

NIELSEN  
MUSIC  
YEAR-END REPORT  
CANADA 2016





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WELCOME

Welcome to the annual Nielsen Music Year End Report for Canada, providing **the definitive 2016 figures and charts for the music industry.**

And what a year it was! The year had barely begun when we were already saying goodbye to musical heroes gone far too soon. David Bowie, Leonard Cohen, Glenn Frey, Leon Russell, Maurice White, Prince, George Michael ... the list goes on. And yet, despite the sadness of these losses, there is much for the industry to celebrate.

**Music consumption is at an all-time high.** Overall consumption of album sales, song sales and audio on-demand streaming volume is up 5% over 2015, fueled by an incredible 203% increase in on-demand audio streams, enough to offset declines in sales and return a positive year for the business. 2016 also marked the highest vinyl sales total to date.

It was an incredible year for Canadian artists, at home and abroad. Eight different Canadian artists had #1 albums in 2016, led by Drake whose album *Views* was the biggest album of the year in Canada as well as the U.S. The Tragically Hip had two albums reach the top of the chart as well, their latest release and their 2005 best of album, and their emotional farewell concert in August was something we'll remember for a long time. Justin Bieber, Billy Talent, Céline Dion, Shawn Mendes, Leonard Cohen and The Weeknd also spent time at #1. Break out artist Alessia Cara as well as accomplished superstar Michael Buble also enjoyed successes this year.

Streaming continues to surge in Canada, with 14 songs scoring over 50 million streams in 2016 compared with just one in 2015. The Chainsmokers achieved great streaming success this year, landing the top two on-demand audio streaming songs of 2016, with "Closer" and "Don't Let Me Down." Sia's "Cheap Thrills" led the way for song sales, and Adele, who dominated all sales last year was the only artist to sell over 100k albums in 2016 and 2015!

The rapid changes in technology and distribution channels are changing the way we discover and engage with content. Reaction times are shorter and current events can have an instant impact on consumption. News of Cohen's passing in early November immediately spurred sales. In three days streams of his catalogue had jumped over 121% and track downloads increased over 371%. When a Florida teen set his #mannequinchallenge to "Black Beatles," the track sales rocketed that same week. **When music connects with fans, the impact is strong, and fast.**

This year artists led the way in understanding their fans, and using the different media to connect with them, create buzz and release new music. Sometimes new music came out of nowhere, sometimes it came with a full-on TV special. Whether a new release was streaming only or on a vinyl LP, understanding audience is key to success and in this environment has never been more important. **Understanding fans is core to who we are at Nielsen Music. We put fans at the center of everything we do, from measuring consumption to understanding attitudes and behaviors.** We're working with more new companies and facets of the music business than ever before to shape the future of the industry.

Thanks for downloading the report. Congratulations on a great 2016 and we look forward to working with you in 2017.

ERIN CRAWFORD

# 2016

## NIELSEN MUSIC

# CANADA REPORT

## HIGHLIGHTS & ANALYSIS



Drake's *Views* was the most consumed album of 2016 by far, with 457K total consumption units. The album spent 12 weeks at #1 during the year, and it narrowly edged out Adele's 25 for the highest selling album, while picking up the highest digital song sales for an album.

Drake also set a new streaming standard this year. His album *Views* garnered over 290M streams, more than twice as many as Justin Bieber's *Purpose*, which was the second highest streamed album for the year. *Views* had more than 10M streams for each of its first eight weeks of release, and was the highest streamed album for each of its first 27 weeks of release. It had the highest one week stream total to date when it compiled over 22M streams in its debut week, an amount only surpassed later in the year when The Weeknd's *Starboy* picked up 27M streams in its debut week.

The Chainsmokers were another act that achieved great streaming success this year. They landed the top two on-demand audio streaming songs of 2016, with "Closer" finishing first and "Don't Let Me Down" in second. Their album *Collage* also comes in 10th on the consumption chart for 2016, despite only selling 6K units. The songs from the album totaled over 111M on-demand audio streams.

Digital song sales showed declines versus last year, with only four songs surpassing 300K digital song sales in 2016, compared with eleven in 2015. Sia's "Cheap Thrills" led the way, followed by songs from Lukas Graham, Drake and Mike Posner. However, streaming consumption continues to be strong, with 14 songs scoring over 50 million streams in 2016, compared with just one in 2015.

