



nielsen

AN UNCOMMON SENSE  
OF THE CONSUMER™



2015 NIELSEN  
MUSIC U.S.  
REPORT



ERIN CRAWFORD SVP  
ENTERTAINMENT &  
GM MUSIC

# WELCOME

Welcome to Nielsen's annual Year End Music Report, a summary of consumption trends and consumer insights for 2015.

Going into the year, we had recently modernized the industry measuring stick - the Billboard 200 chart - to include track downloads and streamed songs in addition to traditional album sales. The new chart reflected how fans now consume music, and in 2015 they were consuming more than ever. Total consumption, including sales, streams and track downloads, was up, fueled by the continued surge of streaming, which nearly doubled last year.

And yet the biggest music consumption story of the year was not even available on streaming services. We were awed by Adele's record-crushing 25. We monitored daily activity across sales, streaming, airplay and social, and were thrilled to report on every new milestone she achieved, incredible by any measuring stick.

We also "listened" to over 500,000 music consumers in 2015. We learned about their consumption behaviors and preferences. We learned about their social activity – how they engage with their favorite artists, and how they use it to follow festivals and discover new music. And importantly, we also showed brands the power and value of music fans; how to reach them, and how to connect with them.

As advocates for the business of music, we are passionate about delivering the most valuable, actionable, insights into music fans - and believe that smart data can inform creativity. We hope you enjoy these 2015 highlights, and look forward to measuring your amazing 2016 successes.

-Sincerely,

ERIN CRAWFORD

# CONTENTS

HIGHLIGHTS AND ANALYSIS .....	4
YEAR IN MUSIC REVIEW .....	6
CONSUMPTION CHARTS .....	7
BILLBOARD CHARTS .....	11
ADELE .....	16
N-SCORE .....	18
RADIO .....	19
TWITTER TV RATINGS .....	21
SOCIAL .....	22
FAN INSIGHTS .....	23
MUSIC DISCOVERY.....	24
MUSIC SPENDING.....	25
LIVE MUSIC ATTENDANCE.....	26
STREAMING SERVICES.....	27

# NIELSEN MUSIC 2015 YEAR-END HIGHLIGHTS AND ANALYSIS

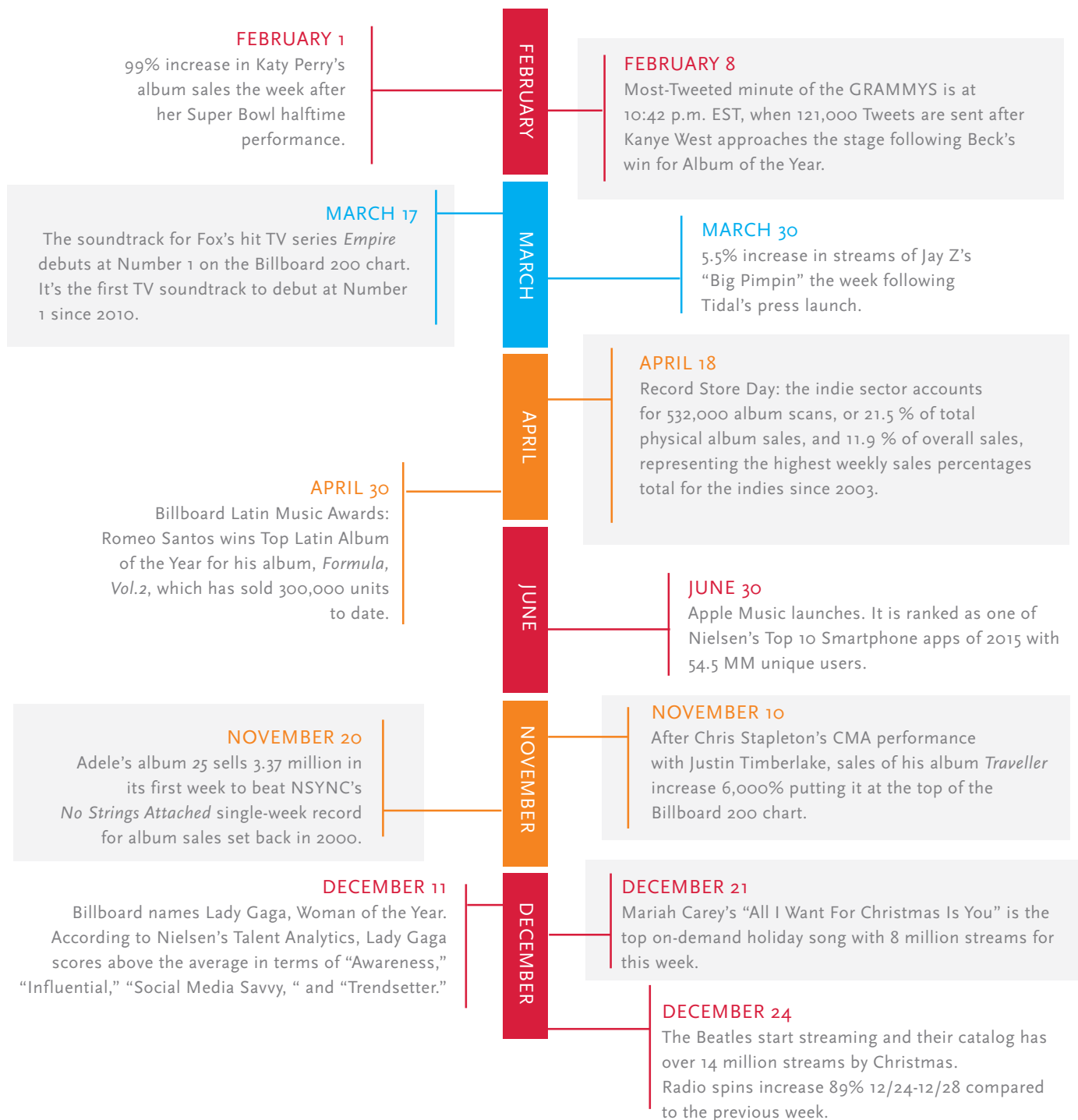
- Adele's *25* was the sales story of the year, despite only being available for the last 6 weeks of the year.
  - Week ending 11/26 (release week), Adele shatters the first week Nielsen SoundScan record for weekly album sales with over 3.377 Million units, breaking the weekly sales record previously held by NSync's album, *No Strings Attached*, which sold 2.416 Million in its first week.
  - For its release week, Adele/*25* set an all-time record for highest album share of total industry albums when it accounted for over 41% of the total industry album sales for the week.
  - Adele/*25* was the first title to ever scan over 1 Million units in multiple weeks when she accomplished that feat in her second week (week-ending 12/03), with 1.112 Million album sales and then capped it off with an unprecedented third week with 1.157 Million album sales during week-ending 12/24.
  - Adele/*25* set a first week record for Digital album sales as well, when she sold 1.644 Million digital albums.
  - After only 6 weeks of sales, Adele/*25* is already the 61st best-selling album in Nielsen SoundScan history with over 7.4 Million sales.
  - Adele's catalog also showed dramatic increases in conjunction with the new release as *21* re-entered the top 10 on the Billboard 200 chart for week-ending 11/26 at Number 9. That was the first appearance in the top 10 for *21* since 10/21, a span of over 3 years. Adele's album *21* has also risen to be the 10<sup>th</sup> best-selling album in SoundScan history with over 11.4 Million sales.
  - Sales of Adele/*25* represented 3.1% of all album sales for the year and 16.4% of all album sales during the six weeks since its release. Coupled with her Catalog albums, *21* and *19* the total Adele Catalog sold 8 Million albums in 2015.
  - This is Adele's 3rd time as biggest-selling album of the year – she topped the year-end album chart in 2011 and 2012 with her album *21* selling 5.8M and 4.4M respectively. No other artist in SoundScan history has ever topped the year-end album chart three times.
  - Adele/*25* was also 16.4% of all Digital Albums sold in the last 6 weeks of the year and was 48% of all digital albums sold during its release week. It also

