

# YEAR-END 2019

## RIAA MUSIC REVENUE STATISTICS

United States Estimated Retail Dollar Value (In Millions, net after returns)

### DIGITAL SUBSCRIPTION & STREAMING

	2018	2019	% CHANGE '18 to '19
(Units) (Dollar Value)			
<b>Paid Subscription<sup>1</sup></b>	46.9 \$4,656.0	60.4 \$5,934.4	28.7% 27.5%
<b>Limited Tier Paid Subscription<sup>2</sup></b>	\$747.1	\$829.5	11.0%
<b>On-Demand Streaming (Ad-Supported)<sup>3</sup></b>	\$759.5	\$908.1	19.6%
<b>SoundExchange Distributions<sup>4</sup></b>	\$952.8	\$908.2	-4.7%
<b>Other Ad-Supported Streaming<sup>5</sup></b>	\$251.4	\$251.1	-0.1%
<b>Total Streaming Revenues</b>	<b>\$7,366.8</b>	<b>\$8,831.3</b>	<b>19.9%</b>

### DIGITAL PERMANENT DOWNLOAD

	2018	2019	% CHANGE '18 to '19
(Units) (Dollar Value)			
<b>Download Single</b>	399.8 \$490.4	335.3 \$414.8	-16.1% -15.4%
<b>Download Album</b>	49.7 \$499.7	40.2 \$394.5	-19.2% -21.0%
<b>Ringtones &amp; Ringbacks</b>	10.0 \$24.9	8.6 \$21.4	-14.1% -14.1%
<b>Other Digital<sup>6</sup></b>	2.2 \$24.1	1.8 \$25.0	-17.6% 3.8%
<b>Total Digital Download Revenues</b>	<b>\$1,039.1</b>	<b>\$855.7</b>	<b>-17.6%</b>

### TOTAL DIGITAL VALUE

	2018	2019	% CHANGE '18 to '19
<b>Total Digital Value</b>	<b>\$8,405.8</b>	<b>\$9,687.0</b>	<b>15.2%</b>
<b>Synchronization Royalties<sup>7</sup></b>	<b>\$285.5</b>	<b>\$276.3</b>	<b>-3.2%</b>

### PHYSICAL

	2018	2019	% CHANGE '18 to '19
(Units Shipped) (Dollar Value)			
<b>CD</b>	52.0 \$698.4	46.5 \$614.5	-10.5% -12.0%
<b>LP/EP</b>	16.7 \$419.2	19.1 \$497.6	14.6% 18.7%
<b>Music Video</b>	1.4 \$27.6	1.3 \$27.7	-5.2% 0.5%
<b>Other Physical<sup>8</sup></b>	0.5 \$9.6	0.4 \$8.5	-17.2% -11.9%
<b>Total Physical Units</b>	<b>70.5</b>	<b>67.3</b>	<b>-4.5%</b>
<b>Total Physical Value</b>	<b>\$1,154.8</b>	<b>\$1,148.3</b>	<b>-0.6%</b>

### TOTAL DIGITAL AND PHYSICAL

	2018	2019	% CHANGE '18 to '19
<b>Total Units<sup>9</sup></b>	<b>532.3</b>	<b>453.3</b>	<b>-14.8%</b>
<b>Total Value</b>	<b>\$9,846.1</b>	<b>\$11,111.6</b>	<b>12.9%</b>
<b>% of Revenues<sup>10</sup></b>			
Physical	12%	11%	
Digital	88%	89%	

For a list of authorized services see [www.whymusicmatters.com](http://www.whymusicmatters.com)

Retail Value is for products at recommended or estimated list price  
Formats with no retail value equivalent included at wholesale value

**Note: Historical data updated for 2018**

<sup>1</sup> Streaming, tethered, and other paid subscription services not operating under statutory licenses  
Subscription volume is annual average number of subscriptions, excludes limited tier

<sup>2</sup> Paid streaming services with interactivity limitations by availability, device restriction, catalog limitations, on demand access, or other factors

<sup>3</sup> Ad-supported audio and music video services not operating under statutory licenses

<sup>4</sup> Estimated payments to performers and copyright holders for digital and customized radio services under statutory licenses

<sup>5</sup> Revenues from statutory services that are not distributed by SoundExchange and not included in other streaming categories

<sup>6</sup> Includes Kiosks, music video downloads, and starting in 2016 other digital music licensing

<sup>7</sup> Includes fees and royalties from synchronization of sound recordings with other media

<sup>8</sup> Includes CD Singles, Cassettes, Vinyl Singles, DVD Audio, SACD

<sup>9</sup> Units total includes both albums and singles, and does not include subscriptions or royalties

<sup>10</sup> Synchronization Royalties excluded from calculation

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