

# ScoopMARKETING

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## The Nielsen Company and Billboard's 2009 Canadian Industry Report

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### Canadian Album Sales Down 2.2% in 2009

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### Digital Track and Digital Album Sales Reach New Highs

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Nielsen SoundScan Canada, the entertainment industry's data information system that tracks unit point-of-purchase sales of recorded music product and Nielsen BDS, the music industry's leading music performance monitoring service- which power the Billboard charts- have announced their 2009 Canadian calendar year sales and airplay monitoring data, for the 52-week period January 5, 2009 through January 3, 2010.

#### TOTAL ALBUM SALES (1/5/09 – 1/3/10) (INCLUDES CD, CS, LP, DIGITAL ALBUMS – IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	35.1	35.9	-2.2%

#### OVERALL ALBUM SALES (1/5/09 – 1/3/10) (ALL ALBUMS & TRACK EQUIVALENT ALBUMS - IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% CHG.</u>
	40.8	40.0	2.0%

#### DIGITAL TRACK SALES (1/5/09 – 1/3/10 - IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	56.3*	40.7	38.3%

#### HOLIDAY SEASON ALBUM SALES (11/09/09 – 12/27/09) (PHYSICAL & DIGITAL ALBUM SALES DURING HOLIDAY SEASON-IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	9.0	9.3	-3.2%

#### DIGITAL ALBUM SALES (represents % of total album sales) (1/5/09 – 1/3/10 - IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% CHG.</u>
	4.78*	3.36	42.3%

#### PHYSICAL ALBUM SALES (1/5/09 – 1/13/10 – In Millions)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% CHG.</u>
	30.3	32.5	-6.7%

#### 2009 GENRE ALBUM SALES REPORT (1/5/09-1/3/10 – IN THOUSANDS)

Genre	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
Alternative	6,108	6,670	-8.4%
Classical	1,405	1,340	4.9%
Country	2,990	2,687	11.3%
Jazz	1,319	936	40.9%
Metal	3,377	4,338	-22.2%
R&B	2,918	3,014	-3.2%
Rap	1,876	1,601	17.2%

(Note: Titles may appear in more than one genre.)

\*Denotes a Nielsen SoundScan sales record

#### CURRENT VS. CATALOG ALBUM SALES (1/5/09-1/3/10: IN MILLIONS)

Overall Albums	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
Current	23.4	23.5	-0.4%
Catalog	11.7	12.4	-6%
Deep Catalog	9.6	9.1	5%
Physical Albums:	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
Current	20.5	21.5	-5%
Catalog	9.8	11.0	-11%
Deep Catalog	8.2	8.1	1%
Digital Albums:	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
Current	2.9	2.0	45%
Catalog	1.9	1.4	36%
Deep Catalog	1.4	1.0	40%

**2009 YEAR-TO-DATE RECORD COMPANY MARKET SHARE** (12/29/08 - 1/3/10)

(reflects the market share for the entire entity including sub-distributed companies for the 53 week year)

**TOTAL ALBUMS** (Catalog & Current Titles)

	<u>2009</u>	<u>2008</u>
UMG	38.02%	38.72%
SME	20.23%	19.32%
WMG	14.25%	14.27%
EMI	9.56%	10.26%
OTHERS	17.93%	17.43%

**CURRENT ALBUMS**

	<u>2009</u>	<u>2008</u>
UMG	39.12%	39.39%
SME	19.37%	18.33%
WMG	13.69%	14.24%
EMI	8.50%	9.59%
OTHERS	19.33%	18.46%

**CATALOG ALBUMS**

	<u>2009</u>	<u>2008</u>
UMG	35.81%	37.44%
SME	21.98%	21.24%
WMG	15.38%	14.33%
EMI	11.70%	11.53%
OTHERS	15.13%	15.46%

**DIGITAL ALBUMS** (Catalog & Current Titles)

	<u>2009</u>	<u>2008</u>
UMG	34.89%	34.20%
SME	16.62%	16.16%
WMG	16.12%	16.40%
EMI	11.44%	13.29%
OTHERS	20.93%	19.94%

**DIGITAL TRACKS**

	<u>2009</u>	<u>2008</u>
UMG	32.10%	32.80%
SME	19.74%	19.83%
WMG	16.82%	22.60%
EMI	8.71%	9.07%
OTHERS	21.40%	15.70%

**BILLBOARD'S TOP SELLING ALBUMS & ARTISTS, BASED ON NIELSEN SOUNDSCAN DATA***\*for the 2009 Calendar Year***2009 TOP TEN SELLING ALBUMS**

