



The Generation Of Nostalgia?

One thing that hasn't changed over many decades is the nations love of music, but they way we listen to music has changed over the years. Moving away from physical copies such as CD's to more technology driven streaming, but also back to the original way of consuming music with vinyl records.

Until the early 1990's, with the introduction of the CD the most popular way to listen to music was either through cassette or vinyl. But now the way we have consumed music has changed. Music streaming is even more popular with more streaming sites such as Spotify, Tidal and Apple Music. In fact streaming music is up 80%, with 54% of all music sales being in digital formats. The sales of physical copies of music such as CDs is on the decrease.

Despite all of this, vinyl records are only becoming more popular, 637,056 vinyl's were sold in the first three months of 2016. Giving the vinyl record sales of music in the UK a cut of 3.9% an increase from 2.1% last year - and sales are still on the increase.

Many supermarkets are now cashing in on the surge in popularity with Sainsbury's and Tesco now selling vinyl records. This increase

could be for a number of reasons; the album artwork on vinyl is something you can't get with a digital copy. With most vinyls actually being brought by under 25's, it could be because we are a very nostalgic generation.

Even modern artists are selling well on vinyl, Adele's latest release '25' was the top selling vinyl album of last year, along with artists like Taylor Swift.

With the way we listen to music changing, one thing that has not changed is the love that the British have for music festivals, reportedly being some of the best in the world. Unsurprisingly Glastonbury was the most popular, and with Coldplay and Adele being announced to headline this year, I'm sure it will continue to



be popular. But that is not the only festival to

attend in the UK, with Reading Adele's album '25' was the top selling vinyl of 2015

and Leeds, V Festival, T in the Park, Isle of Wright festival and many more there is no shortage of choice.

"We've been doing festivals here longer than a lot of other countries," says Alt - J vocalist Gus Unger-Hamilton. "People in the U.K. really get what they

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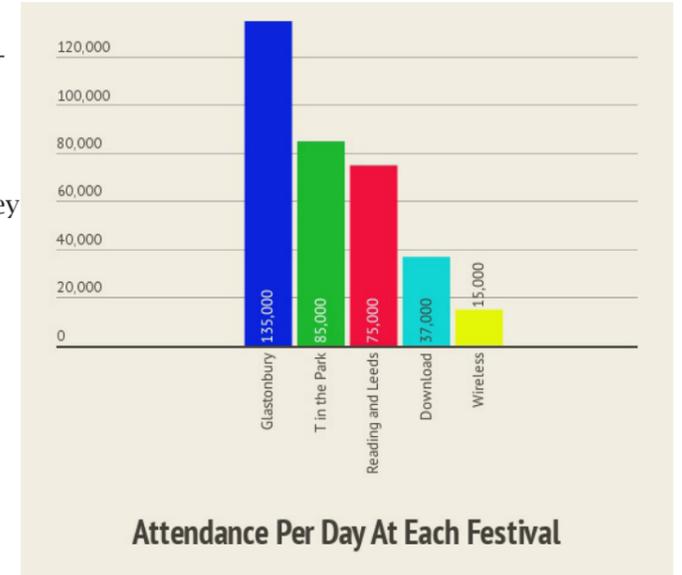
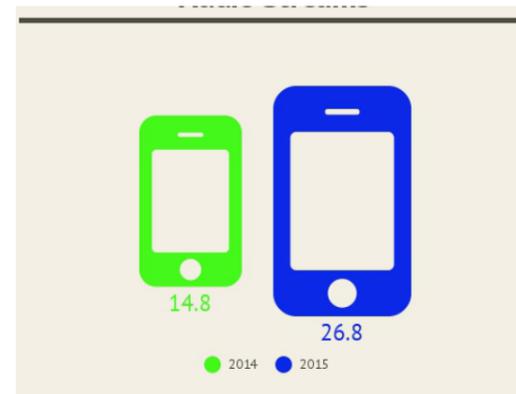
There is just something special about being in a field with your friends having a great time, most likely in mud, listening to your favourite band and getting the rest of the world for a little while.



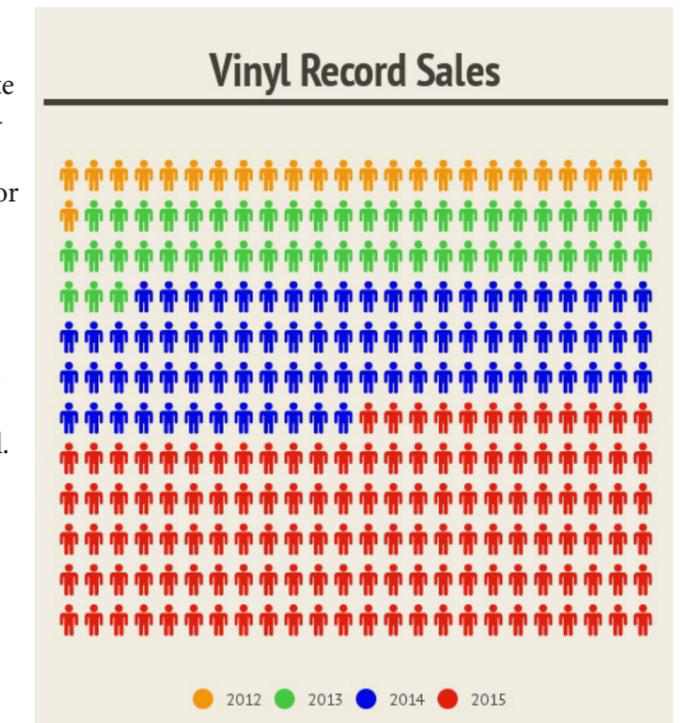
Glastonbury Festival

Music means something different to everyone, but one thing is for sure that we won't stop listening to it. Whether you're one of those who is moving with technology and streaming your music or if you're being a bit nostalgic and listening to music on vinyl.

*All statistics from British Phonographic Industry



Festival attendance per day in the UK



The increase in vinyl record sales since 2012

Music streaming has increased