

# MUSIC MARKET DATA 2006

## US – Nielsen SoundScan figures

OVERALL MUSIC SALES (albums, singles, music video, digital tracks - in millions)

UNITS SOLD	2006	2005	% Chg.
	1,198	1,003	19.4%

TOTAL ALBUM SALES (includes CD, CS, LP, digital albums - in millions)

UNITS SOLD	2006	2005	% Chg.
	588.2	618.9	-4.9%

DIGITAL TRACK SALES (sales in millions)

UNITS SOLD	2006	2005	% Chg.
	581.9	352.7	65%

OVERALL ALBUM SALES (includes all albums & track equivalent albums - in millions)

UNITS SOLD	2006	2005	% Chg.
	646.4	654.1	-1.2%

INTERNET ALBUM SALES (Physical album purchases via e-commerce sites, In Millions)

UNITS SOLD	2006	2005	% Chg.
	29.4	24.7	19.0%

DIGITAL ALBUM SALES (in millions)

UNITS SOLD	2006	2005	% Chg.
	32.6	16.2	101%

### 2006 TOP TEN SELLING ALBUMS

	Title/Artist	Units Sold
1	<i>Soundtrack</i> / High School Musical	3,719,071
2	<i>Me and My Gang</i> / Rascal Flatts	3,479,994
3	<i>Some Hearts</i> / Carrie Underwood	3,015,950
4	<i>All the Right Reasons</i> / Nickelback	2,688,166
5	<i>Futuresex/Love...</i> / Justin Timberlake	2,377,127
6	<i>Back to Bedlam</i> / James Blunt	2,137,142
7	<i>B'day</i> / Beyonce	2,010,311
8	<i>Soundtrack</i> / Hannah Montana	1,987,681
9	<i>Taking the Long Way</i> / Dixie Chicks	1,856,284
10.	<i>Extreme Behavior</i> / Hinder	1,817,350

### 2006 TOP TEN SELLING DIGITAL SONGS

	Title/Artist	Units Sold
1	<i>Bad Day</i> / Daniel Powter	2,015,594
2	<i>Promiscuous</i> / Nelly Furtado	1,709,274
3	<i>Sexyback</i> / Justin Timberlake	1,657,798
4	<i>Crazy</i> / Gnarls Barkley	1,629,467
5	<i>You're Beautiful</i> / James Blunt	1,623,417
6	<i>Over My Head (Cable Car)</i> / Fray	1,570,207
7	<i>How to Save a Life</i> / Fray	1,559,704
8	<i>Temperature</i> / Sean Paul	1,533,362
9	<i>Ridin'</i> / Chamillionaire	1,417,178
10.	<i>Hips Don't Lie</i> / Shakira	1,410,237

Note: combines all versions of the same song

### TOP TEN SELLING DIGITAL ALBUMS

	Artist	Units Sold
1	<i>How to Save a Life</i> / Fray	198,371
2	<i>Continuum</i> / John Mayer	176,522
3	<i>FutureSex/LoveSounds</i> / Justin Timberlake	141,809
4	<i>Curious George...</i> / Jack Johnson & Friends	134,611
5	<i>Back to Bedlam</i> / James Blunt	131,434
6	<i>Soundtrack</i> / High School Musical	123,280
7	<i>Stadium Arcadium</i> / Red Hot Chili Peppers	122,274
8	<i>Taking the Long Way</i> / Dixie Chicks	122,075
9	<i>Fever You Can't Sweat...</i> / Panic! At the Disco	109,997
10.	<i>Me and My Gang</i> / Rascal Flatts	105,808

Source: Nielsen SoundScan, the entertainment industry's data information system that tracks point-of-purchase sales of recorded music product announced their 2006 U.S. year-end sales for the 52-week period January 2 through December 31, 2006.

## UK artists' sales hit 10 year high

- UK acts claimed a 61.9% share of best selling albums in 2006
- Domestic UK albums market top 150m sales for the 4<sup>th</sup> year running, representing the most successful year for British talent for at least a decade
- Snow Patrol top end of year chart (1.5m units)
- 14 UK debut albums reach top 100
- Digital accounted for 79% of singles sales
- The digital albums market saw 2.2m units sold between April and December 2006; digital sales now comprise 1.4% of the overall album market
- Overall album sales decline of 2.5% to 155.1m units
- Singles market grew by 39.7% fuelled by growth in downloads

<http://www.bpi.co.uk/stats>

Source: BPI. Figures are sales registered 'over the counter', through retail outlets in the UK, recorded by The Official UK Charts Company.

## Japan – Digital sales figures

Physical sales down 10% in volume and 4% in value. Audio volume down 4% units and 4% value. Music video volume up 14% volume and 3% value.

