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OF THE CONSUMER™

# 2016 NIELSEN MUSIC U.S. MID-YEAR REPORT




# 2016 MID-YEAR HIGHLIGHTS AND ANALYSIS

Nielsen, the music industry's leading data information provider presents the 2016 U.S. Music mid-year report for the 6-month period of January 1, 2016 through June 30, 2016.

- Audio has surpassed Video as the leading Streaming format in 2016. Audio share of streaming is 54% in 2016, growing from 44% through the first six months of 2015.
- There are 3 albums that have sold over 1 Million units so far this year (Adele/25, Drake/Views and Beyonce/Lemonade), while there was only 1 at this time last year (Taylor Swift/1989).
- Creative release strategies, driven mostly by digital formats, continue to be a major story. Drake's "Views", Beyonce's "Lemonade" and Kanye West's "The Life of Pablo" have all been successful this year and are led by digital formats. Also, 2016 saw the first album to chart based solely on streaming activity, when Chance the Rapper debuted at #8 in its first week with 57M audio streams.
- Digital purchasing has seen the largest decline of all formats with Digital tracks down 24% and digital albums down 18%. Total digital purchasing (Albums + Track Equivalents) is down 21% vs. the first half of 2015. However, factoring in the gains in streaming and total digital consumption is up 15%.
- Vinyl continues to become a bigger piece of the physical music business. Vinyl LPs now comprise nearly 12% of the physical music business in the first half of 2016, which far surpasses last year's record pace of 9%.

## ON-DEMAND MUSIC STREAMS

(INCLUDES ALL ON-DEMAND AUDIO + VIDEO MUSIC STREAMS IN BILLIONS)

	2016	2015	% CHG.
 ..... STREAMS .....	208.9	131.6	+58.7%
 ..... AUDIO .....	113.6	57.5	+97.4%
 ..... VIDEO .....	95.3	74.1	+28.6%

## OVERALL ALBUM CONSUMPTION WITH TEA AND SEA

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

	2016	2015	% CHG.
<b>TOTAL ALBUM + TEA + SEA</b> .....	<b>279.9</b>	<b>257.0</b>	<b>+8.9%</b>

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)

	2016	2015	% CHG.
<b>TOTAL UNITS</b>	<b>100.3</b>	<b>116.1</b>	<b>-13.6%</b>
<b>CD</b> .....	<b>50.0</b>	<b>56.6</b>	<b>-11.6%</b>
<b>DIGITAL</b> .....	<b>43.8</b>	<b>53.7</b>	<b>-18.4%</b>
<b>LP/VINYL</b> .....	<b>6.2</b>	<b>5.6</b>	<b>+11.5%</b>

## DIGITAL TRACK SALES

(IN MILLIONS)

	2016	2015	% CHG.
<b>TOTAL UNITS</b> .....	<b>404.3</b>	<b>531.6</b>	<b>-23.9%</b>

## PHYSICAL ALBUM SALES BY STORE TYPE

INCLUDES CDS, CASSETTES, VINYL LPS – IN MILLIONS)

	2016	2015	% CHG.
CHAIN .....	11.7	13.3	-11.9%
INDEPENDENT .....	8.3	8.8	-5.9%
MASS MERCHANT .....	17.6	22.9	-23.0%
NON-TRADITIONAL .....	18.8	17.4	+8.2%

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

## TOTAL DIGITAL MUSIC CONSUMPTION

(DIGITAL ALBUMS + TRACK EQUIVALENT ALBUMS + ON-DEMAND STREAMING EQUIVALENT ALBUMS – IN MILLIONS)

	2016	2015	% CHG.
TOTAL UNITS .....	223.5	194.6	+14.8%

## CURRENT AND CATALOG SALES

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

		2016	2015	% CHG.
OVERALL ALBUMS	CURRENT	40.4	51.0	-20.8%
	CATALOG	59.9	65.1	-8.0%
PHYSICAL ALBUMS	CURRENT	21.2	26.5	-20.1%
	CATALOG	35.3	35.9	-1.7%
DIGITAL ALBUMS	CURRENT	19.2	24.5	-21.6%
	CATALOG	24.6	29.2	-15.7%
DIGITAL TRACKS	CURRENT	141.5	207.8	-31.9%
	CATALOG	262.7	323.8	-18.9%

