

Hear and Now:

Understanding the economic power and
potential of Canada's live music industry

The Big Numbers

Hear and Now estimated that, in **2023** alone, live music industry operations and live music tourism combined generated:

\$10.92 billion in GDP



101,640 FTE's

\$3.73 BILLION IN
TAX DOLLARS

\$5.84 BILLION IN
LABOUR INCOME



Contextualizing Live Music's Impact

The economic impact of Canada's Live Music industry rivals that of other Canadian industries.



The **\$10.92 billion in GDP** generated by Live Music is:

- **More than 4 X** the GDP generated by Canada's **fisheries industry** (~\$2.6 billion to GDP).
- **Nearing** the GDP generated by the **automotive industry** (~\$14 billion to GDP).



Strengths

The industry thrives thanks to **five key pillars:**



1.

Diversity of talent and genres

2.

Resilience and adaptability

3.

Community and collaboration

4.

**Professional development
and support**

5.

International recognition



Areas of concern

Still, the industry faces real and growing challenges.

Hear and Now has identified four key areas of concern:



Areas of Need

To support a strong and sustainable future for live music in Canada, the study highlights six key areas of need:



1.

Venues and rehearsal spaces

2.

Representation and safety

3.

Talent development and capacity building

4.

Compensation and working conditions

5.

Business models and market access

6.

Tourism and promotion



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