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Music Streaming: October 2026 report

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Key numbers

5.1T

Global on-demand
audio streams, 2025
(+9.6%)

Luminate YE 2025

1.4T

US on-demand audio
streams, 2025 (+4.6%)
Luminate YE 2025

~161,700

Global streams per
second (derived)
 $5.1T \div 31,536,000$

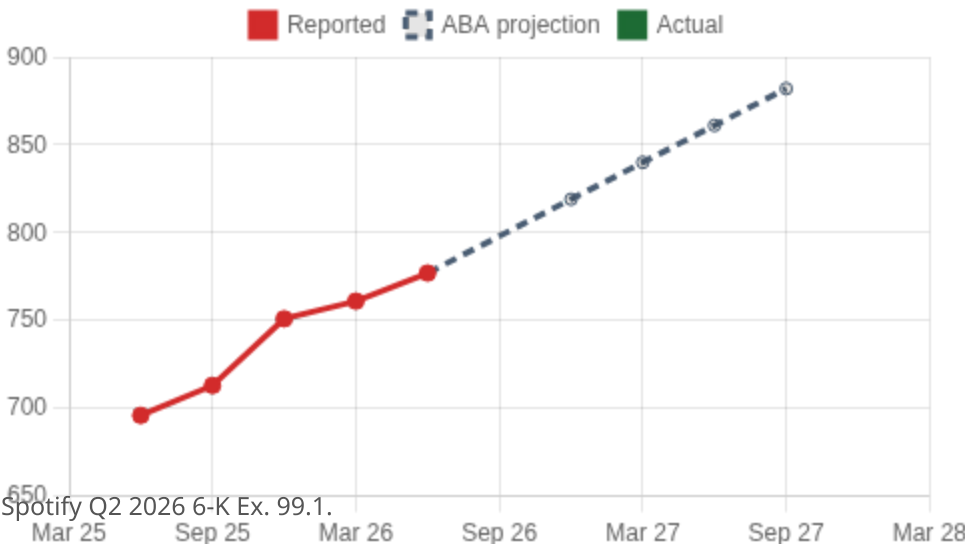
777M

Spotify MAUs (Q2
2026)
Spotify 6-K

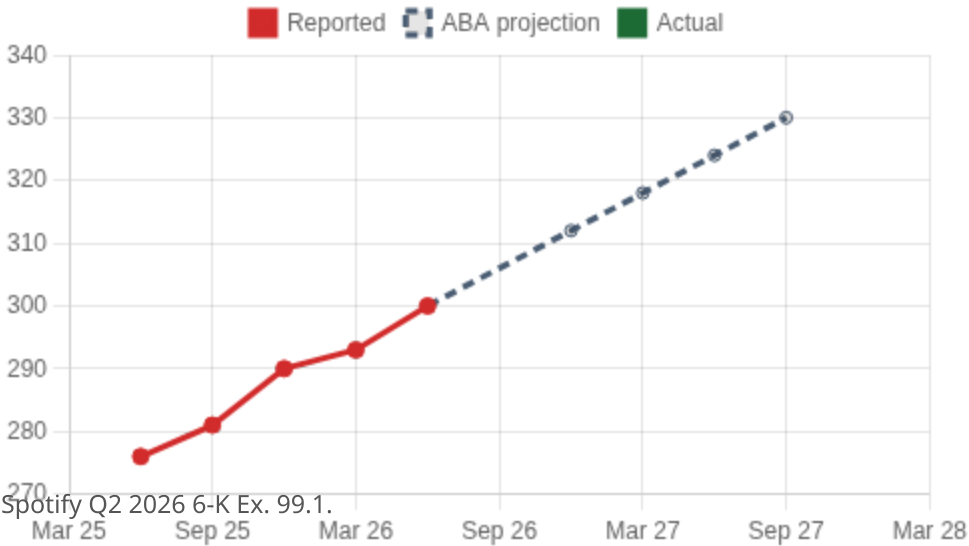
300M

Spotify Premium (Q2
2026)
Spotify 6-K

Spotify MAUs (M)



Spotify Premium subscribers (M)



Projections (frozen) and projected vs. actual

METRIC	TARGET	PROJECTED	ACTUAL	STATUS
Spotify MAUs (millions)	quarter ending Dec 26	819	—	pending
Spotify MAUs (millions)	quarter ending Mar 27	840	—	pending
Spotify MAUs (millions)	quarter ending Jun 27	861	—	pending
Spotify MAUs (millions)	quarter ending Sep 27	882	—	pending
Spotify Premium subscribers (millions)	quarter ending Dec 26	312	—	pending
Spotify Premium subscribers (millions)	quarter ending Mar 27	318	—	pending
Spotify Premium subscribers (millions)	quarter ending Jun 27	324	—	pending
Spotify Premium subscribers (millions)	quarter ending Sep 27	330	—	pending
Global on-demand audio streams, calendar 2026 (trillions)	calendar 2026	5.59	—	pending

Frozen 2026-10-19T20:45:00-05:00 in projections_ledger.json. Scoring rule: hit if within $\pm 3\%$ of first reported actual.

Methodology

Per-day/hour/minute/second figures divide Luminate's annual total evenly across 365 days. The 2026 projection applies Luminate's 2025 growth rate (9.6%). Spotify projections are linear fits through five reported quarters.

Not charted

- Apple Music, Amazon Music and YouTube Music don't report subscriber counts quarterly.

Sources

- Luminate 2025 Year-End Music Report (Jan 14, 2026), luminatedata.com
- Spotify Q2 2026 shareholder deck, SEC 6-K Ex. 99.1 (Aug 4, 2026)

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