

BABY, DON'T DISS THAT CASSETTE TAPE HISS:

'Tapeheads' Total Rewind of Music Media Trends

In the streaming music era, their analog cousin the cassette tape is boasting a **15-year sales high in 2019**.

In 2018, the US saw a **23% jump in sales** (Nielsen Music) as talent like Taylor Swift and Billie Eilish pushed cassettes of their music. What is their elusive, hipster appeal? What are the rest of us missing?

5 REASONS TO PLACE BETS ON CASSETTES

- FOR BANDS ON A BUDGET**
 Cassettes are cheaper & faster to produce (\$2 each, vs. \$4 to \$6 each for vinyl).
- PORTABILITY & DURABILITY**
 Fits in your pocket and won't break when dropped.
- BETTER CONTROL**
 A cassette picks up right where you left off after you hit "pause."
- DOOMSDAY SAFE**
 In a zombie apocalypse, a cassette tape, a player and a couple of batteries will be your only passport to recorded sounds.
- I MADE YOU A MIX TAPE**
 The ultimate "tell" they really care.

THE NUMBERS

19%

The amount of cassette tape sales growth from 2018 to 2019

118,200

The number of cassette tapes sold in the US in 2019

52.5%

Cassette tapes sold with music over 3 years old

32%

Cassette tapes sold with music under 1.5 years old

10 to 30

The lifespan in years for a cassette tape

2010

The year Sony stopped Walkman production

20

The number of Amazon pages filled with newly manufactured cassette tape players

3,500

The number of global record labels recording on cassettes

2019

The year of the cassette tape backlog because of the worldwide gamma ferric oxide shortage required for magnetic recording

Read more about the cassette tape renaissance

SOURCES

- ¹ <https://genius.com/a/vinyl-record-sales-experienced-double-digit-growth-once-again-last-year>
- ² <https://www.theverge.com/2019/1/6/18170624/vinyl-cassette-popularity-revival-2018-sales-growth-cd-decline>
- ³ <https://www.tech-faq.com/how-long-audio-cassette-tapes-last.html>
- ⁴ <https://www.english-online.at/news-articles/technology/sony-stops-production-of-walkman.htm>
- ⁵ <https://wbbm780.radio.com/articles/cassette-tape-format-makes-comeback>
- ⁶ <https://consequenceofsound.net/2019/10/cassette-tape-global-material-shortage/>

How Vistex Adds Value

Faced with tightening margins and increased pressure to get products out to market faster and through more channels, licensors and their licensing partners need tools to efficiently streamline the entire licensing process. With optimized licensing business intelligence, Vistex users track contract compliance, improve outbound and inbound royalty ad payment accuracy, and gain real-time visibility into brand performance. This allows for more informed decisions that save time, money and relationships, protecting brand integrity.

About Vistex®

Vistex solutions help businesses take control of their mission-critical processes. With a multitude of programs covering pricing, trade, royalties and incentives, it can be complicated to see where all the money is flowing, let alone how much difference it makes to the top line and the bottom line. With Vistex, business stakeholders can see the numbers, see what really works, and see what to do next – so they can make sure every dollar spent or earned is really driving growth, and not just additional costs. The world's leading enterprises across a spectrum of industries rely on Vistex every day to propel their businesses.

info@vistex.com
www.vistex.com

© Copyright 2020 Vistex, Inc. All rights reserved.

Vistex®

Now it all adds up®