Fans showed their support for The Tragically Hip. Their latest album, *Man Machine Poem*, and their 2005 best of release, *Yer Favourites*, both reached #1 on the weekly consumption album charts. Their overall catalogue also sold over 250K units in 2016 and picked up over 67M streams.

A pair of big albums from Canadian artists received the bulk of their consumption from album sales. Céline Dion's *Encore Un Soir* is the #8 album on the consumption chart, with over 85% of its overall activity coming from physical sales. Leonard Cohen's *You Want It Darker*, which spent three weeks at number one this year, received 78% of its total consumption from physical sales.

CONTINUED

# HIGHLIGHTS & ANALYSIS

Eight different Canadian artists reached #1 on the weekly Billboard Canadian Albums chart in 2016.. Drake led the way, spending 12 weeks at #1, while The Tragically Hip had two albums top the chart. The other #1 albums belonged to Justin Bieber, Billy Talent, Céline Dion, Shawn Mendes, Leonard Cohen and The Weeknd.

Six artists had albums that sold over 100K units in 2016 - Drake, Adele, Céline Dion, Leonard Cohen, Metallica, and Beyoncé - compared to ten in 2015. Adele's 25 was the one release that reached that threshold in each year.

2016 marked the highest yearly vinyl sales to date, up 29% over last year. Bob Marley and The Wailers' classic album *Legend* was the #1 vinyl title of the year, while albums from The Tragically Hip and Gord Downie each placed in the top five.

While Rock continues to be a very strong genre in terms of sales, the streaming landscape is led by R&B/Hip-Hop. It is one of three major genres, including Dance/Electronic and Rap, where well more than half of its total consumption comes from streaming.

After years of being below the 50% mark, catalogue sales finally surpassed current album releases in 2016.

At radio, five of the top ten most played songs this year belonged to Canadian artists, compared with just one in 2015. Justin Bieber's "Love Yourself" topped the list, while breakout hits from Alessia Cara and Coleman Hell had big years.



# OVERALL ALBUM CONSUMPTION WITH TEA AND AUDIO ON-DEMAND SEA

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

	2016	2015	% CHG.
<b>TOTAL ALBUM + TEA + SEA</b>	43.8	41.5	+5.3%

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 CD, CASSETTE, VINYL , & DIGITAL ALBUMS – IN MILLIONS)

	2016	2015	% CHG.
<b>TOTAL UNITS</b>	21.1	26.9	-21%
CD	12.3	15.2	-19%
DIGITAL	8.2	11.2	-26%
LP/VINYL	664K	517K	+29%

Source: Nielsen Music 12 month period ending 12/29/16



## TOTAL DIGITAL MUSIC CONSUMPTION

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

	2016	2015	% CHG.
TOTAL UNITS	39.5	37.9	+4.2%

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

## DIGITAL SONG DOWNLOADS

(IN MILLIONS)

	2016	2015	% CHG.
TOTAL UNITS	73.7	96.1	-23%

## PHYSICAL ALBUM SALES BY STORE TYPE

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

	2016	2015	% CHG.
RETAIL	6.04	7.81	-22.8%
MASS MERCHANT	6.90	7.92	-13.0%
NON-TRADITIONAL RETAIL			

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

## CURRENT AND CATALOGUE SALES

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

		2016	2015	% CHG.
OVERALL ALBUMS	CURRENT	10.35	14.55	-29.0%
	CATALOGUE	10.79	12.34	-13.0%
DIGITAL ALBUMS	CURRENT	4.13	6.04	-32.0%
	CATALOGUE	4.08	5.12	-20.0%
CD ALBUMS	CURRENT	5.92	8.25	-28.0%
	CATALOGUE	6.34	6.95	-9.0%
DIGITAL TRACKS	CURRENT	35.32	43.95	-20.0%
	CATALOGUE	38.20	52.11	-27.0%

# 2016

## CANADA TIMELINE



**DAVID BOWIE** passes away just two days after his 69th birthday and the release of his album *Blackstar*. The album goes to #1 on the Billboard Canadian Albums Chart and sells over 66k units in Canada in 2016.

**JANUARY 10**

2016

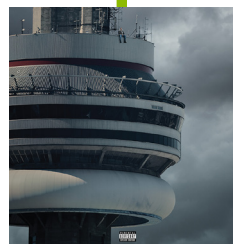
**FEBRUARY 17**

**JUSTIN BIEBER** wins his first Grammy for Best Dance Recording for "Where Are You Now." He also performs "Love Yourself" which topped the Billboard Canadian Hot 100 chart, was certified seven-times Platinum by Music Canada, and was the top airplay song in Canada for 2016.



