2010 Year-End Shipment Statistics

202-775-0101

Manufacturers' Unit Shipments and Retail Dollar Value
(In Millions, net after returns)

Digital

		2009	2010	% CHANGE 2009-2010
(Units Shipped)	**Download Single**	1,138.3	1,162.4	2.1%
(Dollar Value)		1,220.3	1,366.8	12.0%
	Download Album	76.4	83.1	8.8%
		763.4	828.8	8.6%
	Kiosk[1]	1.7	1.7	-3.4%
		6.3	6.4	1.2%
	Music Video	20.4	18.1	-11.1%
		40.6	36.1	-11.1%
	Total Units	**1,236.8**	**1,265.4**	**2.3%**
	Total Value	**2,030.7**	**2,238.1**	**10.2%**
	Mobile[2]	305.8	220.5	-27.9%
		728.8	526.7	-27.7%
	Subscription[3]	1.2	1.5	29.9%
		213.1	200.9	-5.7%
	Digital Performance Royalties[4]	155.5	249.2	60.3%

Physical

		2009	2010	% CHANGE 2009-2010
(Units Shipped)	**CD**	292.9	225.8	-22.9%
(Dollar Value)		4,274.1	3,361.3	-21.4%
	CD Single	0.9	1.2	31.2%
		3.1	3.3	7.2%
	LP/EP	3.2	4.0	25.9%
		60.2	87.0	44.4%
	Vinyl Single	0.3	0.3	-3.9%
		2.5	2.2	-9.4%
	Music Video	11.8	9.1	-22.6%
		212.0	178.8	-15.7%
	DVD Video[5]	11.2	8.7	-22.4%
		206.9	175.3	-15.3%
	Total Units[6]	**309.2**	**240.5**	**-22.2%**
	Total Value[6]	**4,555.9**	**3,635.1**	**-20.2%**
	Total Retail Units	**271.7**	**212.4**	**-21.8%**
	Total Retail Value	**4,376.1**	**3,518.5**	**-19.6%**

Total Digital & Physical

	2009	2010	% CHANGE 2009-2010
Total Units[7]	**1,851.8**	**1,726.3**	**-6.8%**
Total Value	**7,683.9**	**6,850.1**	**-10.9%**

% of Shipments	**2009**	**2010**
Physical	59%	53%
Digital	41%	47%

Retail value is value of shipments at recommended or estimated list price
Note: Historical digital data updated for 2007 and 2008

[1] Includes Singles and Albums
[2] Includes Master Ringtunes, 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
[7] Units total includes both albums and singles, and does not include subscriptions or royalties

News and Notes on 2010 RIAA Music Shipment Data

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The U.S. total digital music market grew to $3.2 billion in 2010, up 3% from the prior year. Digital downloads continued double digit annual growth reaching $2.2 billion, a 10% increase over the 2009 total of $2.0 billion. Although digital download unit growth was only 2%, stronger growth in albums and the first full year of variable pricing contributed to the larger growth in value. Digital albums and tracks grew by value at 9% and 12% rates, respectively. Overall, digital formats comprised a record 47% of total music shipments in the United States. For comparison, digital shipments only accounted for 9% of the market back in 2005.

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 60% to $249 million in 2010. Performance revenues represent an increasingly important piece of the music industry landscape as fan interest grows in digital listening and access formats.

Overall shipments of recorded music in the United States fell 11% to $6.9 billion. Growth in digital formats only partially offset a decline of 20% by value in physical formats. The decline in CD shipments accounted for the vast majority of the decline on the physical side, though vinyl albums continued to be a positive note, growing in 2010 by 44% to $87 million – their highest level since 1990.

Mobile shipments (including ringtunes, ringbacks, and full length content) declined 28% in 2010 to $527 million. Ringtunes experienced a steep decline of 41%, while ringbacks fell 26% in value. Full track mobile downloads were down 23% (full track purchases made on mobile devices through online stores, rather than mobile content stores, are counted as digital downloads). In 2010, ringtones accounted for about half of the mobile digital music market, with 49% share of the category by value. Ringbacks remained at 20% of the market, in-line with 2009, while full length tracks and music videos grew to 31% in 2010 versus 19% the prior year.

The RIAA presents the most up-to-date information available in its annual shipment reports and subscription-only online shipment statistics database (www.riaa.com/shipmentlogin.php). Based on additional market research, historical data for the music video category has been updated for 2008 and 2009.

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