Source: Nielsen Music


**billboard**

# BILLBOARD'S 2016 MID-YEAR CHARTS, COMPILED BY NIELSEN MUSIC

## 2016 OVERALL TOP 10

(INCLUDES ALL ALBUMS & TRACK EQUIVALENT ALBUMS & ON-DEMAND AUDIO STREAMING EQUIVALENT ALBUMS)

RANK	ARTIST	TITLE	TOTAL VOLUME	ALBUM SALES	SONG SALES	ON-DEMAND AUDIO STREAMS
1	DRAKE	VIEWS	2,609,000	1,313,000	3,171,000	1,468,467,000
2	ADELE	25	1,747,000	1,403,000	2,337,000	166,382,000
3	BEYONCE	LEMONADE	1,687,000	1,202,000	2,880,000	295,514,000
4	JUSTIN BIEBER	PURPOSE	1,332,000	479,000	3,604,000	738,418,000
5	RIHANNA	ANTI	1,272,000	480,000	2,946,000	747,048,000
6	CHRIS STAPLETON	TRAVELLER	931,000	746,000	1,088,000	112,946,000
7	PRINCE	VERY BEST OF PRINCE	905,000	575,000	3,237,000	9,415,000
8	TWENTY ONE PILOTS	BLURRYFACE	905,000	371,000	2,500,000	426,034,000
9	THE WEEKEND	BEAUTY BEHIND MAD...	708,000	240,000	1,569,000	466,618,000
10	KEVIN GATES	ISLAH	690,000	307,000	1,294,000	380,495,000

## 2016 TOP ALBUMS (BASED ON U.S. SALES)

RANK	ARTIST	TITLE	SALES
1	ADELE	25	1,403,000
2	DRAKE	VIEWS	1,313,000
3	BEYONCE	LEMONADE	1,202,000
4	CHRIS STAPLETON	TRAVELLER	746,000
5	PRINCE	VERY BEST OF PRINCE	575,000
6	RIHANNA	ANTI	480,000
7	JUSTIN BIEBER	PURPOSE	479,000
8	DAVID BOWIE	BLACKSTAR	428,000
9	PRINCE	PURPLE RAIN	413,000
10	PANIC! AT THE DISCO	DEATH OF A BACHELOR	397,000



## 2016 TOP DIGITAL SONGS

RANK	ARTIST	SONG	SALES
1	FLO RIDA	"MY HOUSE"	1,947,000
2	LUKAS GRAHAM	"7 YEARS"	1,831,000
3	JUSTIN BIEBER	"LOVE YOURSELF"	1,653,000
4	RIHANNA FEAT. DRAKE	"WORK"	1,610,000
5	TWENTY ONE PILOTS	"STRESSED OUT"	1,586,000
6	DRAKE FEAT. WIZKID & KYLA	"ONE DANCE"	1,442,000
7	JUSTIN TIMBERLAKE	"CAN'T STOP THE FEELING!"	1,400,000
8	ZAYN	"PILLOWTALK"	1,288,000
9	MIKE POSNER	"I TOOK A PILL IN IBIZA"	1,273,000
10	DESIIGNER	"PANDA"	1,211,000

## TOP DIGITAL SONG CONSUMPTION

RANK	ARTIST	SONG	SALES	AUDIO STREAMS	TOTAL SONG VOLUME
1	DRAKE FEAT. WIZKID & KYLA	ONE DANCE	1,442,000	286,396,000	3,351,000
2	RIHANNA FEAT. DRAKE	WORK	1,610,000	249,625,000	3,274,000
3	LUKAS GRAHAM	7 YEARS	1,831,000	149,936,000	2,830,000
4	FLO RIDA	MY HOUSE	1,947,000	129,802,000	2,813,000
5	JUSTIN BIEBER	LOVE YOURSELF	1,653,000	155,058,000	2,687,000
6	DESIIGNER	PANDA	1,211,000	197,997,000	2,531,000
7	TWENTY ONE PILOTS	STRESSED OUT	1,586,000	141,619,000	2,530,000
8	ZAYN	PILLOWTALK	1,288,000	169,634,000	2,418,000
9	MIKE POSNER	I TOOK A PILL IN IBIZA	1,273,000	161,051,000	2,347,000
10	G-EAZY X BEBE REXHA	ME, MYSELF & I	1,085,000	180,962,000	2,291,000