(from 12/29/2008-1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>I Dreamed A Dream/ Susan Boyle</u>	319,000
2	<u>Fame/ Lady Gaga</u>	315,000
3	<u>E.N.D. (Energy Never Dies)/ Black Eyed Peas</u>	302,000
4	<u>Crazy Love/ Michael Buble</u>	290,000
5	<u>Fearless/ Taylor Swift</u>	242,000
6	<u>My Christmas/ Andrea Bocelli</u>	228,000
7	<u>Fais-Moi De La Tendresse/ Ginette Reno</u>	209,000
8	<u>Only By the Night/ Kings Of Leon</u>	204,000
9	<u>Dark Horse/ Nickelback</u>	199,000
10.	<u>Relapse/ Eminem</u>	195,000

**2009 TOP TEN SELLING ARTISTS**

(based on Album sales from 12/29/2008-1/3/2010)

	<u>Artist</u>	<u>Units Sold</u>
1	Michael Jackson	651,000
2	Michael Buble	414,000
3	Lady Gaga	390,000
4	Beatles	347,000
5	Susan Boyle	319,000
6	Black Eyed Peas	316,000
7	Johnny Reid	297,000
8	Taylor Swift	288,000
9	Kings Of Leon	266,000
10.	Andrea Bocelli	264,000

**2009 TOP TEN SELLING DIGITAL TRACKS**

(12/29/2008-1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>I Gotta Feeling/ Black Eyed Peas</u>	342,000
2	<u>Right Round/ Flo Rida feat. Ke\$ha</u>	260,000
3	<u>Boom Boom Pow/ Black Eyed Peas</u>	251,000
4	<u>Fire Burning/ Sean Kingston</u>	201,000
5	<u>Tik Tok/ Ke\$ha</u>	190,000
6	<u>Poker Face/ Lady Gaga</u>	188,000
7	<u>Sexy Chick/ David Guetta feat. Akon</u>	178,000
8	<u>Bad Romance/ Lady Gaga</u>	158,000
9	<u>I Know You Want Me/ Pitbull</u>	154,000
10.	<u>Party In The U.S.A./ Miley Cyrus</u>	153,000

**2009 TOP TEN SELLING DIGITAL SONGS**

(combines all versions of the same Song: 12/29/2008-1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>I Gotta Feeling/ Black Eyed Peas</u>	344,000
2	<u>Right Round/ Flo Rida feat. Ke\$ha</u>	263,000
3	<u>Boom Boom Pow/ Black Eyed Peas</u>	261,000
4	<u>Poker Face/ Lady Gaga</u>	206,000
5	<u>Sexy Chick/ David Guetta feat. Akon</u>	202,000
6	<u>Fire Burning/ Sean Kingston</u>	201,000
7	<u>Tik Tok/ Ke\$ha</u>	190,000
8	<u>I Know You Want Me/ Pitbull</u>	182,000
9	<u>Bad Romance/ Lady Gaga</u>	160,000
10	<u>Party In The U.S.A./ Miley Cyrus</u>	153,000

**2009 TOP TEN SELLING DIGITAL ALBUMS**

(12/29/08 - 1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Only By The Night/ Kings Of Leon</u>	33,400
2	<u>E.N.D. (Energy Never Dies)/Black Eyed Peas</u>	28,400
3	<u>Fame/ Lady Gaga</u>	25,800
4	<u>No Line On the Horizon/ U2</u>	22,200
5	<u>Soundtrack/ Twilight</u>	21,600
6	<u>Fantasies/Metric</u>	20,900
7	<u>Fearless/ Taylor Swift</u>	19,800
8	<u>Number Ones/ Michael Jackson</u>	19,300
9	<u>Dark Horse/ Nickelback</u>	17,000
10.	<u>Relapse/ Eminem</u>	15,700

**2009 TOP TEN SELLING DIGITAL ARTISTS**

(based on digital track sales from 12/29/2008-1/3/2010)

	<u>Artist</u>	<u>Units Sold</u>
1	Black Eyed Peas	856,000
2	Lady Gaga	845,000
3	Taylor Swift	569,000
4	Flo Rida	478,000
5	Michael Jackson	464,000
6	Britney Spears	459,000
7	Beyonce	456,000
8	Miley Cyrus	416,000
9	Nickelback	415,000
10.	Eminem	333,000

