

DJ Customized Report

BisReport Entertainment Industry Research Center

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Chart Comparison between Professional DJ and Amateur DJs

	Professional DJ	Amateur DJs
Number	854000	5486000
Spending (\$)/DJ	1084.44	170.25
Total Spending (Million \$)	926	934
Attach rate	4.5	1.2
Music Sold	4880	204

From: BisReport

Chart Attach rate for the amount of music sold for every dollar of hardware purchased

Professional DJs	4.5
Amateur DJs	1.2

From: BisReport

Chart number of Professional DJs in the US and worldwide 2016

Country	Number of Professional DJs
USA	154800
Mexico	8280
Canada	34900
Brazil	20700
Argentina	10800
Japan	44600
Korea	25900
China	140700
Southeast Asia	52400
Europe	228900
Other regions	132020
Global	854000

From: BisReport

Chart number of amateur DJs in the US and worldwide 2016

Country	Number of Amateur DJs
USA	910100
Mexico	40500
Canada	251800
Brazil	160700
Argentina	57600
Japan	325800
Korea	222100
China	1074000
Southeast Asia	272100
Europe	1166000
Other regions	1005300
Global	5486000

From: BisReport

Chart Global DJ equipment (DJ Spending) Market Size 2011-2016

Million USD	2011	2012	2013	2014	2015	2016
Market Size	1778	1792	1762	1785	1820	1860
Growth Rate		0.79%	-1.67%	1.31%	1.96%	2.20%

From: BisReport

Chart Global DJ equipment (DJ Spending) Market Size 2017-2022

	2017	2018	2019	2020	2021	2022
Market Size	1885	1920	1948	1982	2025	2057
Growth Rate	1.34%	1.86%	1.46%	1.75%	2.17%	1.58%

From: BisReport

Music samples a Professional DJ purchased annually by region

Country	Music samples Purchased Annually Number/DJ
USA	520
Mexico	180
Canada	485
Brazil	330
Argentina	224
Japan	486
Korea	512
China	162

Southeast Asia	128
Europe	460
Other regions	108
Global	329

From: BisReport

Music Sales annually per professional DJ by region 2016

Country	Music Sales Annually Number/DJ
USA	9360
Mexico	1440
Canada	7275
Brazil	3630
Argentina	2688
Japan	7290
Korea	8192
China	1458
Southeast Asia	768
Europe	7820
Other regions	540
Global	4880

From: BisReport

Table annual # of stems purchased per DJ (broken down by professional and amateur)

Unit/DJ	Professional DJ	Amateur DJs
2014	227	31
2015	251	33
2016	268	35
2017	282	39

Table annual # of stems pirated (broken down by professional and amateur)

Unit/DJ	Professional DJ	Amateur DJs
2014	1752	232
2015	1792	236
2016	1746	241
2017	1884	248

Table price paid per stem (broken down by professional and amateur)

\$/DJ	Professional DJ	Amateur DJs
2014	1.5	0.8
2015	1.6	0.9
2016	1.8	1.0
2017	2.0	1.0

Table **annual spending on stems (broken down by professional and amateur)**

\$/DJ	Professional DJ	Amateur DJs
2014	341	25
2015	402	30
2016	482	35
2017	564	39

Table annual spending on samples, sounds and loops (broken down by professional and amateur)

\$/DJ	Professional DJ			Amateur DJs		
	samples	sounds	loops	samples	sounds	loops
2014	11700	2540	1160	1540	430	220
2015	12350	2610	1180	1590	440	235
2016	12440	2680	1190	1620	450	250
2017	12870	2730	1210	1650	465	265

Table annual earnings per DJ (broken down by professional and amateur)

earnings per DJ	Professional DJ	Amateur DJs
2014	33040	3280
2015	35120	3360
2016	35880	3510
2017	36370	3590

1 Research Methodology

This research study involved the extensive usage of both primary and secondary data sources. The research process involved the study of various factors affecting the industry, including the

government policy, market environment, competitive landscape, historical data, present trends in the market, technological innovation, upcoming technologies and the technical progress in related industry, and market risks, opportunities, market barriers and challenges. The following illustrative figure shows the market research methodology applied in this report.