## 2016 TOP LP VINYL ALBUMS

RANK	ARTIST	TITLE	SALES
1	DAVID BOWIE	<i>BLACKSTAR</i>	57,000
2	ADELE	<i>25</i>	36,000
3	TWENTY ONE PILOTS	<i>BLURRYFACE</i>	31,000
4	AMY WINEHOUSE	<i>BACK TO BLACK</i>	27,000
5	BOB MARLEY & THE WAILERS	<i>LEGEND</i>	23,000
6	KENDRICK LAMAR	<i>TO PIMP A BUTTERFLY</i>	22,000
7	BEATLES	<i>Abbey Road</i>	21,000
8	TWENTY ONE PILOTS	<i>Vessel</i>	20,000
9	MILES DAVIS	<i>Kind Of Blue</i>	19,000
10	LUMINEERS	<i>Cleopatra</i>	19,000

## 2016 TOP ON-DEMAND STREAMS

(INCLUDES ALL AUDIO AND VIDEO ON-DEMAND STREAMS)

RANK	ARTIST	SONG	STREAMS
1	RIHANNA FEAT. DRAKE	"WORK"	511,454,000
2	DESIGNER	"PANDA"	467,379,000
3	JUSTIN BIEBER	"SORRY"	325,235,000
4	DRAKE FEAT. WIZKID & KYLA	"ONE DANCE"	308,826,000
5	JUSTIN BIEBER	"LOVE YOURSELF"	296,890,000
6	ZAYN	"PILLOWTALK"	289,509,000
7	G-EAZY X BEBE REXHA	"ME, MYSELF & I"	287,242,000
8	LUKAS GRAHAM	"7 YEARS"	284,251,000
9	TWENTY ONE PILOTS	"STRESSED OUT"	277,195,000
10	FIFTH HARMONY FEAT. TY DOLLA \$IGN	"WORK FROM HOME"	255,697,000



## 2016 TOP AUDIO ON-DEMAND STREAMS

RANK	ARTIST	SONG	STREAMS
1	DRAKE FEAT. WIZKID & KYLA	"ONE DANCE"	286,396,000
2	RIHANNA FEAT. DRAKE	"WORK"	249,625,000
3	DESIIGNER	"PANDA"	197,997,000
4	G-EAZY X BEBE REXHA	"ME, MYSELF & I"	180,962,000
5	ZAYN	"PILLOWTALK"	169,634,000
6	MIKE POSNER	"I TOOK A PILL IN IBIZA"	161,051,000
7	JUSTIN BIEBER	"LOVE YOURSELF"	155,058,000
8	LUKAS GRAHAM	"7 YEARS"	149,936,000
9	RIHANNA	"NEEDED ME"	146,364,000
10	JUSTIN BIEBER	"SORRY"	145,482,000

## 2016 TOP VIDEO ON-DEMAND STREAMS

RANK	ARTIST	SONG	STREAMS
1	DESIIGNER	"PANDA"	269,382,000
2	RIHANNA FEAT. DRAKE	"WORK"	261,829,000
3	JUSTIN BIEBER	"SORRY"	179,753,000
4	SILENTO	"WATCH ME (WHIP/NAE NAE)"	152,687,000
5	JUSTIN BIEBER	"LOVE YOURSELF"	141,833,000
6	TWENTY ONE PILOTS	"STRESSED OUT"	135,576,000
7	LUKAS GRAHAM	"7 YEARS"	134,315,000
8	ZAYN	"PILLOWTALK"	119,875,000
9	KEVIN GATES	"2 PHONES"	115,024,000
10	ADELE	"HELLO"	113,612,000