## TOP TEN ALBUMS DURING 2009 HOLIDAY SEASON

(based on album sales from 11/9/2009-12/27/2009)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>I Dreamed A Dream/ Susan Boyle</u>	306,000
2	<u>My Christmas/ Andrea Bocelli</u>	221,000
3	<u>Crazy Love/ Michael Buble</u>	150,000
4	<u>Vox Pop/ Landry Maxime</u>	131,000
5	<u>Fame/ Lady Gaga</u>	104,000
6	<u>My World/ Justin Bieber</u>	103,000
7	<u>Muchdance 2010/Danceplus 2010/Various</u>	102,000
8	<u>Michael Jackson's This Is It/ Michael Jackson</u>	89,000
9	<u>Silence/ Fred Pellerin</u>	84,000
10.	<u>Fearless/ Taylor Swift</u>	84,000

## TOP TEN DIGITAL SONGS DURING HOLIDAY SEASON

(based on digital song sales from 11/9/2009-12/27/2009)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Tik Tok/ Ke\$ha</u>	117,000
2	<u>Bad Romance/ Lady Gaga</u>	116,000
3	<u>Empire State of Mind/Jay-Z feat. Alicia Keys</u>	80,000
4	<u>Fireflies/ Owl City</u>	74,000
5	<u>Sexy Chick/ David Guetta feat. Akon</u>	70,000
6	<u>Meet Me Halfway/ Black Eyed Peas</u>	61,000
7	<u>Replay/ I Yaz</u>	59,000
8	<u>Whatcha Say/ Jason Derulo</u>	55,000
9	<u>I Gotta Feeling/ Black Eyed Peas</u>	44,000
10	<u>3/ Britney Spears</u>	44,000

## TOP TEN PHYSICAL ALBUMS

(based on CD, Cassette and LP album sales from 11/9/2009-12/27/2009)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>I Dreamed A Dream/ Susan Boyle</u>	313,000
2	<u>Fame/ Lady Gaga</u>	289,000
3	<u>Crazy Love/ Michael Buble</u>	276,000
4	<u>E.N.D. (Energy Never Dies)/ Black Eyed Peas</u>	273,000
5	<u>Fearless/ Taylor Swift</u>	223,000
6	<u>My Christmas/ Andrea Bocelli</u>	222,000
7	<u>Fais-Moi De La Tendresse/Ginette Reno</u>	207,000
8	<u>Dark Horse/ Nickelback</u>	182,000
9	<u>Relapse/ Eminem</u>	180,000
10.	<u>Movie Soundtrack/ Hannah Montana Movie</u>	178,000

## 2009 Canadian Year-End Factoids

- Total Album sales declined 2.2% compared to 2008, continuing a trend of declining music sales in Canada.
- Increased digital growth in 2009 did not offset the decline in physical sales.
- There were 9 million album sales during the holiday season (11/9 – 12/27), down 3.2% compared to 2008.
  - ✚ Album sales during the holiday season accounted for more than 25% of the total album sales for the year (which is consistent with a year ago).
- 47% of all albums purchased were at a Mass Merchant/Non Traditional outlets compared to 42% in 2008, 37% in 2007 and 34% in 2006.
  - ✚ The increase in the Mass Merchant/Non-Traditional strata is coming directly from the year-over-year increase in digital album sales.
  - ✚ Digital album sales accounted for 14% of total album sales for the year vs. 9% in 2008.
- Retail (Chain/Indy) music stores accounted for 53% of all album sales, compared to 58% in 2008, 63% in 2007 and 66% in 2006.

### Digital Factoids:

- More than 56 million digital tracks were purchased in 2009; an increase of nearly 40% over 2008 and a new record for track sales in a year.
- The top 200 digital songs accounted for 23% of all song purchases in 2009; 12.9 million sales compared to 8.2 million in 2008.
- Digital album sales increased nearly 42% compared to 2008 with sales of 4.8 million sales compared to 3.4 million in 2008.
  - ✚ The top 100 digital albums accounted for nearly 20% of all digital album sales in 2009.
- The digital share of total album sales in Canada was 13.6% in 2009, compared with 20.4% in the U.S.
- For week ending December 27th of 2009 the following digital sales records were broken:
  - ✚ Digital track sales set a new weekly high with sales surpassing the 2 million sales barrier for the first time with nearly 2.1 million digital track downloads. The previous weekly sales record was set during the final week of 2008 with 1.8 million sales.
  - ✚ Digital album sales this week broke the 150,000 mark for the first time with album sales of 173,000; breaking the previous record of 142,000 digital album sales (12/28/08).

- ✦ Ke\$ha's Tik Tok set a new weekly sales record with 36,000 sales downloads; this was the second digital song to break 30,000 downloads for one week. The previous record was set earlier in the year (week ending 2/15/09) by Flo Rida's Right Round which sold 34,000 downloads.
- ✦ The top 100 digital songs for the week posted an all-time high with 586,000 sales; breaking the previous record of 457,000 during the last week of 2008.