**APRIL 3**

**ALESSIA CARA** takes home the award for Breakthrough Artist of the Year at the 2016 JUNO AWARDS. Her song "Wild Things" is the 5th most-played song at Canadian radio for 2016.



**APRIL 29**

**DRAKE** releases *Views*, the most consumed album of 2016 by far with 457k consumption units. The album spent 12 weeks at #1 during the year and had more than 10 million streams for each of its first 8 weeks of release.

**JULY 29**

Ontario rock band **BILLY TALENT** releases its 5th studio album *Afraid of Heights* which topped the Billboard Canadian Albums charts. Rock continues to be a strong genre in Canada in terms of sales.



**AUGUST 8**

With a #1 album already under his belt, Vine star **SHAWN MENDES** turns 18. His second album *Illuminate* is released in September 2016 and goes to #1 in the U.S and Canada.







**THE TRAGICALLY HIP** perform their final concert to a sell-out crowd in Kingston, Ontario, also attended by PM Justin Trudeau and broadcast across Canada. Singer Gord Downie announced he had terminal brain cancer in May and the band embarked on an emotional farewell tour.

**AUGUST 20**

**MICHAEL BUBLE** releases his ninth studio album *Nobody But Me*. The album debuts at #3, rising to #2 the following week. It was the fifth biggest CD seller in Canada for the year.

**OCTOBER 29**



**THE WEEKND** releases his album *Starboy* which has the highest one week stream total for 2016 in its debut week: 27 million.

**NOVEMBER 25**

2017

**AUGUST 26**

**CÉLINE DION** releases her French language album *Encore Un Soir*. The album tops the Billboard Canadian Albums chart and is the second biggest CD seller in Canada for the year, with over 121,000 sales.



**NOVEMBER 7**

**LEONARD COHEN** passes away, inspiring an outpouring of emotion in his native Canada. One week after his death, nine Cohen albums are on the Billboard Canadian Albums chart, including two in the top five and his latest album, *You Want It Darker*, released in late September, at # 1. Songs from that album are streamed more than 800,000 times, and the classic "Hallelujah" lands at #4 on the digital songs chart.

**DECEMBER 25**

**GEORGE MICHAEL** passes away at age 53. His greatest-hits album *Twenty Five* goes back into the charts at #10, with a 960% increase over the prior week.





## GENRE SHARE OF – TOTAL CONSUMPTION BY FORMAT

(SELECTED TOP GENRES – ALBUMS + TRACK EQUIVALENT ALBUMS + STREAMING EQUIVALENT ALBUMS)

	% OF TOTAL AUDIO CONSUMPTION	GENRE % OF FORMAT TOTAL		
		ALBUMS	TRACKS	STREAMS
ALTERNATIVE	13.3%	14.9%	12.7%	12.2%
CHRISTIAN	1.4%	1.6%	1.3%	0.9%
CLASSICAL	1.2%	1.9%	0.5%	0.8%
COUNTRY	8.0%	10.0%	10.7%	5.3%
DANCE/ELECTRONIC	6.3%	2.6%	8.2%	9.0%
HARD	6.1%	8.8%	4.5%	4.1%
HOLIDAY/SEASONAL	2.5%	4.2%	0.9%	1.4%
JAZZ	1.2%	1.8%	0.4%	0.9%
R&B/HIP-HOP	16.2%	10.7%	14.9%	21.6%
RAP	11.3%	8.3%	9.4%	14.6%



# BILLBOARD'S 2016 TOP CHARTS

COMPILED BY NIELSEN MUSIC



## 2016 OVERALL TOP 10

(BASED ON CANADIAN ALBUM SALES; TRACK EQUIVALENT ALBUMS; STREAM EQUIVALENT ALBUMS)

RANK	ARTIST	TITLE	TOTAL VOLUME	ALBUM SALES	SONG SALES	AUDIO STREAMS
1	DRAKE	VIEWS	457,000	196,000	677,000	291M
2	ADELE	25	266,000	196,000	389,000	47M
3	JUSTIN BIEBER	PURPOSE	240,000	92,000	573,000	137M
4	TWENTY ONE PILOTS	BLURRYFACE	172,000	73,000	475,000	76M
5	THE WEEKND	STARBOY	171,000	79,000	207,000	108M
6	RIHANNA	ANTI	170,000	59,000	371,000	111M
7	SIA	THIS IS ACTING	169,000	63,000	545,000	77M
8	CÉLINE DION	ENCORE UN SOIR	140,000	134,000	38,000	2M
9	BEYONCÉ	LEMONADE	138,000	101,000	292,000	11M
10	THE CHAINSMOKERS	COLLAGE	136,000	6,000	559,000	111M

