



2015 NIELSEN MUSIC U.S. MID-YEAR REPORT:

OVERALL MUSIC CONSUMPTION—LED BY GROWTH IN ON-DEMAND STREAMING—
HELP POWER A 14% LIFT FROM LAST YEAR

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ON-DEMAND STREAMING UP 92.4% WITH 135 BILLION STREAMS THROUGH THE FIRST HALF OF
2015

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Vinyl LP Sales Up 38% YTD - Now Comprise Nearly 9% of Physical Album Sales

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Nielsen Entertainment releases the 2015 Nielsen Music U.S. mid-year report for the 6-month period of
December 29, 2014 through June 28, 2015.

- The growth of Streaming continues to accelerate in 2015, with over 135 billion songs streamed on-demand through audio and video platforms.
- Powered by a growth in Streaming, overall Digital consumption (sales and streams) are up 23%.
- Total consumption for the year, based on Albums plus Track Equivalent Albums and Streaming Equivalent Albums, is up 14% over last year.
- Vinyl sales now comprise nearly 9% of physical album sales.
- Digital Albums are virtually flat compared to last year, while Digital Tracks are down 10%.
- Except for continued record-setting strength in Vinyl LPs, which are up 38% to 5.6 million units, physical album sales are down 7%.

ON-DEMAND MUSIC STREAMS

(INCLUDES AUDIO + VIDEO DATA FROM AOL, BEATS, CRICKET, GOOGLE PLAY, MEDIATEL, RDIO, RHAPSODY, SLACKER, SPOTIFY, XBOX MUSIC, YOUTUBE/VEVO - IN BILLIONS)

	<u>2015</u>	<u>2014</u>	<u>% CHG.</u>
STREAMS	135.2	70.3	+92.4%
AUDIO	58.6	33.7	+74.2%
VIDEO	76.6	36.6	+109.2%

OVERALL ALBUM CONSUMPTION

WITH TEA AND SEA

(INCLUDES ALL ALBUMS & TRACK EQUIVALENT ALBUMS & STREAMING EQUIVALENT ALBUMS -IN MILLIONS)

	<u>2015</u>	<u>2014</u>	<u>% CHG.</u>
TOTAL ALBUM + TEA + SEA	259.4	227.1	+14.2%

NOTE: TRACK EQUIVALENT ALBUMS RATIO OF 10 TRACKS TO 1 ALBUM AND STREAMING EQUIVALENT ALBUMS RATIO OF 1500 STREAMS TO 1 ALBUM

TOTAL ALBUM SALES

(INCLUDES CDS, CASSETTES, VINYL LPS, DIGITAL ALBUMS - IN MILLIONS)

	<u>2015</u>	<u>2014</u>	<u>% CHG.</u>
TOTAL UNITS	116.1	120.9	-4.0%
CD	56.6	62.9	-10.0%
DIGITAL	53.7	53.8	-0.1%
LP/VINYL	5.6	4.0	+38.4%

DIGITAL TRACK SALES

(IN MILLIONS)

	<u>2015</u>	<u>2014</u>	<u>% CHG.</u>
TOTAL UNITS	531.6	593.6	-10.4%

TOTAL DIGITAL MUSIC CONSUMPTION

(DIGITAL ALBUMS + TRACK EQUIVALENT ALBUMS + STREAMING EQUIVALENT ALBUMS - IN MILLIONS)

	<u>2015</u>	<u>2014</u>	<u>% CHG.</u>
TOTAL UNITS	197.0	160.0	+23.1%

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PHYSICAL ALBUM SALES BY STORE TYPE

(INCLUDES CDS, CASSETTES, VINYL LPS – IN MILLIONS)

	<u>2015</u>	<u>2014</u>	<u>% CHG.</u>
CHAIN	13.3	14.3	-6.8%
INDEPENDENT	8.9	8.8	+0.6%
MASS MERCHANT	22.9	28.0	-18.2%
NON-TRADITIONAL	17.3	16.0	+8.0%

(NON-TRADITIONAL INCLUDES INTERNET, VENUE, DIRECT-TO-CONSUMER AND OTHER NON-TRADITIONAL RETAIL OUTLETS)

CURRENT AND CATALOG SALES

(CATALOG IS DEFINED AS OVER 18 MONTHS SINCE RELEASE IN MILLIONS)

OVERALL ALBUMS

	<u>2015</u>	<u>2014</u>	<u>% CHG.</u>
CURRENT	55.2	59.1	-6.6%
CATALOG	60.9	61.7	-1.4%