was an amazing 26% of all albums sold at Mass Merchant retailers in the six weeks since its release.

- Streaming continues its growth with Audio on-demand streaming (+83% vs LY) and Video on-demand streaming (+102%) both increasing dramatically.
  - Catalog continues to be the biggest share of on-demand streams, with songs over 18 months old accounting for nearly 70% of all streaming volume.
  - Streaming Equivalent Albums (where 1,500 streams is equivalent to 1 album) comprised 38.5% of the total industry volume, up from 23% in 2014.
  - An all-time weekly record was set week-ending 12/24 with nearly 7.5 Billion on-demand streams.
  - Justin Bieber set an all-time record for total Audio on-demand streams in one week for an album when songs from his album *Purpose* had over 100 Million on-demand audio streams in its release week (week-ending 11/19).
- Vinyl LPs continued to set new all-time highs with nearly 12 Million units sold in 2015.
  - This marks the 10th straight year of growth for Vinyl LPs and surpasses last year's previous record volume by 2.8 Million units.
  - Independent record stores continue to be the biggest driver of Vinyl LP sales, with over 45% of Vinyl LP sales coming from the Independent stores.
  - Rock is still the biggest genre for Vinyl LPs with over 68% of Vinyl LP sales coming from Rock titles. With strong sales of Vinyl LPs by Adele/25 and Taylor Swift/1989, pop more than doubled its share of Vinyl LP sales from 2014 (5.7% of total in 2015 vs. 2.8% of total in 2014).
  - Nearly 18% of all physical album sales for Rock were Vinyl LPs in 2015, up from 13.4% in 2014.
- Genre highlights – it was a great year for Pop albums, as well as R&B/Hip-Hop.
  - Pop Albums, led by Adele/25 and Taylor Swift/1989 showed the most growth year-over-year with a gain of 23% vs. 2014. CD sales for Pop records were up 21% vs. 2014 and Digital Album sales were up 22%. Although it was off of a small base, Vinyl LP sales for the Pop genre were up 163% vs. last year.
  - R&B/Hip-Hop also showed growth in album sales vs. last year, as titles such as Drake/*If You're Reading This, It's Too Late*, The Weeknd/*Beauty Behind the Madness* and Kendrick Lamar/*To Pimp A Butterfly* all had strong years. Album sales for R&B/Hip-Hop were up 2% overall vs. 2014 and Digital Album sales were up 19% vs. last year.
  - Rock continued to be the #1 genre for Album sales, with nearly 33% of all album sales coming from the Rock genre. Pop continues to dominate Track sales, with 23% of track sales coming from the Pop genre. When it comes to On-Demand Streaming, the dominant genre is R&B/Hip-Hop with over 21% of on-demand streams coming from the R&B/Hip-Hop genre.

## MUSIC CONSUMPTION

## 2015 YEAR IN MUSIC REVIEW



## OVERALL ALBUM CONSUMPTION WITH TEA AND SEA

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

	2015	2014	% CHG.
<b>TOTAL ALBUM + TEA + SEA</b>	<b>549.4</b>	<b>476.9</b>	<b>+15.2%</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 CD, CASSETTE, VINYL , & DIGITAL ALBUMS – IN MILLIONS)

	2015	2014	% CHG.
<b>TOTAL UNITS</b>	<b>241.4</b>	<b>257.0</b>	<b>-6.1%</b>
<b>CD</b>	<b>125.6</b>	<b>140.8</b>	<b>-10.8%</b>
<b>DIGITAL</b>	<b>103.3</b>	<b>106.5</b>	<b>-2.9%</b>
<b>LP/VINYL</b>	<b>11.9</b>	<b>9.2</b>	<b>+29.8%</b>

## PHYSICAL ALBUM SALES BY STORE TYPE

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

	2015	2014	% CHG.
CHAIN	28.7	31.0	-7.5%
INDEPENDENT	17.3	18.2	-5.0%
MASS MERCHANT	51.2	62.9	-18.6%
NON-TRADITIONAL	40.9	38.5	+6.2%

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




## DIGITAL TRACK SALES

(IN MILLIONS)

	2015	2014	% CHG.
TOTAL UNITS	964.8	1,102.5	-12.5%

## ON-DEMAND MUSIC STREAMS

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

	2015	2014	% CHG.
 STREAMS	317.2	164.5	+92.8%
 AUDIO	144.9	79.1	+83.1%
 VIDEO	172.4	85.4	+101.9%





## TOTAL DIGITAL MUSIC CONSUMPTION

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

	2015	2014	% CHG.
<b>TOTAL UNITS</b>	<b>411.3</b>	<b>326.4</b>	<b>+26.0%</b>

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

## CURRENT AND CATALOG SALES

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

		2015	2014	% CHG.
<b>OVERALL ALBUMS</b>	<b>CURRENT</b>	<b>118.5</b>	<b>130.5</b>	<b>-9.2%</b>
	<b>CATALOG</b>	<b>122.8</b>	<b>126.5</b>	<b>-2.9%</b>
<b>DIGITAL ALBUMS</b>	<b>CURRENT</b>	<b>52.5</b>	<b>53.8</b>	<b>-2.5%</b>
	<b>CATALOG</b>	<b>50.9</b>	<b>52.6</b>	<b>-3.4%</b>
<b>PHYSICAL ALBUMS</b>	<b>CURRENT</b>	<b>65.8</b>	<b>76.3</b>	<b>-13.8%</b>
	<b>CATALOG</b>	<b>71.2</b>	<b>73.7</b>	<b>-2.7%</b>
<b>DIGITAL TRACKS</b>	<b>CURRENT</b>	<b>479.8</b>	<b>532.9</b>	<b>-10.0%</b>
	<b>CATALOG</b>	<b>484.9</b>	<b>569.6</b>	<b>-14.9%</b>

## GENRE BREAKDOWN – TOTAL CONSUMPTION BY FORMAT

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

	% OF TOTAL CONSUMPTION	GENRE % OF FORMAT TOTAL		
		ALBUMS	TRACKS	STREAMS
CHILDREN	1.1%	1.8%	0.4%	0.6%
CHRISTIAN/GOSPEL	2.8%	3.4%	2.8%	2.1%
CLASSICAL	1.3%	2.1%	0.5%	0.7%
COUNTRY	8.5%	11.2%	11.5%	4.1%
DANCE/ELECTRONIC (EDM)	3.4%	1.8%	4.2%	4.7%
HOLIDAY/SEASONAL	1.7%	3.0%	0.8%	0.8%
JAZZ	1.3%	2.1%	0.6%	0.6%
LATIN	4.5%	2.1%	1.7%	8.5%
POP	15.7%	14.1%	22.6%	14.5%
R&B/HIP-HOP	18.2%	15.1%	19.7%	21.1%
ROCK	24.5%	32.6%	19.8%	17.5%

Read as: 11.2% of albums are Country titles.