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



## 2016 TOP ALBUMS

(BASED ON CANADA SALES)

RANK	ARTIST	TITLE	SALES
1	DRAKE	VIEWS	196,000
2	ADELE	25	196,000
3	CÉLINE DION	ENCORE UN SOIR	134,000
4	LEONARD COHEN	YOU WANT IT DARKER	106,000
5	METALLICA	HARDWIRED...TO SELF-DESTRUCT	103,000
6	BEYONCÉ	LEMONADE	101,000
7	JUSTIN BIEBER	PURPOSE	92,000
8	THE WEEKND	STARBOY	79,000
9	THE TRAGICALLY HIP	YER FAVOURITES	75,000
10	TWENTY ONE PILOTS	BLURRYFACE	73,000





## 2016 TOP CD ALBUMS

RANK	ARTIST	TITLE	SALES
1	ADELE	25	134,000
2	CÉLINE DION	ENCORE UN SOIR	121,000
3	LEONARD COHEN	YOU WANT IT DARKER	82,000
4	METALLICA	HARDWIRED...TO SELF-DESTRUCT	79,000
5	MICHAEL BUBLE	NOBODY BUT ME	53,000
6	THE WEEKND	STARBOY	53,000
7	PENTATONIX	A PENTATONIX CHRISTMAS	52,000
8	DRAKE	VIEWS	49,000
9	2 FRÈRES	NOUS AUTRES	48,000
10	JUSTIN BIEBER	PURPOSE	43,000

## 2016 TOP DIGITAL ALBUMS

RANK	ARTIST	TITLE	SALES
1	DRAKE	VIEWS	145,000
2	BEYONCÉ	LEMONADE	84,000
3	ADELE	25	58,000
4	JUSTIN BIEBER	PURPOSE	45,000
5	TWENTY ONE PILOTS	BLURRYFACE	41,000
6	THE LUMINEERS	CLEOPATRA	40,000
7	THE TRAGICALLY HIP	YER FAVOURITES	39,000
8	RADIOHEAD	A MOON SHAPED POOL	33,000
9	RIHANNA	ANTI	32,000
10	SIA	THIS IS ACTING	32,000

## 2016 TOP DIGITAL SONGS BY SALES

RANK	ARTIST	TITLE	SALES
1	SIA	CHEAP THRILLS	367,000
2	LUKAS GRAHAM	7 YEARS	326,000
3	DRAKE	ONE DANCE	323,000
4	MIKE POSNER	I TOOK A PILL IN IBIZA	303,000
5	JUSTIN TIMBERLAKE	CAN'T STOP THE FEELING!	293,000
6	TWENTY ONE PILOTS	STRESSED OUT	283,000
7	THE CHAINSMOKERS FEAT. HALSEY	CLOSER	276,000
8	FLO RIDA	MY HOUSE	271,000
9	JUSTIN BIEBER	LOVE YOURSELF	258,000
10	DNCE	CAKE BY THE OCEAN	244,000



## 2016 TOP RADIO SONGS

(CANADIAN RADIO - ALL FORMATS)

RANK	ARTIST	SONG	PLAYS
1	JUSTIN BIEBER	LOVE YOURSELF	92,000
2	DNCE	CAKE BY THE OCEAN	91,000
3	JUSTIN TIMBERLAKE	CAN'T STOP THE FEELING!	91,000
4	SIA	CHEAP THRILLS	90,000
5	ALESSIA CARA	WILD THINGS	83,000
6	TWENTY ONE PILOTS	STRESSED OUT	80,000
7	CALVIN HARRIS FEAT. RIHANNA	THIS IS WHAT YOU CAME FOR	78,000
8	SHAWN MENDES	TREAT YOU BETTER	74,000
9	COLEMAN HELL	2 HEADS	73,000
10	DRAKE	ONE DANCE	72,000

