2008 Year-End Shipment Statistics

202-775-0101

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

Digital

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	% CHANGE 2006-2007	2008	% CHANGE 2007-2008
(Units Shipped) **Download Single**	-	-	-	-	-	-	139.4	366.9	586.4	809.9	38.1%	1,033.0	27.5%
(Dollar Value)	-	-	-	-	-	-	138.0	363.3	580.6	801.6	38.1%	1,022.7	27.6%
Download Album	-	-	-	-	-	-	4.6	13.6	27.6	42.5	54.0%	56.9	33.9%
	-	-	-	-	-	-	45.5	135.7	275.9	424.9	54.0%	568.9	33.9%
Kiosk[1]	-	-	-	-	-	-	-	0.7	1.4	1.8	28.5%	1.6	-8.7%
	-	-	-	-	-	-	-	1.0	1.9	2.6	38.1%	2.6	-1.2%
Music Video	-	-	-	-	-	-	-	1.9	9.9	14.2	43.0%	20.8	46.7%
	-	-	-	-	-	-	-	3.7	19.7	28.2	43.0%	41.3	46.7%
Total Units	-	-	-	-	-	-	**143.9**	**383.1**	**625.3**	**868.4**	**38.9%**	**1,112.3**	**28.1%**
Total Value	-	-	-	-	-	-	**183.4**	**503.6**	**878.0**	**1,257.2**	**43.2%**	**1,635.4**	**30.1%**
Mobile[2]	-	-	-	-	-	-	-	170.0	315.0	362.0	14.9%	338.4	-6.5%
	-	-	-	-	-	-	-	421.6	773.8	880.8	13.8%	816.3	-7.3%
Subscription[3]	-	-	-	-	-	-	-	1.3	1.3	1.8	42.8%	1.6	-15.0%
	-	-	-	-	-	-	-	149.2	206.2	201.3	-2.4%	188.2	-6.5%
Digital Performance Royalties[4]	-	-	-	-	-	-	6.9	27.4	31.5	47.0	49.2%	81.8	74.1%

Physical

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	% CHANGE 2006-2007	2008	% CHANGE 2007-2008
CD	847.0	938.9	942.5	881.9	803.3	746.0	767.0	705.4	619.7	511.1	-17.5%	384.7	-24.7%
	11,416.0	12,816.3	13,214.5	12,909.4	12,044.1	11,232.9	11446.5	10,520.2	9,372.6	7,452.3	-20.5%	5,471.3	-26.6%
CD Single	56.0	55.9	34.2	17.3	4.5	8.3	3.1	2.8	1.7	2.6	51.5%	0.7	-71.7%
	213.2	222.4	142.7	79.4	19.6	36.0	14.982	10.9	7.7	12.2	59.0%	3.5	-71.3%
Cassette	158.5	123.6	76.0	45.0	31.1	17.2	5.2	2.5	0.7	0.4	-41.2%	0.1	-62.8%
	1,419.9	1,061.6	626.0	363.4	209.8	108.1	23.7	13.1	3.7	3.0	-18.4%	0.9	-70.7%
LP/EP	3.4	2.9	2.2	2.3	1.7	1.5	1.4	1.0	0.9	1.3	36.6%	2.9	124.1%
	34.0	31.8	27.7	27.4	20.5	21.7	19.3	14.2	15.7	22.9	46.2%	56.7	147.7%
Vinyl Single	5.4	5.3	4.8	5.5	4.4	3.8	3.5	2.3	1.5	0.6	-58.5%	0.4	-30.9%
	25.7	27.9	26.3	31.4	24.9	21.5	19.9	13.2	9.9	4.0	-59.6%	2.9	-27.4%
Music Video	27.2	19.8	18.2	17.7	14.7	19.9	32.8	33.8	23.2	27.5	18.6%	12.8	-53.6%
	508.0	376.7	281.9	329.2	288.4	399.9	607.2	602.2	451.1	484.9	7.5%	218.9	-54.9%
DVD Video[5]	0.5	2.5	3.3	7.9	10.7	17.5	29.0	27.8	22.3	26.6	19.4%	12.3	-53.8%
	12.2	66.3	80.3	190.7	236.3	369.6	561.0	539.8	442.8	476.1	7.5%	215.7	-54.7%
Total Units[6]	**1123.9**	**1160.6**	**1079.2**	**968.5**	**859.7**	**798.4**	**814.1**	**748.7**	**648.2**	**543.9**	**-16.1%**	**401.8**	**-26.1%**
Total Value[6]	**13,711.2**	**14,584.7**	**14,323.7**	**13,740.9**	**12,614.2**	**11,854.4**	**12,154.7**	**11,195.0**	**9,868.6**	**7,985.8**	**-19.1%**	**5,758.5**	**-27.9%**
Total Retail Units		**869.7**	**788.6**	**733.1**	**675.7**	**658.2**	**687.0**	**634.8**	**558.8**	**464.4**	**-16.9%**	**348.7**	**-24.9%**
Total Retail Value		**13,048.0**	**12,705.0**	**12,388.8**	**11,549.0**	**11,053.4**	**11,423.0**	**10,477.5**	**9,269.7**	**7,495.3**	**-19.1%**	**5,474.3**	**-27.0%**