### Japan digital sales figures 2006

('000s)	Units	% change	value (JPY)	% change
Single Track	22,369	149%	3,523,915	155%
Album	1,132	207%	1,387,079	206%
Other	402	333%	115,815	730%
Total Online	23,903	153%	5,026,809	172%
Ringtones	226,753	16%	24,608,867	18%
Ringback tunes	45,602	95%	2,687,678	118%
OTA track	55,824	146%	17,951,800	150%
Total Mobile	344,140	33%	48,240,139	49%
<b>TOTAL</b>	<b>368,063</b>	<b>37%</b>	<b>53,478,142</b>	<b>56%</b>

Source: RIAJ. These figures represent digital music sales income derived from license or consignment sales by 42 RIAJ member companies.

## Germany – Internet is the future

- Download sales rise by 40%
- Downloads and mobile combined make up 5% of sales
- Internet is second most important distribution channel for CD sales

Download sales in 2006 rose by 40% to €42m and sales of CDs over the internet are becoming ever more important. With a 17.9% share (16.8% in 2005) of sales, the web is now the second most important distribution channel after electrical stores with 30% (30.8% in 2005).

Since the download market has not yet been able to compensate for the decrease in sales of traditional sound carriers, record sales overall decreased slightly compared with the previous year by 2.4% to €1.706 billion.

Source: IFPI Germany, [www.ifpi.de](http://www.ifpi.de)

## France – Key market figures 2006

- Market down 10.7% in value to €862m. Physical sales -12.4% (€819m) and digital sales +42% (€43m)
- Repertoire: +13% classical, -12% local, -18% international
- Physical formats: -24% singles, -8.6% albums, -31% music video
- Digital sales split: online 39% and mobile 61%

[http://www.disqueenfrance.com/snep/dossiers/2007\\_01\\_02.asp](http://www.disqueenfrance.com/snep/dossiers/2007_01_02.asp)

Source: SNEP

## Canada – sales down 4.7% in 2006

The overall Canadian album sales experienced a 4.7% drop in 2006 according to Nielsen SoundScan data. Album sales totalled 46.2m units in 2006, down from 48.5m in 2005. Digital tracks more than doubled to 14.9m units (+122%). Digital album sales reached 1.03m units, also an increase of 122%.

In terms of genre, classical and country grew 20.6% and 15.4% respectively. The largest genre, alternative, dropped 16.8%.

Source: Nielsen SoundScan

## Spain – 2006 sales figures

Spanish music sales fell in retail value in 2006 by 15.3% to €345m (US\$445m).

Source: Promusicae

## Netherlands – 2006 sales figures

	Retail Value (€M)		Units (M)	
	2006	% change	2006	% change
Albums	247.9	-7%	19.5	-5%
Singles	6.4	-20%	1.7	-18%
Music Video	52.5	-18%	3.5	-24%
Total	306.8	-9%	24.7	-9%
Downloads	10.1	135%	10.1	135%
<b>Total Audio</b>	<b>316.9</b>	<b>-8%</b>		

Source: NVPI

<http://www.nvpi.nl/nvpi/home.asp?mktinfm ode=0>

### **Belgium – Download sales double and local repertoire up 20% in 2006**

Belgium digital download revenues rose 90% year on year to €4.1m (US\$5.2m), as close to six million files were purchased. The digital music business now accounts for 4.5% of total music purchases in Belgium. Domestic productions accounted for 15% of overall album sales.

*Source: IFPI Belgium*

### **Sweden - Key market figures 2006**

- Market down 5.5% in value to SKR 941.5m (US\$134.4m)
- Physical formats value: singles -26.7%, albums -9.7%, DVDs +6.7%
- Digital sales up 193% in value to SKR 61.9m (US\$9.8m)
- Domestic repertoire accounted for 41% of total album sales

<http://www.ifpi.se/statistics.aspx>

*Source: IFPI Sweden*

### **Austria – CD sales flat**

- Market up 5% in units but down 6% in value
- Music DVDs rose 8% in units and 4.5% in value
- There was no change in the number of CD albums sold 2005-06
- Digital sales up 50% (market split 34% online, 66% mobile)

<http://www.ifpi.at>

*Source: IFPI Austria*

### **Denmark – Digital market doubles**

Trade revenues from Danish music sales have halved since 2000. For the first time in five years, however, 2006 saw a modest growth in revenues due to an estimated 100% increase in digital sales and an almost flat physical market. Digital sales increased to DEK 30.6m (US\$5.1m) and physical sales fell slightly to DEK 612.4m (US\$102.9).

Local releases continue to play an important role in the Danish market, with 46.9% of physical sales attributed to local artists, an increase of 2% compared to

2005. The power of local releases is also reflected in the fact that independent labels are estimated to account for almost a third of the overall recorded music market.

[http://www.ifpi.dk/index.php?pk\\_menu=11&PHPSESSID=c59b6bed41e0d915f8e5e44896222433](http://www.ifpi.dk/index.php?pk_menu=11&PHPSESSID=c59b6bed41e0d915f8e5e44896222433)

*Source: IFPI Denmark*