1.1 Data Mining

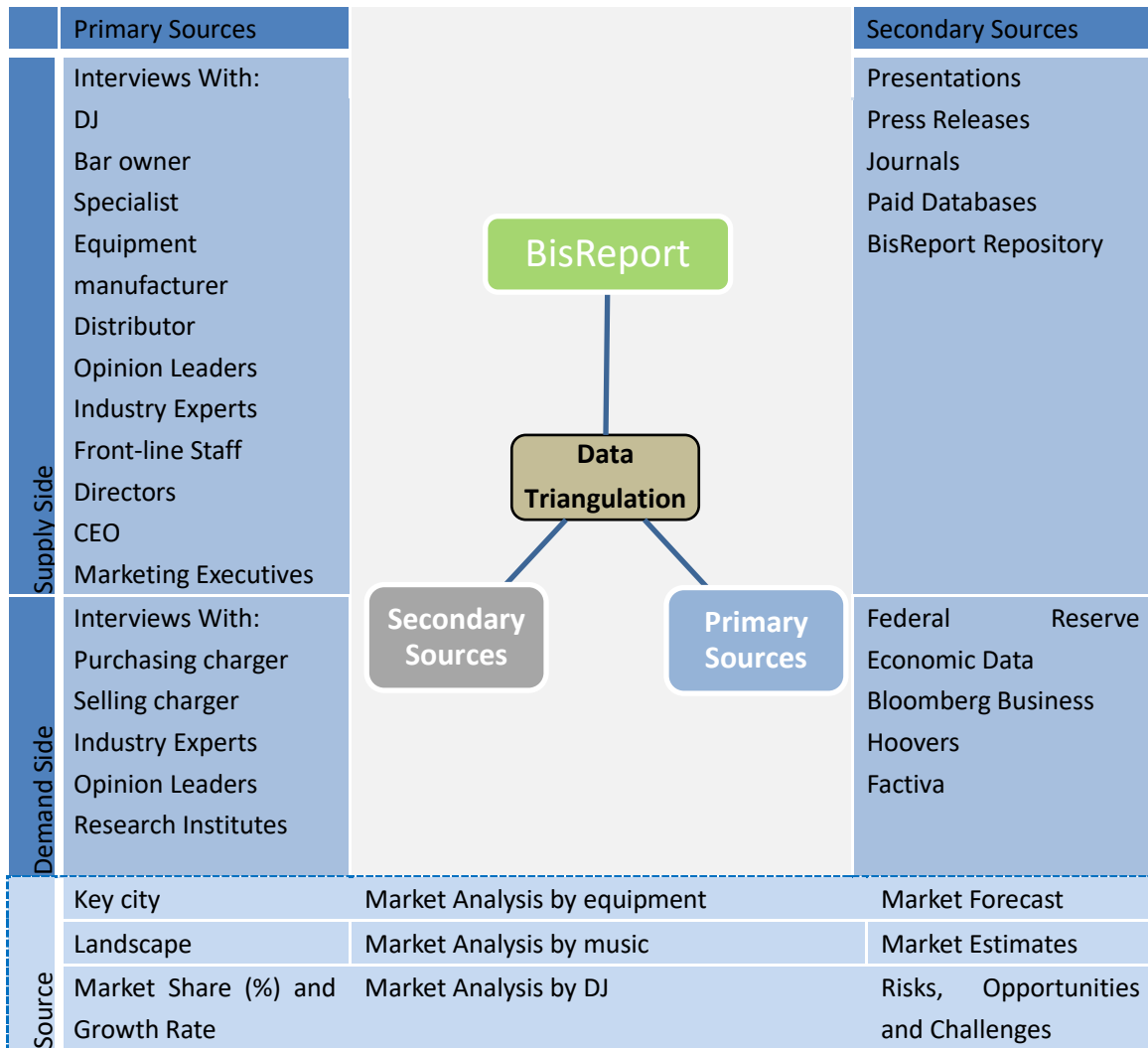
Table Research Programs/Design for This Report

Research Design		
Historical Data	DJ volume DJ Equipment DJ music	Interview Association Music company Entertainment economic company Bar
Influencing Factors	Market Environment Government Policy Technological Changes	Market Drivers Growing Demand of Downstream Reduction in Cost
	Market Risks	Market Opportunities and Challenges
Market Forecast	DJ volume DJ Equipment DJ music	Key Data Market Size (Volume and Value); Market Share Growth Rate Growth Rate

1.2 Data Analysis

After complete market engineering with calculations for market statistics; market size estimations; market forecasting; market breakdown; and data triangulation, extensive primary research was conducted to gather information and verify and validate the critical numbers arrived at. In the complete market engineering process, both top-down and bottom-up approaches were extensively used, along with several data triangulation methods, to perform market estimation and market forecasting for the overall market segments and sub segments listed in this report. Extensive qualitative and further quantitative analysis is also done from all the numbers arrived at in the complete market engineering process to list key information throughout the report.