## 2016 TOP LP VINYL ALBUMS

RANK	ARTIST	TITLE	SALES
1	BOB MARLEY & THE WAILERS	<i>LEGEND</i>	4,700
2	DAVID BOWIE	<i>BLACKSTAR</i>	4,600
3	THE TRAGICALLY HIP	<i>MAN MACHINE POEM</i>	4,200
4	GORD DOWNIE	<i>SECRET PATH</i>	4,200
5	GUARDIANS OF THE GALAXY	<i>AWESOME MIX VOL. 1</i>	4,100
6	AMY WINEHOUSE	<i>BACK TO BLACK</i>	3,600
7	THE BEATLES	<i>ABBEY ROAD</i>	3,600
8	THE LUMINEERS	<i>CLEOPATRA</i>	3,500
9	JUSTIN BIEBER	<i>PURPOSE</i>	3,400
10	ADELE	25	3,300





## TOTAL ON-DEMAND STREAMS (AUDIO + VIDEO COMBINED IN MILLIONS)

RANK	ARTIST	SONG	ON-DEMAND STREAMS
1	THE CHAINSMOKERS FEAT. HALSEY	"CLOSER"	83.4
2	THE CHAINSMOKERS FEAT. DAYA	"DON'T LET ME DOWN"	72.2
3	SIA	"CHEAP THRILLS"	69.9
4	DRAKE	"ONE DANCE"	69.3
5	MIKE POSNER	"I TOOK A PILL IN IBIZA"	65.8
6	RIHANNA FEAT. DRAKE	"WORK"	65.5
7	JUSTIN BIEBER	"SORRY"	65.4
8	FIFTH HARMONY FEAT. TY DOLLA \$IGN	"WORK FROM HOME"	62.4
9	DESIIGNER	"PANDA"	61.3
10	LUKAS GRAHAM	"7 YEARS"	58.6

## TOP AUDIO ON-DEMAND STREAMS (IN MILLIONS)

RANK	ARTIST	SONG	ON-DEMAND AUDIO STREAMS
1	DRAKE	"ONE DANCE"	67.6
2	THE CHAINSMOKERS FEAT. HALSEY	"CLOSER"	46.6
3	THE CHAINSMOKERS FEAT. DAYA	"DON'T LET ME DOWN"	44.3
4	SIA	"CHEAP THRILLS"	41.7
5	MIKE POSNER	"I TOOK A PILL IN IBIZA"	39.1
6	DRAKE FEAT. RIHANNA	"TOO GOOD"	36.6
7	RIHANNA FEAT. DRAKE	"WORK"	35.7
8	MAJOR LAZER FEAT. JUSTIN BIEBER & MØ	"COLD WATER"	35.4
9	DESIIGNER	"PANDA"	33.8
10	CALVIN HARRIS FEAT. RIHANNA	"THIS IS WHAT YOU CAME FOR"	33.8



## TOP VIDEO ON-DEMAND STREAMS (IN MILLIONS)

RANK	ARTIST	SONG	ON-DEMAND VIDEO STREAMS
1	JUSTIN BIEBER	SORRY	38.4
2	THE CHAINSMOKERS FEAT. HALSEY	CLOSER	36.9
3	TWENTY ONE PILOTS	STRESSED OUT	32.2
4	FIFTH HARMONY FEAT. TY DOLLA \$IGN	WORK FROM HOME	31.6
5	RIHANNA FEAT. DRAKE	WORK	29.8
6	LUKAS GRAHAM	7 YEARS	29.2
7	SIA	CHEAP THRILLS	28.2
8	THE CHAINSMOKERS FEAT. DAYA	DON'T LET ME DOWN	27.8
9	JUSTIN BIEBER	LOVE YOURSELF	27.8
10	DESIGNER	PANDA	27.5

# IN MEMORIAM

## DAVID BOWIE

David Bowie passed away on January 10th, just days after his 69th birthday and the release of his 25th studio album, *Blackstar*. The album has sold over 65,000 copies in Canada, and is the only Bowie album to have reached the top of the Billboard Canadian Albums chart. The week after he passed fans celebrated his amazing career by propelling 12 of his albums to the Billboard Canadian Albums chart, including *Blackstar* at #1 and 16 albums to the Top Albums sales chart. Bowie had 19 of the top 200 best-selling songs in that week as well.

## RÉNE ANGÉLIL

Montreal-born impresario René Angélil, best known for managing the career of his wife, Céline Dion passed away on January 14. Angélil first came to prominence as a member of the band Les Baronets in the early 1960s. After Les Baronets broke up, Angélil began managing other artists, most notably Quebec chanteuse Ginette Reno and Rene Simard before discovering Céline. Céline Dion would go on to become one of the world's biggest superstars, and the #1 selling artist in the Canadian Nielsen SoundScan era.