### Best Seller Factoids:

- Susan Boyle's I Dreamed A Dream which was released just six weeks left in the year, is the biggest selling album of the year with 319,000 sales; edging Lady Gaga's Fame (315,000).
- After missing the top 10 a year ago, Michael Buble makes it back into the top 10 albums of the year with Crazy Love as the fourth best selling album of the year ; 290,000 sales.
- Michael Jackson is the biggest selling artist with album sales of 651,000 in 2009.
  - ✦ Prior to 2009, there had been just over 700,000 Michael Jackson albums purchased over the past 13 years in Canada.
  - ✦ Note that the top 4 selling artists for the year in 2008 were all groups. In 2009, 4 out of the top 5 best selling artists were solo artists.
  - ✦ The Beatles came in as the #4 overall artist in 2009 but the Beatles were the biggest selling group for 2009.
- Black Eyed Peas was the biggest selling digital artist with digital track sales surpassing 855,000 in 2009.
  - ✦ Note that 5 out of the top 10 biggest selling digital artists in 2009 are female solo artists.
- Two native Canadian artists continue to hold the top two spots as the best selling artists in Canada during the Nielsen SoundScan era; Celine Dion (7.1 million albums sold) and Shania Twain (4.2 million albums sold).
- These same two artists continue to have the biggest selling albums for Canada in the Nielsen SoundScan era; Shania Twain's Come On Over album has sold 1.9 million units and Celine Dion's Let's Talk about Love album with 1.5 million sales.
- The biggest selling digital artist during the Nielsen SoundScan era is Rihanna with 1,183,000 downloads. Black Eyed Peas and Lady Gaga are right on their heels with download sales of 1,178,000 and 1,160,000 respectively.
- The biggest selling digital song during the Nielsen SoundScan era is "I Gotta Feeling" by the Black Eyed Peas with 344,000 downloads. Lady Gaga's "Poker Face" and "Just Dance" come in at #2 and #3 with sales of 318,000 and 287,000 respectively.
- Coldplay's Viva La Vida continues to be the biggest selling digital album in the Nielsen SoundScan era with more than 60,000 downloads.

## **BILLBOARD'S MOST PLAYED TITLES AND ARTISTS, BASED ON NIELSEN BDS DATA**

*\*for the 2009 Calendar Year*

### **2009 Top 10 Most Played Songs**

(based on airplay from 1/1/2009 to 12/31/09)

	<u>Title/Artist</u>	<u>Detections</u>
1.	<u>You Belong With Me/ Taylor Swift</u>	51,600
2.	<u>Love Story/ Taylor Swift</u>	49,800
3.	<u>Use Somebody/ Kings Of Leon</u>	49,600
4.	<u>I Gotta Feeling/ Black Eyed Peas</u>	42,200
5.	<u>Africa/ Karl Wolf feat. Culture*</u>	40,800
6.	<u>I'm Yours/ Jason Mraz</u>	38,700
7.	<u>Beautiful U R/ Deborah Cox*</u>	36,300
8.	<u>If Today Was Your Last Day/ Nickelback*</u>	35,900
9.	<u>Please Don't Leave Me/ Pink</u>	35,900
10.	<u>Right Round/ Flo Rida</u>	35,800

### **2009 Top 10 Airplay Artists**

(based on airplay from 1/1/2009 to 12/31/09)

	<u>Artist</u>	<u>Detections</u>
1.	Nickelback*	150,000
2.	Taylor Swift	144,000
3.	Lady Gaga	108,000
4.	Beyonce	105,000
5.	Pink	100,000
6.	Black Eyed Peas	98,000
7.	Kelly Clarkson	96,000
8.	Keith Urban	86,000
9.	Britney Spears	83,000
10.	Katy Perry	82,000

## 2009 Top 10 Music Video Airplay

(based on airplay from 1/1/2009 to 12/31/09)

	<u>Title/Artist</u>	<u>Detections</u>
1	<u>Gotta Be Somebody/</u> Nickelback*	2,500
2	<u>I Gotta Feeling/</u> Black Eyed Peas	2,300
3	<u>Rusted from The Rain/</u> Billy Talent*	2,200
4	<u>Anybody Listening/</u> Classified*	2,200
5	<u>Cross My Heart/</u> Marianas Trench*	2,100
6	<u>Devil On My Shoulder/</u> Billy Talent*	2,100
7	<u>Halo/</u> Beyonce	2,100
8	<u>Young Cardinals/</u> AlexisOnFire*	2,000
9	<u>Right Round/</u> Flo Rida	2,000
10.	<u>Sexy Chick/</u> David Guetta feat. Akon	1,900

