The move from the analog era to the digital era hit the music scene in 2011 when music lovers began streaming music instead of purchasing physical copies. The decline of vinyl sales followed by cassettes and finally by CDs led to the rise of digital downloads and streaming services.

**The Gap Grows Greater**
Over 40 years ago, everyone listened to music of their favorite vinyl, but now streaming media sales far exceed that of vinyl records. Vinyl and streaming sales continue to grow, but the gap between profits widen every year since streaming hit the scene in 2011.

**Streaming Floods the Market**
Since streaming music began in 2011, the profits have continuously grown to out profit every other music listening system second only to subscriptions.

**Old and New Technology Grow Together**
From 2017 to 2018, streaming and vinyl sales difference rate increased by 92%.