



2006 Year-End Shipment Statistics

202-775-0101

Manufacturers' Unit Shipments and Retail Dollar Value

(In Millions, net after returns)

	1996	1997	1998	1999	2000	2001	2002	% CHANGE 2001-2002	2003	% CHANGE 2002-2003	2004	% CHANGE 2003-2004	2005	% CHANGE 2004-2005	2006	% CHANGE 2005-2006
(Units Shipped)																
(Dollar Value)																
CD¹	778.9	753.1	847.0	938.9	942.5	881.9	803.3	-8.9%	746.0	-7.1%	767.0	2.8%	705.4	-8.0%	614.9	-12.8%
Music Video²	16.9	18.6	27.2	19.8	18.2	17.7	14.7	-17.2%	19.9	35.2%	32.8	65.0%	33.8	3.2%	23.1	-31.8%
Other (Albums)³	236.1	323.9	508.0	376.7	281.9	329.2	288.4	-12.4%	399.9	38.7%	607.2	51.8%	602.2	-0.8%	451.0	-25.1%
Other (Singles)⁴	1,942.1	1,556.0	1,453.9	1,093.4	653.7	396.8	238.8	-39.8%	164.2	-31.2%	66.1	-59.8%	48.5	-26.7%	22.1	-54.5%
Total Units	1137.2	1063.4	1123.9	1160.6	1079.2	968.5	859.7	-11.2%	798.4	-7.1%	814.1	2.0%	748.7	-8.0%	642.6	-14.2%
Total Value	12533.8	12236.8	13711.2	14584.7	14323.7	13740.9	12614.2	-8.2%	11854.4	-6.0%	12154.7	2.5%	11195.0	-7.9%	9651.4	-13.8%
Total Retail Units		850.0	869.7	788.6	733.1	675.7	675.7	-7.8%	658.2	-2.6%	687.0	4.4%	634.8	-7.6%	553.2	-12.8%
Total Retail Value		12,165.4	13,048.0	12,705.0	12,388.8	11,549.0	11,549.0	-6.8%	11,053.4	-4.3%	11,423.0	3.3%	10,477.5	-8.3%	9,052.5	-13.6%

Digital

Download Single	-	-	-	-	-	-	-	-	-	-	139.4	N/A	366.9	163.3%	586.4	59.8%
	-	-	-	-	-	-	-	-	-	-	138.0	N/A	363.3	163.3%	580.6	59.8%
Download Album	-	-	-	-	-	-	-	-	-	-	4.6	N/A	13.6	198.5%	27.6	103.3%
	-	-	-	-	-	-	-	-	-	-	45.5	N/A	135.7	198.5%	275.9	103.3%
Kiosk⁵	-	-	-	-	-	-	-	-	-	-	-	-	0.7	N/A	1.4	89.5%
	-	-	-	-	-	-	-	-	-	-	-	-	1.0	N/A	1.9	96.2%
Music Video	-	-	-	-	-	-	-	-	-	-	-	-	1.9	N/A	9.9	434.3%
	-	-	-	-	-	-	-	-	-	-	-	-	3.7	N/A	19.7	434.2%
Total Units	-	-	-	-	-	-	-	-	-	-	143.9	N/A	383.1	166.2%	625.3	63.2%
Total Value	-	-	-	-	-	-	-	-	-	-	183.4	N/A	503.6	174.5%	878.0	74.4%
Mobile⁶	-	-	-	-	-	-	-	-	-	-	-	-	170.0	N/A	315.3	85.5%
	-	-	-	-	-	-	-	-	-	-	-	-	421.6	N/A	774.5	83.7%
Subscription⁷	-	-	-	-	-	-	-	-	-	-	-	-	1.3	N/A	1.7	27.6%
	-	-	-	-	-	-	-	-	-	-	-	-	149.2	N/A	206.2	38.2%

Total Digital & Physical

Total Units⁸	1,137.2	1,063.4	1,123.9	1,160.6	1,079.2	968.5	859.7	-11.2%	798.4	-7.1%	958.0	20.0%	1,301.8	35.9%	1,583.2	21.6%
Total Value	12,533.8	12,236.8	13,711.2	14,584.7	14,323.7	13,740.9	12,614.2	-8.2%	11,854.4	-6.0%	12,338.1	4.1%	12,269.5	-0.6%	11,510.2	-6.2%

Retail value is value of shipments at recommended or estimated list price

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¹ Includes DualDisc

² Includes DVD Video

³ Includes Cassette, LP/EP, DVD Audio, and SACD

⁴ Includes CD Single, Cassette Single, and Vinyl Single

⁵ Includes Singles and Albums

⁶ Includes Master Ringtones, Ringbacks, Music Videos, Full Length Downloads, and Other Mobile

⁷ Weighted Annual Average

⁸ Units total includes both albums and singles, and does not include subscriptions. If digital singles counted as only 1/10th of an album, units in 2006 were 8.6% greater than 2005