DIGITAL ALBUMS

	<u>2015</u>	<u>2014</u>	<u>% CHG.</u>
CURRENT	26.3	26.3	0.0%
CATALOG	27.4	27.5	-0.3%

PHYSICAL ALBUMS

	<u>2015</u>	<u>2014</u>	<u>% CHG.</u>
CURRENT	29.0	32.9	-11.9%
CATALOG	33.4	34.3	-2.4%

DIGITAL TRACKS

	<u>2015</u>	<u>2014</u>	<u>% CHG.</u>
CURRENT	278.8	279.5	-0.3%
CATALOG	252.7	314.0	-19.5%

Source:
Nielsen Music

billboard BILLBOARD'S 2015 MID-YEAR CHARTS, COMPILED BY NIELSEN MUSIC

2015 OVERALL TOP 10 (Based on U.S. Album Sales; Track Equivalent Albums; Stream Equivalent Albums)

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Total Volume</u>	<u>Album Sales</u>	<u>Song Sales</u>	<u>On-Demand Audio Streams</u>
1	TAYLOR SWIFT	1989	2,011,000	1,328,000	6,834,000	188,213
2	DRAKE	IF YOU'RE READING	1,431,000	965,000	1,927,000	409,266,000
3	ED SHEERAN	X	1,428,000	763,000	4,838,000	272,287,000
4	SOUNDTRACK	FIFTY SHADES OF GREY	1,402,000	763,000	4,859,000	230,164,000
5	SAM SMITH	IN THE LONELY HOUR	1,296,000	788,000	3,286,000	269,697,000
6	MEGHAN TRAINOR	TITLE	1,209,000	727,000	3,725,000	164,220,000
7	SOUNDTRACK	FURIOUS 7	971,000	208,000	6,112,000	227,448,000
8	MAROON 5	V	966,000	376,000	4,580,000	198,441,000
9	NICKI MINAJ	PINKPRINT	825,000	334,000	3,129,000	267,530,000
10	FALL OUT BOY	AMERICAN BEAUTY	813,000	478,000	2,429,000	137,850,000

2015 TOP ALBUMS (Based on U.S. Sales)

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	TAYLOR SWIFT	1989	1,328,000
2	DRAKE	IF YOU'RE READING THIS,	965,000
3	SAM SMITH	IN THE LONELY HOUR	788,000
4	ED SHEERAN	X	763,000
5	SOUNDTRACK	FIFTY SHADES OF GREY	763,000
6	MEGHAN TRAINOR	TITLE	727,000
7	KENDRICK LAMAR	TO PIMP A BUTTERFLY	627,000
8	FALL OUT BOY	AMERICAN BEAUTY...	478,000
9	VARIOUS	NOW 53	451,000
10	JOSH GROBAN	STAGES	420,000

2015 Top LP Vinyl Albums

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	TAYLOR SWIFT	1989	33,500
2	SUFJAN STEVENS	CARRIE & LOWELL	31,700
3	ARCTIC MONKEYS	AM	27,000
4	ALABAMA SHAKES	SOUND & COLOR	25,600
5	MILES DAVIS	KIND OF BLUE	23,200
6	SAM SMITH	IN THE LONELY HOUR	22,900
7	PINK FLOYD	DARK SIDE OF THE MOON	22,600
8	SOUNDTRACK	GUARDIANS OF THE GALAXY	22,000
9	FATHER JOHN MISTY	I LOVE YOU HONEYBEAR	21,600
10	HOZIER	HOZIER	21,400

2015 Top Digital Songs

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	MARK RONSON FEAT. BRUNO MARS	UPTOWN FUNK!	4,883,000
2	ED SHEERAN	THINKING OUT LOUD	3,450,000
3	WIZ KHALIFA FEAT. CHARLIE PUTH	SEE YOU AGAIN	3,073,000
4	MAROON 5	SUGAR	2,884,000
5	ELLIE GOULDING	LOVE ME LIKE YOU DO	2,294,000
6	WALK THE MOON	SHUT UP AND DANCE	2,155,000
7	THE WEEKND	EARNED IT	1,966,000
8	HOZIER	TAKE ME TO CHURCH	1,925,000
9	RIHANNA/KANYE WEST/PAUL MCCARTNEY	FOURFIVESECONDS	1,868,000
10	FETTY WAP	TRAP QUEEN	1,864,000

