How much money does a typical stream generated? Where and to whom does that money go? Here's how the money flows from a single stream at both Spotify and Pandora.

Spotify

SPOTIFY FREE Advertising Revenue

SPOTIFY PAID Subscription Revenue

with the stream: 0.21 cents

Total revenue associated

with the stream: 1.0 cents

Total revenue associated

0.06 cents

Spotify's cut is:

0.3 cents

Spotify's cut is:

and Creators

Advertising Revenue

to All Rights Holders

and Creators

Subscription Revenue

to All Rights Holders



The

PRO/publisher

gets 0.12 cents

The

label

0.11 cents

The

PRO/publisher

gets

0.59 cents

The

label

gets

Total revenue associated

with the stream:

0.32 cents

PANDORA

Pandora's cut is:

0.165 cents

SoundExchange gets

0.14 cents

0.0069 cents for administration fee

get

cents

and keeps

share) and keeps 0.0007 cents for administration fee

PRO gets

0.0059 cents

(based on a 45% market

The

Publisher gets

cents

The Songwriter gets

0.0026 cents

gets 0.06 cents

Performer Record label gets

0.067

cents

Backup musicians 0.0067 0.0026