## FORMAT BREAKDOWN- TOTAL CONSUMPTION BY GENRE

(SELECTED TOP GENRES)

	GENRE % OF TOTAL			
	PHYSICAL ALBUM	DIGITAL ALBUM	TEA	SEA
CHILDREN	51%	21%	6%	22%
CHRISTIAN/GOSPEL	27%	26%	18%	29%
CLASSICAL	45%	27%	7%	22%
COUNTRY	37%	20%	24%	19%
DANCE/ELECTRONIC (EDM)	7%	17%	22%	54%
HOLIDAY/SEASONAL	55%	19%	8%	18%
JAZZ	46%	27%	8%	19%
LATIN	16%	4%	7%	73%
POP	23%	16%	25%	35%
R&B/HIP-HOP	18%	18%	19%	45%
ROCK	34%	24%	14%	27%



# BILLBOARD'S TOP CHARTS OF 2015 COMPILED BY NIELSEN MUSIC

## 2015 OVERALL TOP 10

(BASED ON U.S. ALBUM SALES; TRACK EQUIVALENT ALBUMS; STREAM EQUIVALENT ALBUMS)

RANK	ARTIST	TITLE	TOTAL VOLUME (000s)	ALBUM SALES (000s)	SONG SALES (000s)	ON-DEMAND AUDIO STREAMS (000s)
1	ADELE	25	8,008	7,441	4,770	135,400
2	TAYLOR SWIFT	1989	3,105	1,993	10,563	83,002
3	JUSTIN BIEBER	PURPOSE	2,225	1,269	4,672	732,357
4	ED SHEERAN	X	2,206	1,162	6,786	548,663
5	THE WEEKND	BEAUTY BEHIND THE MADNESS	2,045	862	6,156	849,813
6	DRAKE	IF YOU'RE READING THIS, IT'S TOO LATE	1,919	1,142	2,770	749,380
7	MEGHAN TRAINOR	TITLE	1,795	1,007	5,833	307,136
8	SAM SMITH	IN THE LONELY HOUR	1,741	1,018	4,168	459,192
9	SAM HUNT	MONTEVALLO	1,378	757	4,387	273,118
10	FETTY WAP	FETTY WAP	1,295	254	6,342	609,994

## 2015 TOP ALBUMS (BASED ON U.S. SALES)

RANK	ARTIST	TITLE	SALES (000s)
1	ADELE	25	7,441
2	TAYLOR SWIFT	1989	1,993
3	JUSTIN BIEBER	PURPOSE	1,269
4	ED SHEERAN	X	1,162
5	DRAKE	IF YOU'RE READING THIS, IT'S TOO LATE	1,142
6	SAM SMITH	IN THE LONELY HOUR	1,018
7	MEGHAN TRAINOR	TITLE	1,007
8	THE WEEKND	BEAUTY BEHIND THE MADNESS	862
9	SOUNDTRACK	FIFTY SHADES OF GREY	861
10	LUKE BRYAN	KILL THE LIGHTS	851

## 2015 TOP CD ALBUMS (YTD SALES)

RANK	ARTIST	TITLE	SALES (000s)
1	ADELE	25	5,018
2	TAYLOR SWIFT	1989	981
3	LUKE BRYAN	<i>KILL THE LIGHTS</i>	623
4	SAM SMITH	<i>IN THE LONELY HOUR</i>	621
5	MEGHAN TRAINOR	<i>TITLE</i>	591
6	ED SHEERAN	X	579
7	JOSH GROBAN	<i>STAGES</i>	551
8	JUSTIN BIEBER	<i>PURPOSE</i>	492
9	PENTATONIX	<i>THAT'S CHRISTMAS TO ME</i>	435
10	ONE DIRECTION	<i>MADE IN THE A.M.</i>	426

## 2015 TOP DIGITAL ALBUMS (YTD SALES)

RANK	ARTIST	TITLE	SALES (000s)
1	ADELE	25	2,307
2	DRAKE	<i>IF YOU'RE READING THIS, IT'S TOO LATE</i>	985
3	TAYLOR SWIFT	1989	938
4	JUSTIN BIEBER	<i>PURPOSE</i>	768
5	ED SHEERAN	X	546
6	SOUNDTRACK	<i>FIFTY SHADES OF GREY</i>	538
7	KENDRICK LAMAR	<i>TO PIMP A BUTTERFLY</i>	516
8	THE WEEKND	<i>BEAUTY BEHIND THE MADNESS</i>	514
9	DRAKE AND FUTURE	<i>WHAT A TIME TO BE ALIVE</i>	508
10	CHRIS STAPLETON	<i>TRAVELLER</i>	411

## 2015 TOP LP VINYL ALBUMS (YTD SALES)

RANK	ARTIST	TITLE	SALES (000s)
1	ADELE	25	116
2	TAYLOR SWIFT	1989	74
3	PINK FLOYD	<i>DARK SIDE OF THE MOON</i>	50
4	BEATLES	<i>ABBEY ROAD</i>	49,8
5	MILES DAVIS	<i>KIND OF BLUE</i>	49
6	ARCTIC MONKEYS	AM	48
7	SUFJAN STEVENS	<i>CARRIE &amp; LOWELL</i>	44,9
8	ALABAMA SHAKES	<i>SOUND &amp; COLOR</i>	44,6
9	HOZIER	HOZIER	43
10	SOUNDTRACK	<i>GUARDIANS OF THE GALAXY</i>	43

## 2015 TOP DIGITAL SONGS (YTD SALES)

RANK	ARTIST	SONG	SALES (000s)
1	MARK RONSON FEAT. BRUNO MARS	"UPTOWN FUNK!"	5,529
2	ED SHEERAN	"THINKING OUT LOUD"	3,976
3	WIZ KHALIFA FEAT. CHARLIE PUTH	"SEE YOU AGAIN"	3,801
4	ADELE	"HELLO"	3,712
5	MAROON 5	"SUGAR"	3,343
6	WALK THE MOON	"SHUT UP AND DANCE"	2,986
7	FETTY WAP	"TRAP QUEEN"	2,730
8	OMI	"CHEERLEADER"	2,698
9	THE WEEKND	"THE HILLS"	2,586
10	TAYLOR SWIFT FEAT. KENDRICK LAMAR	"BAD BLOOD"	2,580

