



March 2021 Key Trends and Value Drivers in Music Technology

Democratization

- Rapid proliferation of affordable and accessible music creation tools and technologies

Technology Evolution

- Increased integration of smart features into traditional MI products

Pandemic Effect

- Professionals, prosumers, and hobbyists driving demand and expanding addressable markets

Robust Public Market Valuations

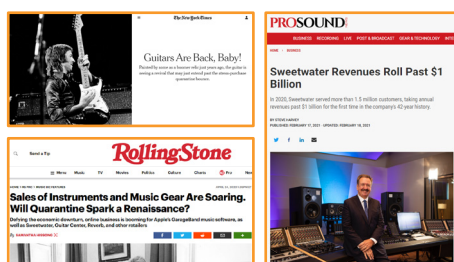
- Valuations for publicly traded content creation companies at all-time highs

Investor-led Consolidation

- Growing interest from institutional investors driving M&A activity and valuations

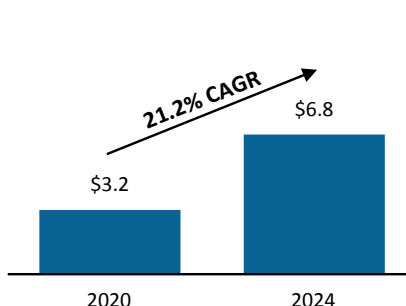
Creator Tools Poised for Continue Growth Post-COVID

2020 Music Tech Boom Poised to Launch a New Wave of Sector Growth & Innovation



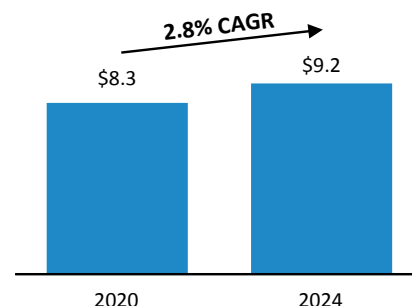
Sources: New York Times, ProSound, and RollingStone

Global Music Production Software Market (\$ in billions)



Source: ReportLinker

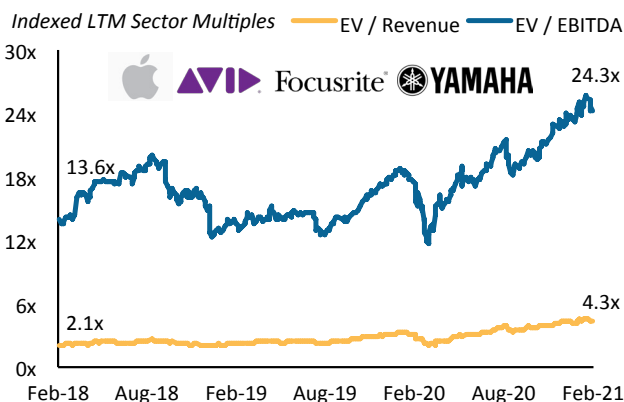
Global Musical Instrument Market (\$ in billions)



Source: Technavio

Nov-2020	 The Music People	acquired by	 JAM / DCC
Dec-2020	 Loopmasters	acquired by	 beatport
Jan-2021	 MESA/BOOGIE	acquired by	 Gibson
Jan-2021	 NATIVE INSTRUMENTS	acquired by	 FP FRANCISCO PARTNERS
Feb-2021	 splice	investment from	 Goldman Sachs
Mar-2021	 IZOTOPE	acquired by	 NATIVE INSTRUMENTS
		to form	 MUSIC CREATION GROUP

Source: S&P Capital IQ



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About Intrepid's Commercial & Consumer Technology Practice

Intrepid's **Commercial & Consumer Technology team** provides a unique blend of proven execution expertise, deep industry knowledge, and relationships cultivated over many years of dedicated coverage. Target sectors include: pro audio/visual technologies, musical products, and residential and consumer technology. By focusing exclusively on these sectors, our industry bankers have a deep understanding of prevailing trends and value drivers.

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