



# 2016 NIELSEN MID-YEAR CANADA MUSIC REPORT

nielsen  
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AN UNCOMMON SENSE  
OF THE CONSUMER™

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

### HIGHLIGHTS:




Streaming volume continues to grow, with over 18.6 billion songs streamed on-demand through audio and video platforms in the first six months of 2016.

Total music consumption, which takes album sales, track-equivalent albums and streaming equivalent albums, is up 7.4% compared to the first six months of 2015.

Total album sales are down 19.4% and total digital track sales are down 22.8% year-to-date over 2015.

### ON-DEMAND MUSIC STREAMS

INCLUDES ON-DEMAND AUDIO + VIDEO DATA FROM APPLE MUSIC, GOOGLE PLAY, XBOX, SPOTIFY, TIDAL, YOUTUBE/VEVO, SLACKER

		2016	2015
	<b>TOTAL STREAMS</b>	<b>18.6B</b>	<b>10.5B</b>
	<b>AUDIO</b>	<b>9.2B</b>	<b>2.1B</b>
	<b>VIDEO</b>	<b>9.4B</b>	<b>8.4B</b>

## TOTAL ALBUM SALES

INCLUDES CDS, CASSETTES, VINYL LPS, DIGITAL ALBUMS

## OVERALL SALES ALBUM WITH TEA

TRACK EQUIVALENT ALBUMS RATIO OF 10 TRACKS TO 1 ALBUM

## DIGITAL TRACK SALES

## TOTAL CONSUMPTION

ALBUMS + TRACK EQUIVALENT ALBUMS (RATIO 10:1) + ON-DEMAND STREAMING EQUIVALENT ALBUMS (RATIO 1500:1)

	2016	2015	% CHG.
<b>TOTAL UNITS</b>	<b>9.9M</b>	<b>12.3M</b>	<b>-19%</b>
<b>CD</b>	<b>5.3M</b>	<b>6.3M</b>	<b>-16%</b>
<b>DIGITAL</b>	<b>4.3M</b>	<b>5.7M</b>	<b>-25%</b>
<b>LP/VINYL</b>	<b>287K</b>	<b>207K</b>	<b>+39%</b>
<b>TOTAL ALBUM + TEA</b>	<b>13.9M</b>	<b>17.4M</b>	<b>-20.4%</b>
<b>TOTAL UNITS</b>	<b>39.8M</b>	<b>51.6M</b>	<b>-23%</b>
<b>TOTAL UNITS</b>	<b>26.3M</b>	<b>24.5M</b>	<b>+7.4%</b>


 billboard

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

## TOP 10 ALBUM CONSUMPTION: (ALBUMS + TEA + AUDIO ON-DEMAND SEA)

	ARTIST	ALBUM	SALES
1	DRAKE	VIEWS	282,000
2	ADELE	25	196,000
3	JUSTIN BIEBER	PURPOSE	186,000
4	RIHANNA	ANTI	113,000
5	BEYONCE	LEMONADE	110,000
6	TWENTY ONE PILOTS	BLURRYFACE	100,000
7	THE WEEKND	BEAUTY BEHIND THE MADNESS	79,000
8	SIA	THIS IS ACTING	73,000
9	DAVID BOWIE	BLACKSTAR	63,000
10	COLDPLAY	A HEAD FULL OF DREAMS	61,000

*Includes Album sales and Track Equivalent Albums at a rate of 10:1 and Stream Equivalent Albums at a rate of 1500:1*

## TOP ALBUMS

	ARTIST	ALBUM	SALES
1	ADELE	25	159,000
2	DRAKE	VIEWS	158,000
3	BEYONCE	LEMONADE	82,000
4	JUSTIN BIEBER	PURPOSE	77,000
5	DAVID BOWIE	BLACKSTAR	61,000
6	RIHANNA	ANTI	48,000
7	VARIOUS ARTISTS	LA VOIX IV	43,000
8	TWENTY ONE PILOTS	BLURRYFACE	42,000
9	CHRIS STAPLETON	TRAVELLER	40,000
10	COLDPLAY	A HEAD FULL OF DREAMS	39,000

## TOP ALBUMS W/TEA

	ARTIST	ALBUM	SALES
1	DRAKE	VIEWS	200,000
2	ADELE	25	184,000
3	JUSTIN BIEBER	PURPOSE	126,000
4	BEYONCE	LEMONADE	103,000
5	TWENTY ONE PILOTS	BLURRYFACE	74,000
6	RIHANNA	ANTI	74,000
7	DAVID BOWIE	BLACKSTAR	62,000
8	THE WEEKND	BEAUTY BEHIND THE MADNESS	49,000
9	COLDPLAY	A HEAD FULL OF DREAMS	49,000
10	CHRIS STAPLETON	TRAVELLER	48,000

## TOP DIGITAL ALBUMS

	ARTIST	ALBUM	SALES
1	DRAKE	VIEWS	126,000
2	BEYONCE	LEMONADE	71,000
3	ADELE	25	47,000
4	JUSTIN BIEBER	PURPOSE	39,000
5	RADIOHEAD	A MOON SHAPED POOL	30,000
6	RIHANNA	ANTI	27,000
7	THE LUMINEERS	CLEOPATRA	27,000
8	TWENTY ONE PILOTS	BLURRYFACE	25,000
9	DAVID BOWIE	BLACKSTAR	24,000
10	COLDPLAY	A HEAD FULL OF DREAMS	21,000