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

RANK	ARTIST	SONG	ON-DEMAND STREAMS (000s)
1	FETTY WAP	"TRAP QUEEN"	616,463
2	SILENTO	"WATCH ME (WHIP/NAE NAE)"	563,406
3	MARK RONSON FEAT. BRUNO MARS	"UPTOWN FUNK!"	555,808
4	WIZ KHALIFA FEAT. CHARLIE PUTH	"SEE YOU AGAIN"	472,264
5	THE WEEKND	"THE HILLS"	444,018
6	ED SHEERAN	"THINKING OUT LOUD"	350,579
7	ADELE	"HELLO"	334,799
8	OMI	"CHEERLEADER"	328,365
9	FETTY WAP FEAT. REMY BOYZ	"679"	322,176
10	THE WEEKND	"CAN'T FEEL MY FACE"	314,499

## TOP AUDIO ON-DEMAND STREAMS

RANK	ARTIST	SONG	ON-DEMAND AUDIO STREAMS (000s)
1	FETTY WAP	"TRAP QUEEN"	214,842
2	THE WEEKND	"THE HILLS"	207,504
3	DRAKE	"HOTLINE BLING"	177,413
4	THE WEEKND	"CAN'T FEEL MY FACE"	174,451
5	MAJOR LAZER & DJ SNAKE FEAT. MO	"LEAN ON"	167,819
6	MARK RONSON FEAT. BRUNO MARS	"UPTOWN FUNK!"	160,763
7	FETTY WAP FEAT. REMY BOYZ	"679"	155,994
8	JUSTIN BIEBER	"WHAT DO YOU MEAN?"	154,446
9	SKRILLEX & DIPLO FEAT. JUSTIN BIEBER	"WHERE ARE U NOW"	153,575
10	THE WEEKND	"EARNED IT (FIFTY SHADES OF GREY)"	151,941

TOP VIDEO ON-DEMAND STREAMS

RANK	ARTIST	SONG	ON-DEMAND VIDEO STREAMS (000s)
1	SILENTO	"WATCH ME (WHIP/NAE NAE)"	487,490
2	FETTY WAP	"TRAP QUEEN"	401,621
3	MARK RONSON FEAT. BRUNO MARS	"UPTOWN FUNK!"	395,045
4	WIZ KHALIFA FEAT. CHARLIE PUTH	"SEE YOU AGAIN"	327,156
5	TAYLOR SWIFT	"SHAKE IT OFF"	237,745
6	THE WEEKND	"THE HILLS"	236,514
7	ED SHEERAN	"THINKING OUT LOUD"	204,804
8	ADELE	"HELLO"	198,963
9	TAYLOR SWIFT	"BLANK SPACE"	192,930
10	OMARION FEAT. CHRIS BROWN & JHENE AIKO	"POST TO BE"	192,681





# ADELE

## 2015 WAS THE YEAR OF ADELE

After a four year break, Adele's long-awaited new album **25** arrived in late fall and has been breaking records ever since. With over **7.4 million** YTD album sales (in just six weeks), Adele and 25 were the feel-good story of the year for the music industry. We break down the numbers...

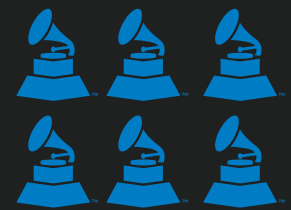
### BUILDING ON THE SUCCESS OF **21**



**253**  
consecutive weeks in the chart... and counting!

**11.3M**  
sales to date

**2 YEARS**  
top-selling album in a row



**6**

Grammy Awards including 'Album of The Year'

### "HELLO" RELEASED OCTOBER 23



**1.1**  
million record-setting downloads in one week



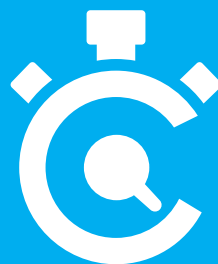
**129**  
million audio streams to date



**188**  
million video streams to date



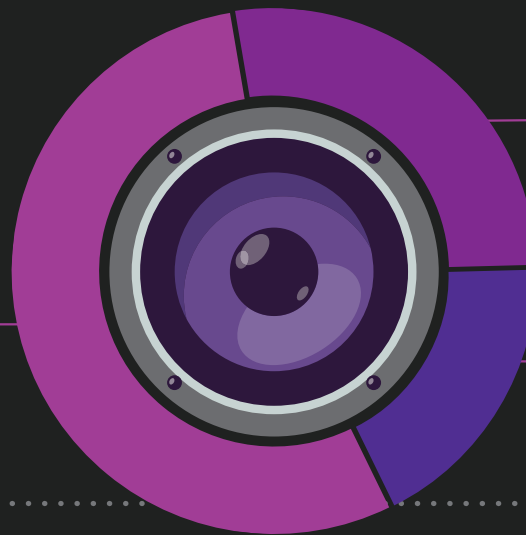
"Hello" has been played over **270k** times on U.S. radio with over **1.56 billion** audience impressions.



**72%**  
of those who purchased 25 said the time that passed since her last release "**made me want to buy it even more**"



**25**  
RELEASED  
NOVEMBER 20, 2015



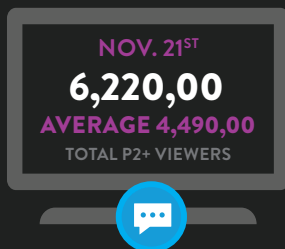
**3.38**  
million record-setting  
sales first week

**1.2**  
million sales week-ending 12.24;  
only album to sell more than 1 million  
in 3 different weeks – ever

**1.1**  
million record-setting  
sales second week

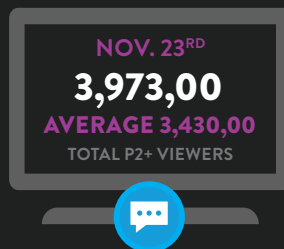
TV APPEARANCES (all NBC)

SATURDAY NIGHT LIVE



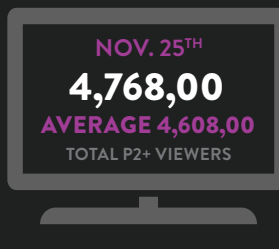
1.3 million people saw one or more  
of 51k Tweets about the show

THE TONIGHT SHOW  
WITH JIMMY FALLON

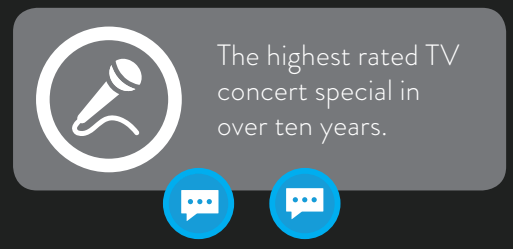


641k people saw one or more of  
20k Tweets about the show

THE TODAY SHOW



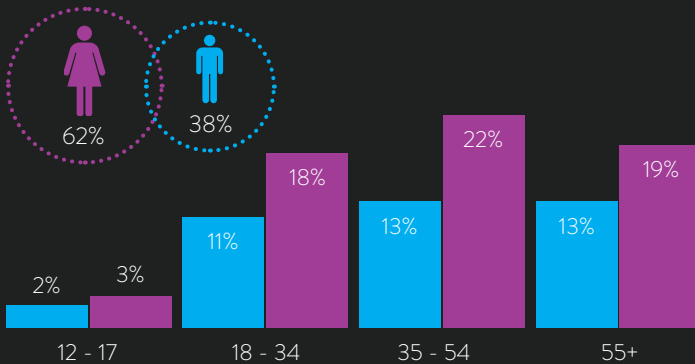
“ADELE LIVE IN NEW YORK CITY”  
on NBC 12/14/15