\* = meets Canadian Content Criteria

## 2009 Top 10 Holiday Songs Airplay

(based on airplay from 11/1/2009 – 12/27/2009)

	<u>Title/Artist</u>	<u>Detections</u>
1	<u>All I Want For Christmas Is.../</u> Mariah Carey	2,300
2	<u>Do They Know It's Christmas?/</u> Band Aid	2,200
3	<u>Feliz Navidad/</u> Jose Feliciano	2,100
4	<u>Happy X-Mas (War is Over)/</u> John Lennon	1,900
5	<u>Last Christmas/</u> Wham!	1,800
6	<u>Wonderful Christmas Time/</u> Paul McCartney	1,800
7	<u>Rockin' Around the Christmas.../</u> Brenda Lee	1,700
8	<u>A Holly Jolly Christmas/</u> Burl Ives	1,600
9	<u>Jingle Bell Rock/</u> Bobby Helms	1,500
10	<u>Step Into Christmas/</u> Elton John	1,500

## BILLBOARD'S TOP TITLES & ARTISTS OF THE NIELSEN SOUNDSCAN ERA

### BEST SELLING ALBUMS

(from 1995 - 1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Come On Over/</u> Shania Twain	1,926,000
2	<u>Let's Talk About Love/</u> Celine Dion	1,490,000
3	<u>Big Shiny Tunes 2/</u> Various Artists	1,233,000
4	<u>Romanza/</u> Andrea Bocelli	1,123,000
5	<u>Beatles 1/</u> Beatles	1,103,000
6	<u>Up!/</u> Shania Twain	1,092,000
7	<u>Aquarium/</u> Aqua	1,086,000
8	<u>Surfacing/</u> Sarah McLachlan	1,076,000
9	<u>Millennium/</u> Backstreet Boys	1,073,000
10.	<u>Backstreet's Back/</u> Backstreet Boys	1,048,000

### Best SELLING ARTISTS

(based on album sales from 1995 – 1/3/2010)

	<u>Artist</u>	<u>Units Sold</u>
1	Celine Dion	7,115,000
2	Shania Twain	4,245,000
3	Backstreet Boys	4,128,000
4	U2	3,641,000
5	Beatles	3,263,000
6	Sarah McLachlan	3,193,000
7	Eminem	3,171,000
8	Tragically Hip	3,056,000
9	Andrea Bocelli	3,034,000
10.	Diana Krall	2,820,000

### BEST SELLING DIGITAL SONGS

(2/13/2005 – 1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>I Gotta Feeling/</u> Black Eyed Peas	344,000
2	<u>Poker Face/</u> Lady Gaga	318,000
3	<u>Just Dance/</u> Lady Gaga feat. Colby O'Donis	287,000
4	<u>Right Round/</u> Flo Rida feat. Ke\$ha	263,000
5	<u>Boom Boom Pow/</u> Black Eyed Peas	261,000
6	<u>Hot N Cold/</u> Katy Perry	245,000
7	<u>Low/</u> Flo Rida	226,000
8	<u>I Kissed A Girl/</u> Katy Perry	211,000
9	<u>Apologize/</u> Timbaland feat. One Republic	207,000
10.	<u>Disturbia/</u> Rihanna	206,000

### Best SELLING DIGITAL ALBUMS

(2/13/2005 – 1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Viva La Vida/</u> Coldplay	60,300
2	<u>Only By The Night/</u> Kings Of Leon	44,600
3	<u>Fame/</u> Lady Gaga	34,000
4	<u>Soundtrack/</u> Twilight	30,700
5	<u>Reminder/</u> Feist	29,200
6	<u>E.N.D.(Energy Never Dies)/</u> Black Eyed Peas	28,400
7	<u>Fearless/</u> Taylor Swift	28,100
8	<u>Dark Horse/</u> Nickelback	26,100
9	<u>Number Ones/</u> Michael Jackson	22,600
10.	<u>Back To Black/</u> Amy Winehouse	22,600

### BEST SELLING DIGITAL ARTISTS

(based on digital track sales from 2/13/2005-1/3/2010)

	<u>Artist</u>	<u>Units Sold</u>
1	Rihanna	1,183,000
2	Black Eyed Peas	1,178,000
3	Lady Gaga	1,160,000
4	Britney Spears	959,000
5	Nickelback	949,000
6	Kanye West	805,000
7	Beyonce	793,000
8	Taylor Swift	790,000
9	Flo Rida	771,000
10.	Madonna	766,000