Figure Data Triangulation



1.3 Data Validation

Major players in the market are identified through secondary research and their market revenues determined through primary and secondary research. Secondary research included the research of the annual and financial reports of the top manufacturers; whereas, primary research included extensive interviews of key opinion leaders and industry experts such as experienced front-line staff, directors, CEOs and marketing executives. The percentage splits, market shares, growth rate and breakdowns of the product markets are determined through using secondary sources and verified through the primary sources.

All possible factors that influence the markets included in this research study have been accounted for, viewed in extensive detail, verified through primary research, and analyzed to get the final quantitative and qualitative data. The market size for top-level markets and

sub-segments is normalized, and the effect of inflation, economic downturns, and regulatory & policy changes or other factors are not accounted for in the market forecast. This data is combined and added with detailed inputs and analysis from BisReport and presented in this report.

The following figure shows an illustrative representation of the overall market size estimation process used for this study.

2 Data Source

2.1 Secondary Sources

Secondary Sources occupies Approximately 25% of Sources, such as press releases, annual reports, Non-Profit organizations, industry associations, governmental agencies and customs data, and so on; This research study involved the usage of widespread secondary sources; directories; databases such as Bloomberg Business, Wind Info, Hoovers, Factiva (Dow Jones & Company), TRADING ECONOMICS, and avention; Investing News Network; statista; Federal Reserve Economic Data; annual reports; BIS Statistics; ICIS; company house documents; CAS(American Chemical Society); investor presentations; and SEC filings of companies. Secondary research was used to identify and collect information useful for the extensive, technical, market-oriented, and commercial study of the Asset Integrity Management market. It was also used to obtain important information about the top players, market classification and segmentation according to industry trends to the bottom-most level, and key developments related to market and technology perspectives.

Table Key Data Information from Secondary Sources

Parameters	Key Data	Sources
Market Size	Equipment	Journals, Websites, and Press Releases Public and Paid Databases BisReport Data Repository
	Service	
	Music	
	Other	
Market Position of Top Players	Product Financials	BisReport Data Repository
	Geographic Market	
	Music Market	
	Business/Segmental Revenue Mix	
DJ Analysis	Influence Factors	Interview
	Market Potential	Data exchange
	Market Risks and Opportunities	Public and Paid Databases
	Industry Trends	Industry Associations
	Geographical Features	BisReport Data Repository
	Government Policies	

2.2 Primary Sources

In the primary research process, various sources from both the supply and demand sides were

interviewed to obtain qualitative and quantitative information for this report. The primary sources from the supply side include product manufacturers (and their competitors), opinion leaders, industry experts, research institutions, distributors, dealer and traders.

The primary sources from the demand side include industry experts such as business leaders, marketing and sales directors, technology and innovation directors, supply chain executive, end users (product buyers), and related key executives from various key companies and organizations operating in the global market.

Primary research was conducted to identify segmentation types, product price range, product applications, key players, the downstream demand, industry status and outlook, and key market dynamics such as risks, influence factors, opportunities, market barriers, industry trends, and key player strategies.

Table Key Data Information from Primary Sources

Primary Sources		Parameters	Key Data
Market Segments	By Product Types	Market Size by Product Types, Status and Outlook	Volume, Value
	By Region	Market Data by Region, Status and Outlook	DJ volume Music Volume Music Value Equipment Volume Equipment Value

2.3 Assumptions

Methodological assumptions consist of the assumptions made by the researcher regarding the methods used in the process of qualitative research. The procedures used by the BisReport are inductive and are based on the BisReport’s own experience in collecting and analyzing data. The research here is the product of the values of the researcher. Through an inductive approach, raw textual data is condensed into a brief, summary format. Clear links are established between research objectives and summary findings derived from raw data. A framework of the underlying structure of experiences or processes that are evident from the raw data is developed.

In adopting this approach the research questions might change in the middle of the study so that the research problem is better understood. Due to this, the strategy to collect data, which is usually developed before the study begins, has to be modified to accommodate new questions. BisReport analyzes the data to develop an in-depth knowledge about the topic under consideration.