2.4 million people saw  
one or more of 121k Tweets  
about the show

The top hashtag was  
#AdeleLiveInNYC -  
mentioned in 31,700 Tweets

THE FANS



**22%**  
More likely to buy new  
when in the market to  
purchase an automobile

**23%**  
More likely to try to eat gourmet  
food whenever they can

**32%**  
**How many can she sell?**  
In a survey of U.S. consumers, 32%  
either bought or intend to buy 25

**20%**  
**She reaches people who don't  
normally buy music** - 20% of those  
who bought or intend to buy 25  
identified as “non-music buyers”

**14%**  
More likely to get their  
news from the internet

**41%**  
**Streaming Impact:** 41% of people who  
purchased 25 the first week said that its  
lack of availability on streaming services  
impacted their purchase decision

**55%**  
**Likeable and relatable:**  
55% of fans said that Adele  
is “someone I can relate to”  
Adele is the most-liked current  
artist out of the 800+ artists that  
Nielsen tracks

**10%**  
More likely to listen to  
the radio every day

**18%**  
More likely to follow a  
favorite brand or company  
on a social net. site

**15%**  
Less likely to enjoy  
television advertising

## N-SCORE

Nielsen N-Score measures fans' perception of top talent in music, sports, books, film and TV across 10 attributes including "Awareness," "Likeability," "Influential" and "Trendsetter." N-Score is used by brands, talent and content developers to understand endorsement value.

### 2015 TOP 10 MUSICIANS AMONG MILLENNIALS (18-34)

- |   |                   |    |                |
|---|-------------------|----|----------------|
| 1 | JUSTIN TIMBERLAKE | 6  | PINK           |
| 2 | JENNIFER LOPEZ    | 7  | THE BEATLES    |
| 3 | TAYLOR SWIFT      | 8  | KATY PERRY     |
| 4 | ADELE             | 9  | KELLY CLARKSON |
| 5 | BEYONCÉ           | 10 | USHER          |

Source: Nielsen Talent Analytics

## RADIO

Radio reaches more Americans than any other device or platform. 93% of adult consumers (18+) use radio each week, more than TV (87%), smartphones (71%), PCs (54%), TV-connected devices (40%) and tablets (29%).

- In the 48 Nielsen portable people meter (PPM) markets, Pop Contemporary Hit Radio (CHR) and Country were again the leading music formats in 2015, followed by Adult Contemporary (AC), Hot AC and Classic Hits.
- Urban Contemporary (aka Hip-Hop) radio had a record-breaking year in 2015, reaching its highest share of 18-34 audience ever recorded in PPM measurement. The format moved from 6th place in 2014 to 4th place this year on the 18-34 ranker, growing its audience by 12% year-over-year.
- And during the summer, Classic Hits once again saw the most audience growth in warm-weather months of any format. 2015 marked the second consecutive summer that Classic Hits listening spiked more than any other type of radio across the U.S.

### 2015 TOP RADIO SONGS

(U.S. RADIO – ALL FORMATS, INCLUDING NETWORK & SATELLITE)

RANK	ARTIST	SONG	PLAYS (000s)	IMPRESSIONS (000s)
1	MARK RONSON FEAT. BRUNO MARS	“UPTOWN FUNK!”	854	4,804,496
2	WALK THE MOON	“SHUT UP AND DANCE”	706	3,981,730
3	ED SHEERAN	“THINKING OUT LOUD”	632	3,586,173
4	MAROON 5	“SUGAR”	618	3,470,501
5	JASON DERULO	“WANT TO WANT ME”	568	3,071,643
6	WIZ KHALIFA FEAT. CHARLIE PUTH	“SEE YOU AGAIN”	564	3,140,899
7	TAYLOR SWIFT	“STYLE”	550	3,163,189
8	THE WEEKND	“EARNED IT (FIFTY SHADES OF GREY)”	543	2,928,354
9	ELLIE GOULDING	“LOVE ME LIKE YOU DO”	530	2,928,018
10	THE WEEKND	“CAN'T FEEL MY FACE”	528	2,900,066

The chart below breaks down the national listening landscape for the top 10 most popular radio formats of 2015 for the 18-34 audience in Nielsen's PPM markets.

#### TOP 10 RADIO FORMATS OF 2015 (PERSONS 18-34)

RANK	FORMAT	P18-34 SHARE
1	Pop Contemporary Hit Radio (CHR)	12.40%
2	Country	9.10%
3	Hot Adult Contemporary (AC)	7.60%
4	Urban Contemporary	6.50%
5	Adult Contemporary (AC)	6.40%
6	Rhythmic Contemporary Hit Radio (CHR)	5.80%
7	Alternative	5.00%
8	Mexican Regional	4.60%
9	Classic Rock	4.50%
10	News Talk	3.60%

AQH-Average quarter hour. Data from January-November 2015. Persons 6+ AQH across 45 non-embedded PPM markets, Mon-Sun 6 a.m.-12 midnight.

Read as: Year-to-date (through November 2015), 12.4% of U.S. radio listeners aged 18-34 were tuned to a Pop CHR station during any 15-minute period during the day.

Source: Nielsen Audio



## TWITTER TV RATINGS

Award shows—and Kanye West specifically—were in the spotlight on Twitter this year.

- The most-Tweeted minute in a special in 2015: *2015 MTV Video Music Awards* (MTV), which garnered 248,000 Tweets at 10:49 p.m. ET on Aug. 30 in the minute following Kanye West’s announcement that he would be running for President of the United States in 2020.
- The most-Tweeted series minute of 2015: *The Voice* (NBC), which garnered 182,000 Tweets at 8:57 p.m. ET on April 28.
- A total of 2.4 million Tweets were sent about the *Empire* two-part season finale on March 18, 2015 on FOX. This made it the most Tweeted drama series episode this year and since Nielsen Social began tracking TV-related Twitter activity in October 2011. Activity peaked as the final episode drew to a close at 10 p.m. EST with 51,000 Tweets sent in that minute alone—the most Tweeted minute for any drama series this year.
- For 2015’s Top 10 Specials for Twitter TV Ratings, 7 of the 10 were Entertainment specials, and half were music specials.