## TOP DIGITAL SONGS

	ARTIST	SONG	SALES
1	LUKAS GRAHAM	7 YEARS	272,000
2	TWENTY ONE PILOTS	STRESSED OUT	241,000
3	MIKE POSNER	I TOOK A PILL IN IBIZA	229,000
4	JUSTIN BIEBER	LOVE YOURSELF	228,000
5	DRAKE	ONE DANCE	224,000
6	FLO RIDA	MY HOUSE	223,000
7	DNCE	CAKE BY THE OCEAN	200,000
8	SIA	CHEAP THRILLS	173,000
9	JUSTIN TIMBERLAKE	CAN'T STOP THE FEELING	165,000
10	RIHANNA	WORK	162,000

## TOP ON-DEMAND STREAMS

	ARTIST	SONG	STREAMS
1	RIHANNA FT. DRAKE	WORK	47.7M
2	JUSTIN BIEBER	SORRY	46.3M
3	JUSTIN BIEBER	LOVE YOURSELF	42.0M
4	MIKE POSNER	I TOOK A PILL IN IBIZA	40.2M
5	LUKAS GRAHAM	7 YEARS	40.2M
6	TWENTY ONE PILOTS	STRESSED OUT	39.1M
7	DRAKE	ONE DANCE	36.9M
8	DESIIGNER	PANDA	35.8M
9	ZAYN	PILLOWTALK	35.5M
10	FIFTH HARMONY	WORK FROM HOME	34.4M

*Includes all Audio and Video on-demand streams*

## 2016 TOP AUDIO ON-DEMAND STREAMS

	ARTIST	SONG	STREAMS
1	DRAKE	ONE DANCE	35.1M
2	RIHANNA FT. DRAKE	WORK	25.2M
3	MIKE POSNER	I TOOK A PILL IN IBIZA	23.4M
4	LUKAS GRAHAM	7 YEARS	20.4M
5	JUSTIN BIEBER	LOVE YOURSELF	20.1M
6	G EASY X BEBE REXHA	ME, MYSELF & I	19.8M
7	THE CHAINSMOKERS FT. DAYA	DON'T LET ME DOWN	19.2M
8	DESIIGNER	PANDA	19.0M
9	JUSTIN BIEBER	SORRY	18.4M
10	ZAYN	PILLOWTALK	17.9M

## TOP VIDEO ON-DEMAND STREAMS

	ARTIST	SONG	STREAMS
1	JUSTIN BIEBER	<i>SORRY</i>	27.9M
2	RIHANNA FT. DRAKE	<i>WORK</i>	22.5M
3	JUSTIN BIEBER	<i>LOVE YOURSELF</i>	21.9M
4	TWENTY ONE PILOTS	<i>STRESSED OUT</i>	21.4M
5	LUKAS GRAHAM	<i>7 YEARS</i>	19.7M
6	ZAYN	<i>PILLOWTALK</i>	17.6M
7	FIFTH HARMONY	<i>WORK FROM HOME</i>	17.3M
8	DESIIGNER	<i>PANDA</i>	16.9M
9	MIKE POSNER	<i>I TOOK A PILL IN IBIZA</i>	16.8M
10	ADELE	<i>HELLO</i>	16.3M

## TOP AIRPLAY SONGS

	ARTIST	SONG	SPINS
1	JUSTIN BIEBER	<i>LOVE YOURSELF</i>	70,000
2	DNCE	<i>CAKE BY THE OCEAN</i>	62,000
3	TWENTY ONE PILOTS	<i>STRESSED OUT</i>	61,000
4	JUSTIN BIEBER	<i>SORRY</i>	54,000
5	COLEMAN HELL	<i>2 HEADS</i>	53,000
6	ALESSIA CARA	<i>WILD THINGS</i>	50,000
7	LUKAS GRAHAM	<i>7 YEARS</i>	48,000
8	ZAYN	<i>PILLOWTALK</i>	46,000
9	HEDLEY	<i>HELLO</i>	43,000
10	ADELE	<i>HELLO</i>	40,000



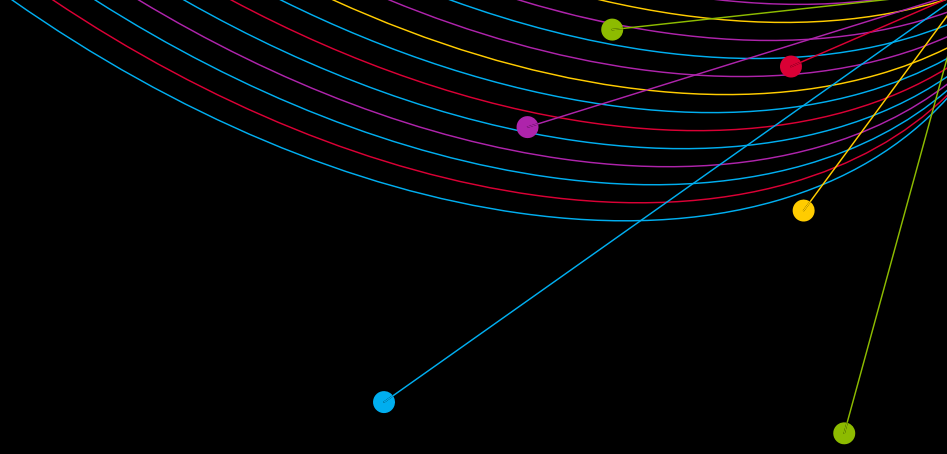
## ABOUT NIELSEN

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