## GLENN FREY

Glenn Frey, of the Eagles, passed away January 18th. Sales of Frey's solo catalog saw an immediate sales increase, with his albums increasing by over 6780%, songs by 4100% and streams by 2600%. The Eagles also showed a 312% increase in album sales a 514% increase in song sales and an increase of 270% in streaming.

## MALIK "PHIFE" DAWG

Malik "Phife Dawg" Taylor of A Tribe Called Quest passed away on March 22, just as the hip-hop legends were readying their first album in nearly 20 years - *We Got It From Here, Thank You For Your Service*. The album was released in November and went to #3 on the Billboard Canadian Albums chart. It has sold over 17k units to date.

## MERLE HAGGARD

Merle Haggard died on April 6, his birthday, at the age of 79. The iconic singer, songwriter and Country Music Hall of Fame artist was one of the most important and influential country artists to emerge in the '60s. For the week ending April 7th 2016, consumption of his solo music, including sales and streams, were up over 17k.

## PRINCE

Prince died suddenly at his Minneapolis home on April 21st. With very limited availability of Prince's catalogue on streaming services, digital sales of his catalogue surged. The week of his death, Prince's catalogue of songs had a 4075% sales increase. His Very Best of Prince collection, originally released in 2001, re-entered the Billboard Canadian Albums chart at #1 while seven more of his albums re-entered the Top 200 and 21 of his songs entered the Top 200 Digital Songs chart. Prince's album catalogue sold 517% more copies in 2016 than in 2015.

## BOBBY CURTOLA

Canadian singer Bobby Curtola died at the age of 73 on June 4th. The singer was a teen idol during the early '60s and made his mark internationally with the songs "Fortune Teller" and "Aladdin." He was named to the Order of Canada in 1997. During the week following his passing, his catalogue posted an 8800% streaming increase.

## LEONARD COHEN

Leonard Cohen died November 7th, just weeks after the release of his 14th studio album *You Want It Darker*. The week following his passing, his album catalogue posted increases of over 300%, digital tracks over 540% and streams over 450%, while his classic song "Hallelujah" entered the Digital Songs chart at No. 4.