### TOP 10 TV SPECIALS 2015

RANK	PROGRAM	DATE	NETWORK	AUDIENCE (000)	TWEETS (000)
1	The 57th Annual Grammy Awards	02/08/15	CBS	13,317	13,432
2	The Oscars	02/22/15	ABC	13,019	5,923
3	2015 MTV Video Music Awards	08/30/15	MTV	11,823	21,356
4	The 72nd Annual Golden Globe Awards	01/11/15	NBC	10,436	1,885
5	2015 American Music Awards	11/22/15	ABC	10,158	5,331
6	2015 Billboard Music Awards	05/17/15	ABC	9,805	3,321
7	State of the Union 2015	01/20/15	TV Event	9,726	2,598
8	Republican Presidential Candidates Debate	08/06/15	Fox News Channel	9,278	3,293
9	CNN Republican Debate	09/16/15	CNN	9,008	2,459
10	The BET Awards 2015	06/28/15	BET	9,004	7,381

Source: Nielsen. Data from Jan. 1, 2015-Nov. 30, 2015. Nielsen Social captures relevant Tweets in the U.S. from three hours before through three hours after broadcast, local time. Unique Audience measures the audience of relevant Tweets ascribed to a program from when the Tweets are sent until the end of the broadcast day at 5 a.m. Series and Specials include those on English- and Spanish-language broadcast and national cable networks only. Specials are across all day parts and are ranked by unique audience for each individual telecast. Series include new/live prime time and late fringe programming only.

## GLOBAL TOP 10 ARTISTS, BASED ON SOCIAL & WEB ENGAGEMENT

Social/Web Engagement in 2015 based upon total RTD activity as of year end.

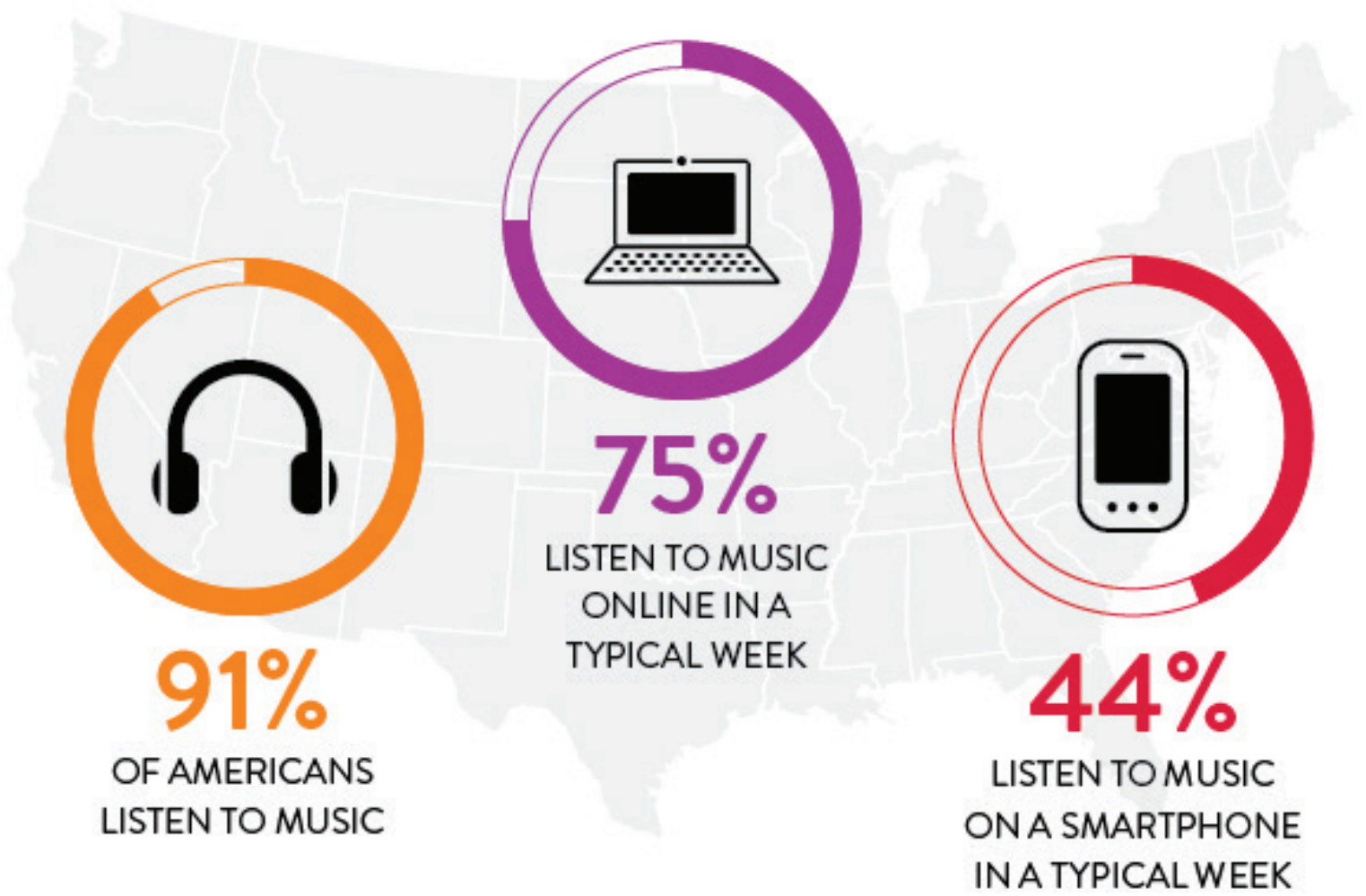
- |   |               |    |                   |
|---|---------------|----|-------------------|
| 1 | KATY PERRY    | 6  | LADY GAGA         |
| 2 | JUSTIN BIEBER | 7  | EMINEM            |
| 3 | TAYLOR SWIFT  | 8  | SELENA GOMEZ      |
| 4 | SHAKIRA       | 9  | ADELE             |
| 5 | RIHANNA       | 10 | JUSTIN TIMBERLAKE |