Total Digital & Physical

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	% CHANGE 2006-2007	2008	% CHANGE 2007-2008
Total Units[7]	**1,123.9**	**1,160.6**	**1,079.2**	**968.5**	**859.7**	**798.4**	**958.0**	**1,301.8**	**1,588.5**	**1,774.3**	**11.7%**	**1,852.5**	**4.4%**
Total Value	**13,711.2**	**14,584.7**	**14,323.7**	**13,740.9**	**12,614.2**	**11,854.4**	**12,345.0**	**12,296.9**	**11,758.2**	**10,372.1**	**-11.8%**	**8,480.2**	**-18.2%**

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

% of Shipments	2005	2006	2007	2008
Physical	91%	84%	77%	68%
Digital	9%	16%	23%	32%

[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 artists and record companies distributed by SoundExchange. Amounts based on prior year's collections and airplay
[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

News and Notes On 2008 RIAA Shipment Data

Joshua P. Friedlander
RIAA Vice President, Research and Strategic Analysis

Sales of digital music continued growing at a rapid pace in 2008, and now constitute 32 percent of the total market by value, and $2.7 billion in total shipments. Digital downloads grew 30 percent to $1.6 billion. Demonstrating the continuing maturation and adoption of the digital music download model, music fans are becoming increasingly comfortable buying full length albums online, with digital album growth rates exceeding those of digital singles. On a dollar basis, digital albums have grown from 25 percent of the download market in 2004 to 36 percent in 2008.

If digital singles are converted into an album equivalent (divided by ten) and added to both CDs and digital albums, the overall album unit decline in 2008 was 14 percent (635 million to 545 million).

Distributions for digital performance rights, which includes payments to artists and labels for webcasting, satellite radio, and other digital music services, increased 74 percent to $82 million in 2008. Though currently a small component of the overall market, performance revenues represent an increasingly important piece of the music industry landscape as fans shift listening habits to digital formats.

The increase in digital shipments only partially offset the decline in shipments of physical products, as overall shipments fell 18 percent year-over-year to $8.5 billion. The market for physical recorded music goods fell 28 percent to $5.8 billion. Both CDs and music videos experienced significant declines.

Vinyl continued to stage a comeback as the format more than doubled year-over-year to $57 million, the highest level since 1990. A favorite product of audiophiles and devout fans, shipments of vinyl were bolstered by the roll out of both new release and catalog material.

Mobile unit shipments (including ringtunes, ringbacks, and full length content) were down 7 percent year-over-year. Growth of 36 percent in full length (audio and video) mobile downloads and 18 percent in ringback tunes were offset by a 17 percent decline in ringtunes. Full length audio and video mobile downloads were 16 percent of the mobile market, and ringbacks accounted for another 16 percent of mobile shipments in 2008.

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202/775-0101

2009 Year-End Shipment Statistics

202-775-0101

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%
	Kiosk[1]	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%**
	Mobile[2]	405.1	305.8	-24.5%
		977.1	728.8	-25.4%
	Subscription[3]	1.6	1.2	-25.5%
		221.4	213.1	-3.7%
	Digital Performance Royalties[4]	100.0	155.5	55.5%

Physical	2008	2009	% CHANGE 2008-2009
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 Video[5]	12.3	11.5	-6.4%
	215.7	212.9	-1.3%
Total Units[6]	**385.5**	**309.5**	**-19.7%**
Total Value[6]	**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	2008	2009	% CHANGE 2008-2009
Total Units[7]	**1,919.2**	**1,852.1**	**-3.5%**
Total Value	**8,768.4**	**7,690.0**	**-12.3%**

% of Shipments	2008	2009
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 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 not broken out separately in this report

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

News and Notes On 2009 RIAA Shipment Data

Joshua P. Friedlander
RIAA Vice President, Research and Strategic Analysis

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 ringtunes, ringbacks, and full length content) declined 25 percent in 2009 to $729 million. Ringtunes 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.

For news media inquiries, please contact: Jonathan Lamy
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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

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
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