2015 Top On-Demand Streams

(Includes all Audio and Video on-demand streams)

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Streams</u>
1	MARK RONSON FEAT. BRUNO MARS	UPTOWN FUNK!	367,987,000
2	FETTY WAP	TRAP QUEEN	289,531,000
3	WIZ KHALIFA FEAT. CHARLIE PUTH	SEE YOU AGAIN	250,958,000
4	ED SHEERAN	THINKING OUT LOUD	225,645,000

5	MAROON 5	SUGAR	195,197,000
6	WEEKND	EARNED IT	190,326,000
7	ELLIE GOULDING	LOVE ME LIKE YOU DO	163,799,000
8	TAYLOR SWIFT	SHAKE IT OFF	155,889,000
9	HOZIER	TAKE ME TO CHURCH	151,454,000
10	OMARION FEAT. CHRIS BROWN	POST TO BE	147,524,000

2015 Top Audio On-Demand Streams

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Streams</u>
1	MARK RONSON FEAT. BRUNO MARS	UPTOWN FUNK!	109,901,000
2	FETTY WAP	TRAP QUEEN	96,559,000
3	ED SHEERAN	THINKING OUT LOUD	91,993,000
4	WEEKND	EARNED IT	89,591,000
5	MAROON 5	SUGAR	84,663,000
6	WIZ KHALIFA FEAT. CHARLIE PUTH	SEE YOU AGAIN	80,486,000
7	ELLIE GOULDING	LOVE ME LIKE YOU DO	77,975,000
8	HOZIER	TAKE ME TO CHURCH	77,724,000
9	FLO RIDA FEAT SAGE THE GEMINI	G.D.F.R	74,248,000
10	WALK THE MOON	SHUT UP AND DANCE	59,908,000

2015 Top Video On-Demand Streams

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Streams</u>
1	MARK RONSON FEAT. BRUNO MARS	UPTOWN FUNK!	258,085,000
2	FETTY WAP	TRAP QUEEN	192,972,000
3	WIZ KHALIFA FEAT. CHARLIE PUTH	SEE YOU AGAIN	170,472,000
4	TAYLOR SWIFT	SHAKE IT OFF	155,736,000
5	TAYLOR SWIFT	BLANK SPACE	138,610,000
6	ED SHEERAN	THINKING OUT LOUD	133,652,000
7	MAROON 5	SUGAR	110,534,000
8	MEGHAN TRAINOR	ALL ABOUT THAT BASS	108,665,000
9	OMARION FEAT. CHRIS BROWN	POST TO BE	106,457,000
10	PSY	GANGNAM STYLE	106,311,000

2015 Most Played Songs at Radio

(All U.S. Radio, Network and Satellite)

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Plays</u>
1	MARK RONSON FEAT. BRUNO MARS	UPTOWN FUNK!	646,000
2	ED SHEERAN	THINKING OUT LOUD	489,000
3	MAROON 5	SUGAR	434,000
4	TAYLOR SWIFT	STYLE	406,000
5	TAYLOR SWIFT	BLANK SPACE	388,000
6	ELLIE GOULDING	LOVE ME LIKE YOU DO	383,000
7	WEEKND	EARNED IT	383,000
8	WALK THE MOON	SHUT UP AND DANCE	350,000
9	HOZIER	TAKE ME TO CHURCH	321,000
10	SAM SMITH	I'M NOT THE ONLY ONE	307,000

2015 NIELSEN MUSIC U.S. MID-YEAR REPORT:

2015 MID-YEAR HIGHLIGHTS AND ANALYSIS

- On-Demand Streaming is up 92% over mid-year 2014, with Video On-Demand streaming leading the way (+109%) and Audio On-Demand Streaming also experiencing significant growth (+74%).
- There are seven albums that have sold more than 600K units so far this year, while there were only four at this time last year.
- Taylor Swift's *1989* is the best-selling, and most consumed, album of the year. Four (digital) songs are in the top 25, with each selling over 1M units. Despite very limited On-Demand Audio streaming, she leads the overall chart for this year with over 2M album equivalents in the first six months of 2015. Swift also has the best-selling CD and best-selling vinyl LP of the year and has the 2nd best-selling digital album of the year, behind Drake/*If You're Reading This, It's Too Late*.
- Digital albums are showing some resiliency this year, after finishing down nearly 10% in 2014, due to some strength of new-releases led by Drake/*If You're Reading This, It's Too Late*.

Source: Nielsen Music

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