## 2016 MOST PLAYED SONGS AT RADIO

(ALL U.S. RADIO, NETWORK AND SATELLITE)

RANK	ARTIST	SONG	PLAYS
1	JUSTIN BIEBER	"LOVE YOURSELF"	547,000
2	TWENTY ONE PILOTS	"STRESSED OUT"	485,000
3	JUSTIN BIEBER	"SORRY"	387,000
4	DNCE	"CAKE BY THE OCEAN"	359,000
5	FLO RIDA	"MY HOUSE"	359,000
6	MIKE POSNER	"I TOOK A PILL IN IBIZA"	353,000
7	LUKAS GRAHAM	"7 YEARS"	351,000
8	ADELE	"HELLO"	327,000
9	G-EAZY X BEBE REXHA	"ME, MYSELF & I"	313,000
10	ZAYN	"PILLOWTALK"	311,000

## SHARE OF TOTAL VOLUME BY GENRE

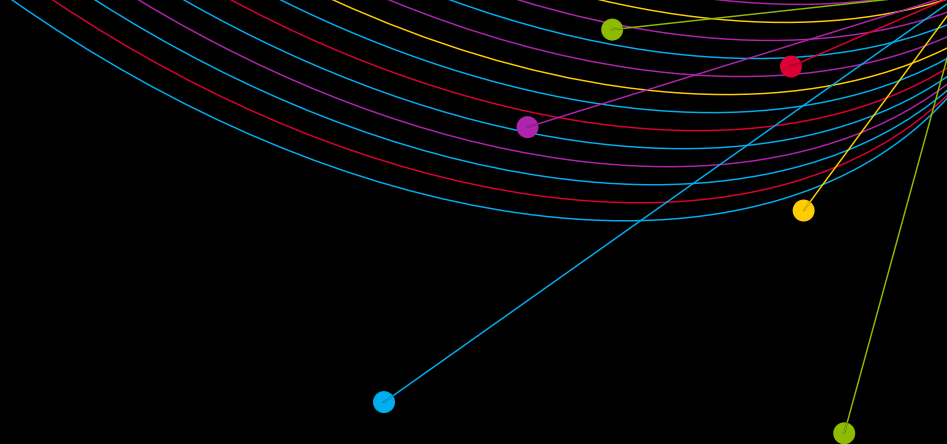
GENRE	TOTAL ALBUM + TEA + SEA	TOTAL ALBUMS	PHYSICAL ALBUMS	DIGITAL ALBUMS	DIGITAL TRACKS	TOTAL ON-DEMAND STREAMS	AUDIO ON-DEMAND STREAMS	VIDEO ON-DEMAND STREAMS
ROCK	26.8%	41.1%	43.0%	38.5%	21.8%	17.9%	21.4%	13.7%
R&B/HIP- HOP	22.6%	19.1%	16.3%	22.9%	22.9%	24.9%	27.5%	21.9%
POP	14.5%	11.2%	11.2%	10.9%	21.8%	14.9%	15.1%	14.5%
COUNTRY	8.4%	11.6%	13.1%	9.6%	12.2%	5.0%	6.3%	3.5%
LATIN	5.0%	1.8%	2.4%	1.0%	1.8%	8.3%	3.8%	13.6%
ELECTRONIC/ DANCE	3.8%	1.9%	1.1%	2.9%	4.6%	5.0%	5.6%	4.3%
CHRISTIAN/ GOSPEL	3.0%	4.2%	4.3%	4.1%	3.1%	2.1%	2.0%	2.3%
Classical	1.2%	2.1%	2.3%	1.8%	0.5%	0.7%	0.7%	0.7%
Jazz	1.2%	2.2%	2.5%	1.8%	0.6%	0.6%	0.7%	0.6%
Children	0.9%	1.4%	1.6%	1.1%	0.4%	0.6%	0.4%	0.9%

## ABOUT NIELSEN

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