for streaming music comes from paid subscriptions -- a dramatic increase from 25% five years back.

***Axios 2/18/20***

<https://www.axios.com/record-labels-music-streaming-ipo-27f18a47-3422-4841-9e72-7d4f6615337f.html>

Image credit:

<https://rarerecordcollector.files.wordpress.com/2013/08/decca-skl5025-rolling-stones-label.png>