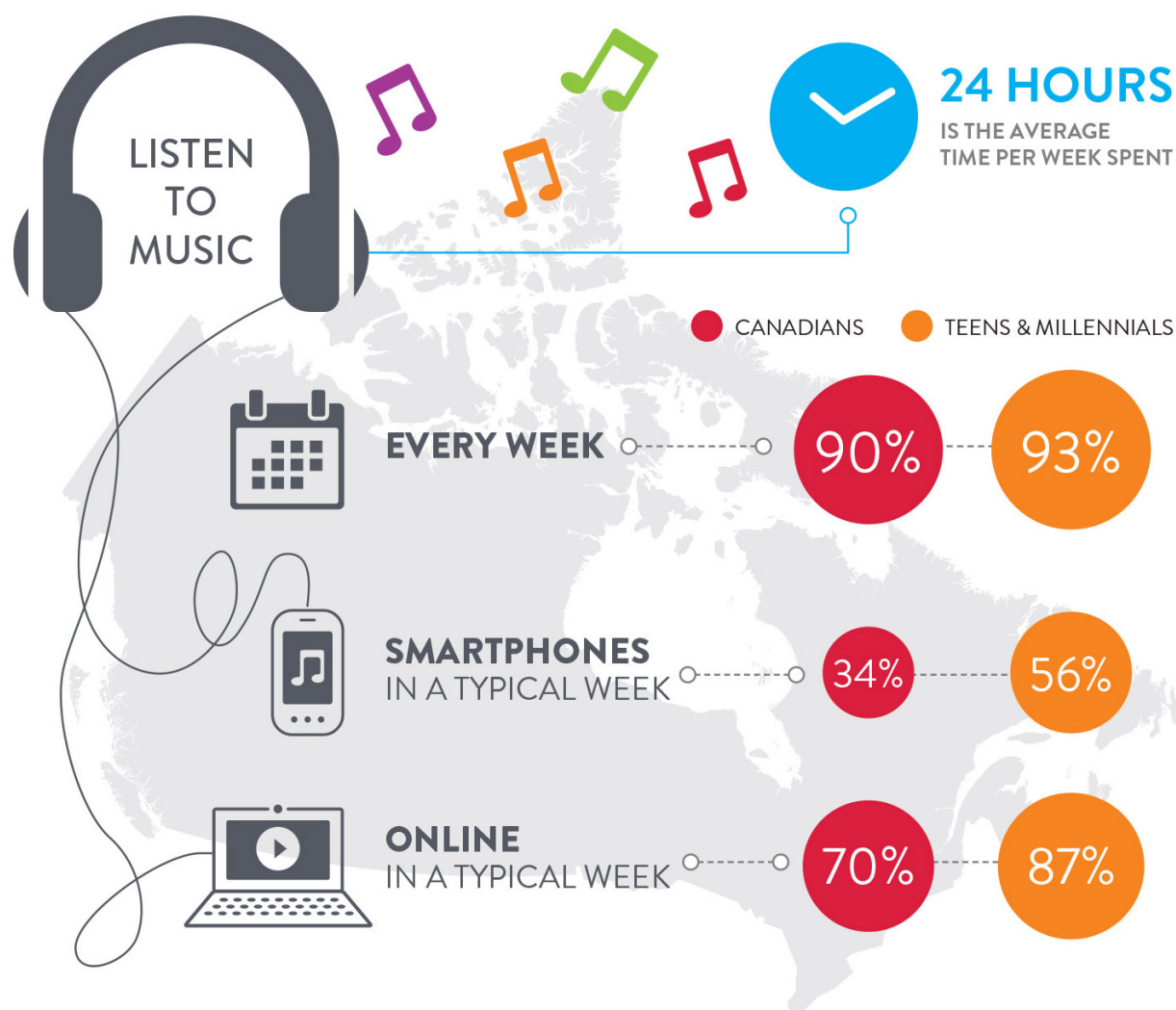
## GEORGE MICHAEL

George Michael passed away on December 25th at his Oxfordshire home in the U.K. at the age of 53. He rose to fame as one half of iconic '80s duo Wham! before achieving superstar status as a solo artist. During the final week of 2016, his 2006 greatest hits album *Twenty Five* re-entered the Billboard Canadian Albums chart at #10 while having nine of his songs enter the Top 200 Digital Songs chart.

# HOW WE CONSUME MUSIC

MUSIC CONSUMPTION IS INCREASINGLY MOBILE BUT IT'S STILL STRONG

Music listening is as popular ever, 90% of Canadians listen to music (93% of Teens and Millennials) and do so for an average of 24 hours per week. The consumption of music continues to shift toward mobile devices, especially smartphones. The popularity of music and shift toward mobile will likely continue in the future, particularly because music and mobile are even more popular with Teens and Millennials – 56% of Teens and Millennials listen to music on their smartphones in a typical week.

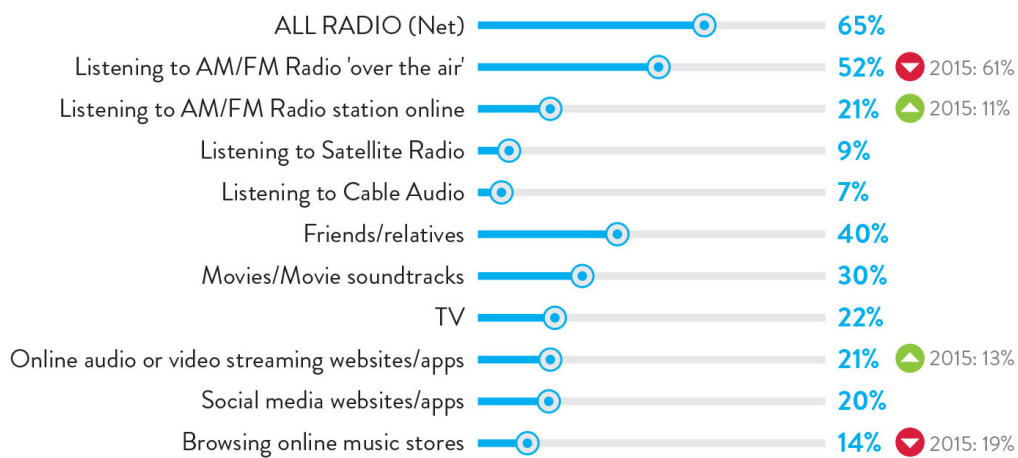


Source: Nielsen Music 360 Canada

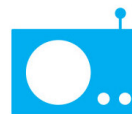
# HOW WE DISCOVER MUSIC

WHILE RADIO REMAINS THE TOP SOURCE FOR MUSIC DISCOVERY, THERE IS A SHIFT TO ONLINE AM/FM CONSUMPTION

Radio remains the primary method of music discovery, with more people discovering music via AM/FM radio online compared to last year (21%vs. 11% 2015). While discovery via online music streaming services is also trending upwards, AM/FM radio is the most popular method of discovery for Millennials.



