



2009 Year-End Shipment Statistics

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Manufacturers' Unit Shipments and Retail Dollar Value

(In Millions, net after returns)

Digital		2008	2009	% CHANGE 2008-2009
(Units Shipped)	Download Single	1,042.7	1,138.3	9.2%
(Dollar Value)		1,032.2	1,220.3	18.2%
	Download Album	63.6	76.4	20.2%
		635.3	763.4	20.2%
	Kiosk¹	1.6	1.7	7.9%
		2.6	6.3	147.1%
	Music Video	20.8	20.4	-1.9%
		41.3	40.6	-1.9%
	Total Units	1,128.6	1,236.8	9.6%
	Total Value	1,711.5	2,030.7	18.7%
	Mobile²	405.1	305.8	-24.5%
		977.1	728.8	-25.4%
	Subscription³	1.6	1.2	-25.5%
		221.4	213.1	-3.7%
	Digital Performance Royalties⁴	100.0	155.5	55.5%

Physical

	CD	368.4	292.9	-20.5%
		5,471.3	4,274.1	-21.9%
	CD Single	0.7	0.9	17.8%
		3.5	3.1	-12.5%
	Cassette	0.1	0.0	-102.8%
		0.9	0.0	-104.9%
	LP/EP	2.9	3.2	10.8%
		56.7	60.2	6.2%
	Vinyl Single	0.4	0.3	-30.2%
		2.9	2.5	-15.3%
	Music Video	12.8	12.1	-5.2%
		218.9	218.1	-0.4%
	DVD Video⁵	12.3	11.5	-6.4%
		215.7	212.9	-1.3%
	Total Units⁶	385.5	309.5	-19.7%
	Total Value⁶	5,758.5	4,562.0	-20.8%
	Total Retail Units	332.5	272.0	-18.2%
	Total Retail Value	5,474.3	4,382.2	-20.0%

Total Digital & Physical

	Total Units⁷	1,919.2	1,852.1	-3.5%
	Total Value	8,768.4	7,690.0	-12.3%

% of Shipments		
Physical	66%	59%
Digital	34%	41%

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

Note: Historical digital data updated for 2008

¹ Includes Singles and Albums

² Includes Master Ringtones, Ringbacks, Music Videos, Full Length Downloads, and Other Mobile

³ Weighted Annual Average

⁴ Estimated payments in dollars to performers and copyright holders distributed by SoundExchange

⁵ While broken out for this chart, DVD Video Product is included in the Music Video totals

⁶ Total includes Cassette Single, DVD Audio, and SACD shipments not broken out separately in this report

⁷ Units total includes both albums and singles, and does not include subscriptions or royalties

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News and Notes On 2009 RIAA Shipment Data

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In 2009 digital formats comprised a record 41 percent of total music shipments in the United States. This is an increase from 34 percent in 2008, and 25 percent in 2007. The total digital music market reached \$3.1 billion for 2009. Digital downloads continued double digit growth in the past year reaching \$2.0 billion, 19 percent growth over the 2008 total of \$1.7 billion. Digital album growth continued to grow faster than single tracks, and on a dollar basis comprised 38 percent of the download market.

Distributions for digital performance rights, which include payments to performers and copyright holders for webcasting, satellite radio, and other non-interactive digital music services, increased 55 percent to \$155 million in 2009. Performance revenues represent an increasingly important piece of the music industry landscape as fans shift listening habits to digital formats.

Overall shipments of recorded music in the United States fell 12 percent to \$7.7 billion. Growth in digital formats only partially offset a decline of 21 percent in physical formats. The decline in CD shipments accounted for virtually all the decline on the physical side, though vinyl continued to be a positive note, again growing in 2009. Music videos remained flat year-over-year.

Mobile shipments (including ringtones, ringbacks, and full length content) declined 25 percent in 2009 to \$729 million. Ringtones experienced a sharp decline of 34 percent, while ringbacks fell 11 percent in value. Full track mobile downloads were down 5 percent. Ringtones continue to make up the majority of the mobile digital music market, with 60 percent share of the category by value. Ringbacks grew to 20 percent of the market from 16 percent in 2008, and full length tracks and music videos were 19 percent in 2009 versus 16 percent the prior year.

Data note: The RIAA presents the most up-to-date information available in its annual shipment reports and new online subscription-only shipment statistics database. Based on additional market research, historical data for the digital categories has been updated for 2007 and 2008.

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