Source: Nielsen Music Connect



## FAN INSIGHTS

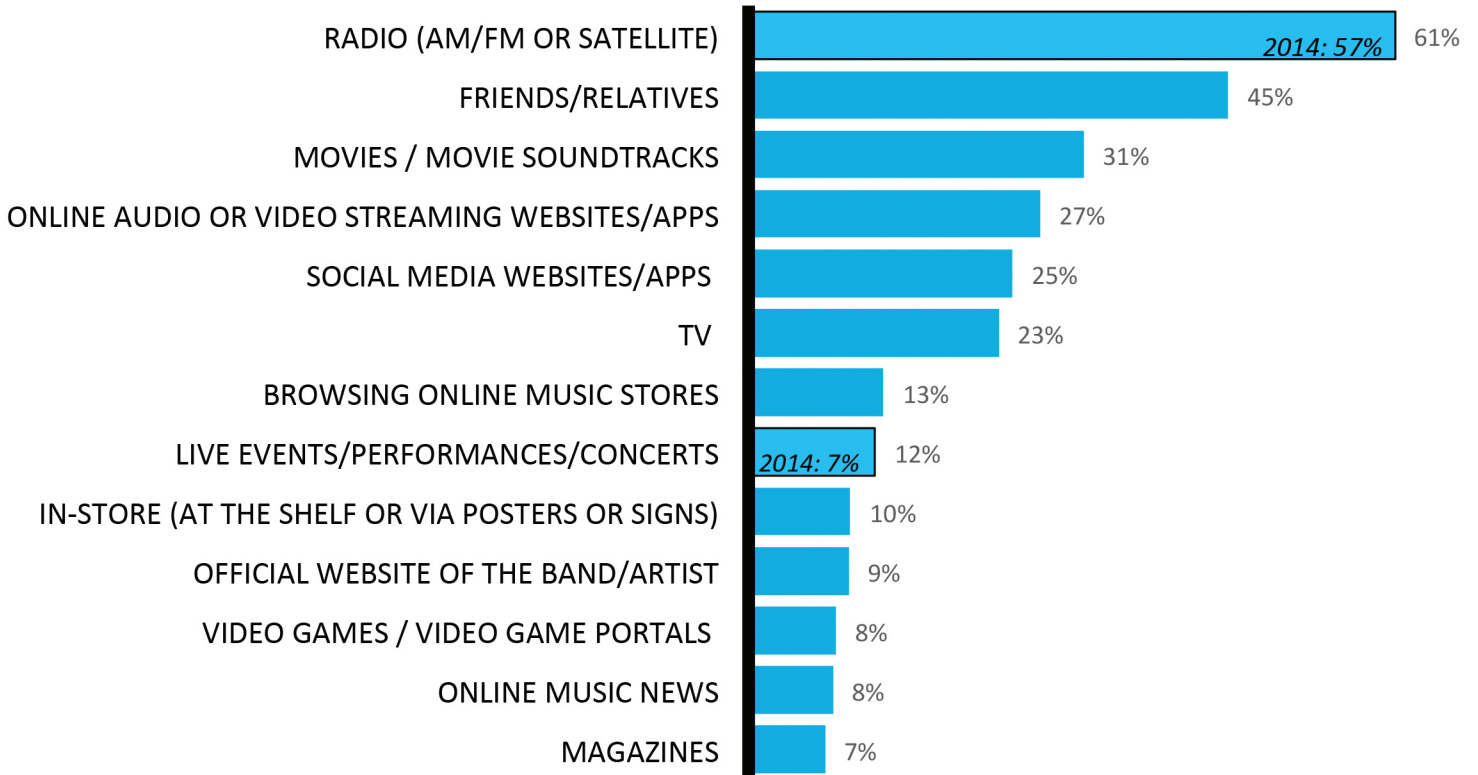
**24HRS** IS THE AVERAGE TIME PER WEEK  
SPENT LISTENING TO MUSIC



Source: Nielsen Music 360 U.S. 2015

## HOW WE DISCOVER MUSIC

Since 2014, more people are discovering music on the radio and at live events.



Source: Nielsen Music 360 U.S. 2015

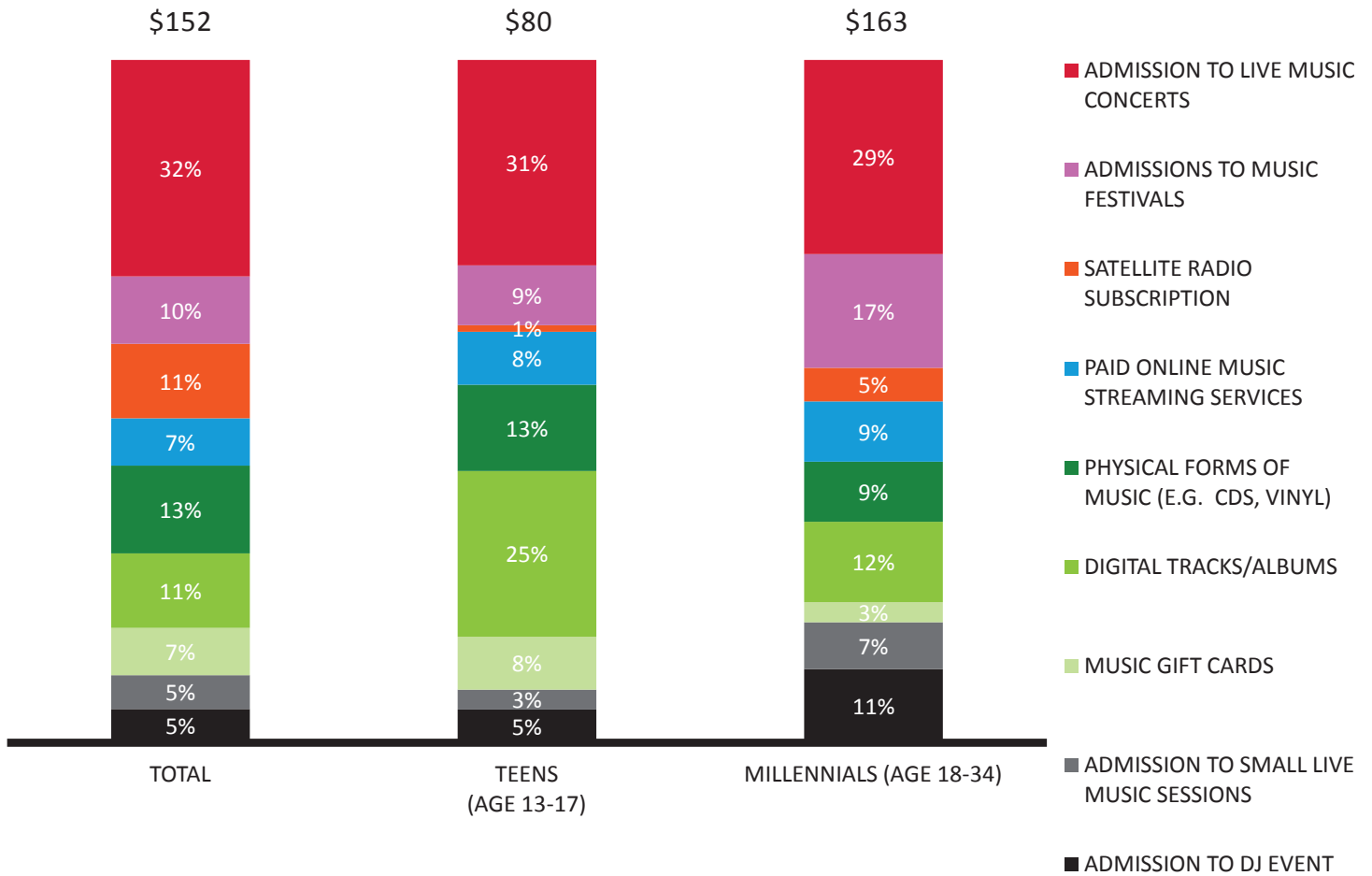
Question: Which of the following are ways you discover new music?

Base: Total Respondents (3305)



## HOW WE SPEND ON MUSIC

About one-third of consumer spending on music is used towards live music events. Teens spend on digital tracks and albums, while Millennials spend on music festivals.