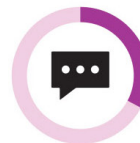
**AM/FM RADIO** IS THE MOST POPULAR METHOD OF DISCOVERY FOR MILLENNIALS.



**58%** OF TEENS DISCOVER VIA **FRIENDS/RELATIVES** (HIGHEST METHOD OF DISCOVERY FOR THEM).



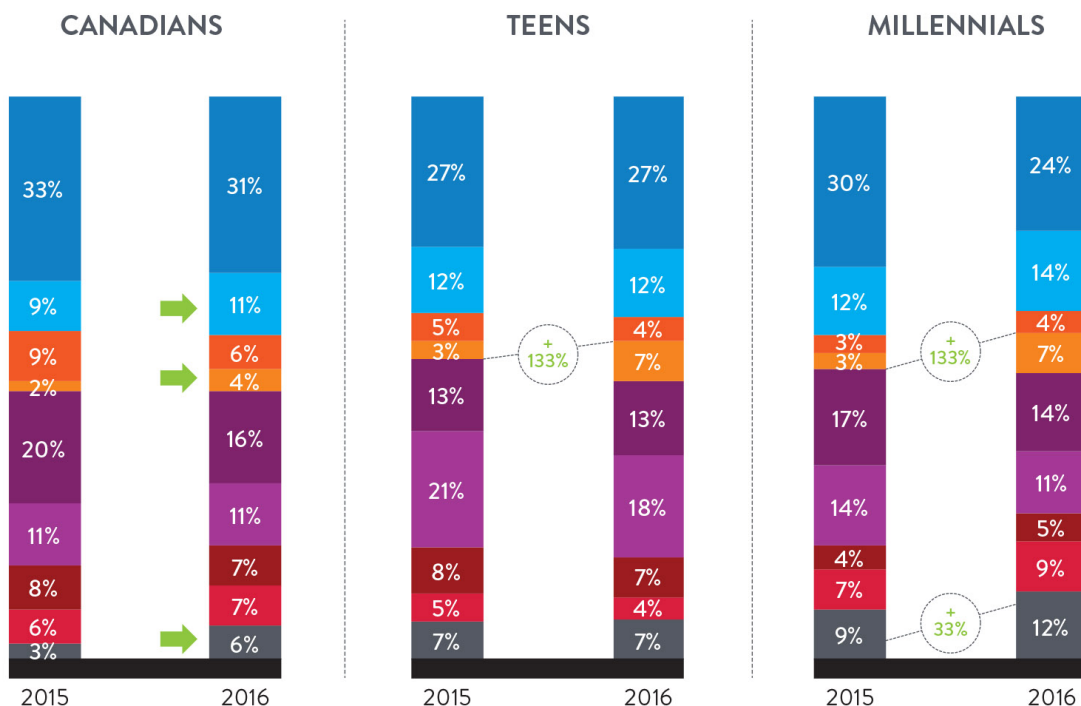
ABOUT **33%** OF TEENS & MILLENNIALS DISCOVER VIA **AUDIO/VIDEO STREAMING AND/OR SOCIAL MEDIA**.



Nielsen Music 360 Canada  
 CM5. Which of the following are ways you discover new music?  
 Base: Total: 2016 (2552), 2015 (2518)

# HOW WE SPEND ON MUSIC

Canadian music consumers' music-related expenditure is increasingly being allocated to live, experiential events and paid streaming services. Teens and Millennials have more than doubled their spend allocation on streaming over the past year.



- BUYING ADMISSION TO LIVE MUSIC CONCERTS
- BUYING DIGITAL TRACKS/ALBUMS
- BUYING ADMISSIONS TO MUSIC FESTIVALS
- BUYING MUSIC GIFT CARDS FOR OTHERS
- SATELLITE RADIO SUBSCRIPTION
- PAYING COVER TO SMALL LIVE MUSIC SESSIONS
- PAID ONLINE MUSIC STREAMING SERVICES
- BUYING ADMISSION TO DJ EVENT
- BUYING PHYSICAL FORMS OF MUSIC (I.E. CDS, VINYL, ETC.)

Source: Nielsen Music 360 Canada

## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers watch and buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services for all devices on which content — video, audio and text — is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen also provides its clients with analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries, covering more than 90% of the world's population.

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