**Facts: About the musical nation**

No matter the musical genre, you will find Swedish artists who have achieved international success. It can safely be said that ABBA and Roxette paved the way for artists like Robyn, but also for songwriters like Max Martin, RedOne and the guys in Miike Snow, who have delivered number ones for artists like Lady Gaga, Madonna, Backstreet Boys, Pink, Britney Spears and Katy Perry.

In jazz, it’s all about Lars Gullin, Esbjörn Svensson Trio, Koop and Jonas Kullhammar. Swedish hard rock bands include Europe, Hammerfall and In Flames, while indie has The Hives and Mando Diao. Swedish House Mafia, Adrian Lux and Avicii are kings of electronic music. And the world dances.

**Facts about the music industry in Sweden**
According to the report by the Swedish Agency for Economic and Regional Growth “The music industry in numbers - Statistics for 2010”, Sweden is the world’s most successful country for top list music relative to GDP, according to two American researchers (Joel Waldfogel and Fernando Ferreira).

Sweden is also the most successful nation musically when it comes to copyright revenue generated by the domestic market. Swedish copyright revenue is the equivalent of SEK 132 per resident, which is almost twice as much as the UK, at SEK 75 per resident, which in turn is almost twice as much as in the USA and Canada: SEK 39 per resident.

The Swedish music industry is a billion krona industry. In 2010, industry sales amounted to SEK 5.2 billion in the domestic market. Sales from music exports amounted to nearly SEK 800 million, which does not include Swedish music producers living abroad, such as Max Martin and RedOne.

**Did you know...**

* In 2006, the Swedish Performing Rights Society made SEK 342 million (EUR 35.8 million) in foreign royalties from music written by Swedes.
* Of Sweden’s 10 million residents, an estimated 600,000 people sing in various types of choirs.
* Many Swedish artists developed an interest in music through municipal music schools.
* Listen to Swedish music: <http://www.sweden.se/eng/Home/Lifestyle/Music-room/>

**For additional information**

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Sources: The Music Industry in Numbers, Sweden.se, Sveriges Körförbund, Stockholm Visitors Board

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