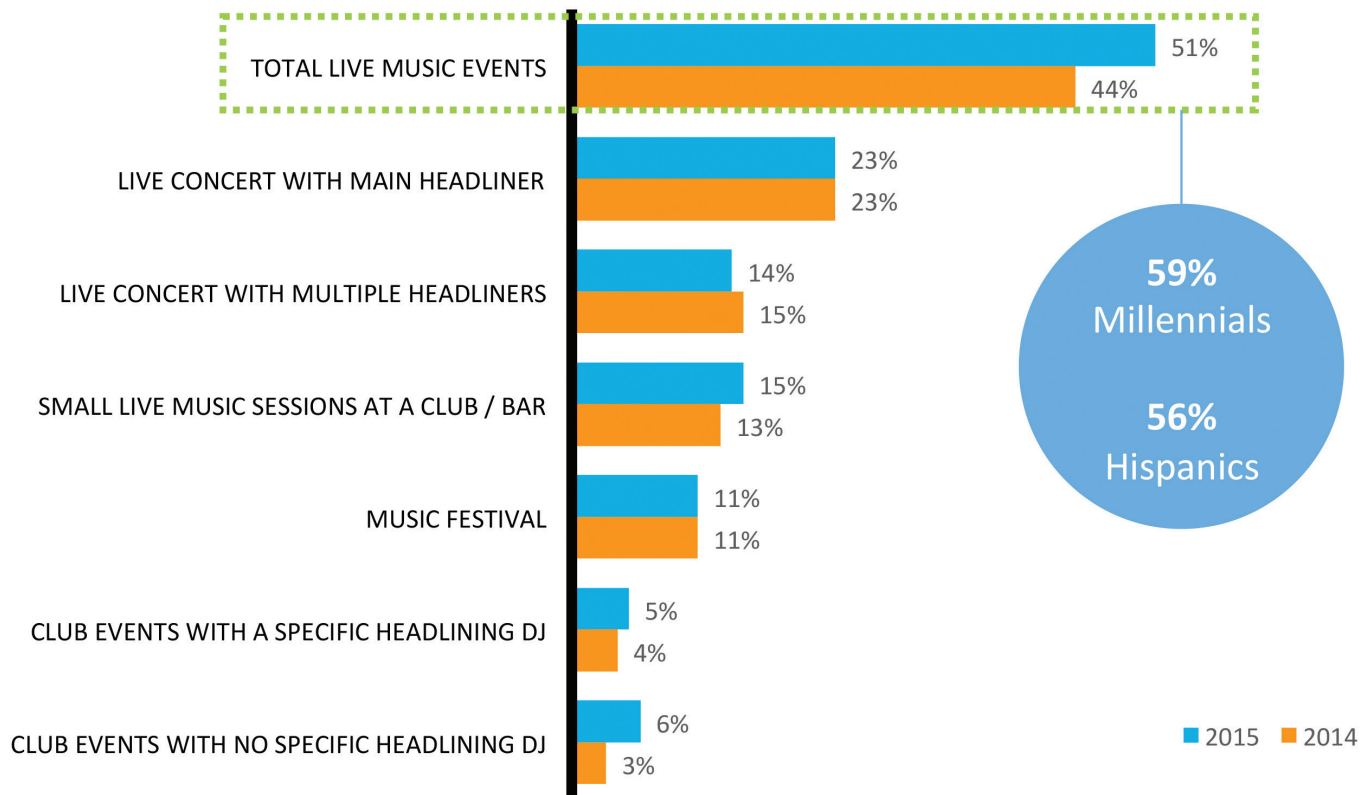


Source: Nielsen Music 360 U.S. 2015

Question: In a typical year about how much money do you spend on the following entertainment activities?

## LIVE MUSIC ATTENDANCE

Overall, live music attendance is up in 2015, with one half of Americans stating they've been to a live music event. Club events, with or without a headlining DJ, are up since 2014. Millennials and Hispanics are more likely to attend live music events compared to the general population.



Source: Nielsen Music 360 U.S. 2015

Question: About how many of the following types of live events, if any, do you attend per year?

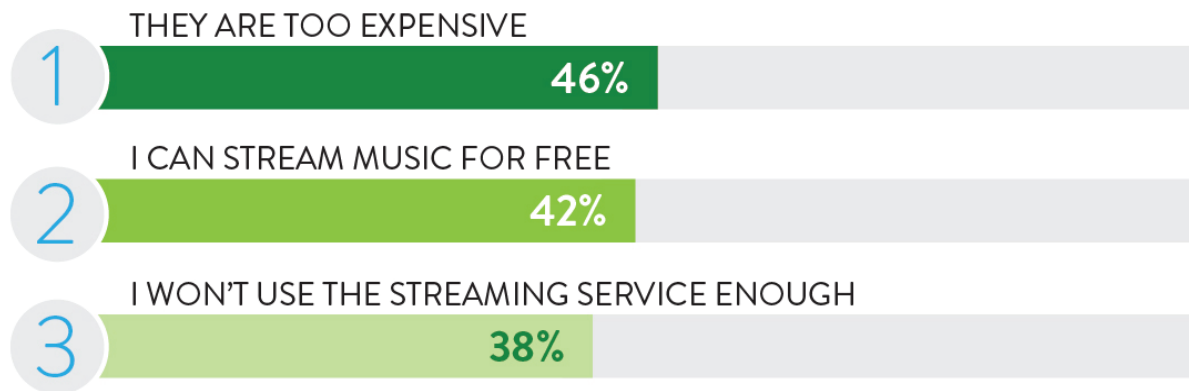
## MOST IMPORTANT FACTORS IN CHOOSING A STREAMING SERVICE

When selecting a streaming service, most users cite cost and ease of use as most important factors, followed by song library.

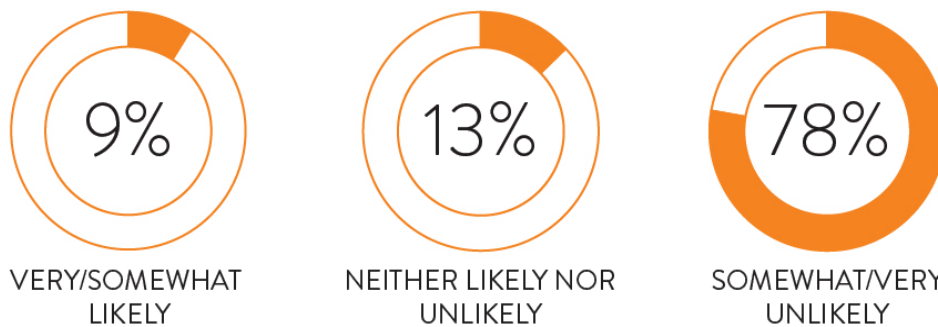
### TOP 3 REASONS FOR SELECTING STREAMING SERVICE



### TOP 3 REASONS NOT LIKELY TO SUBSCRIBE



### LIKELY TO PAY FOR STREAMING SERVICE IN NEXT 6 MONTHS

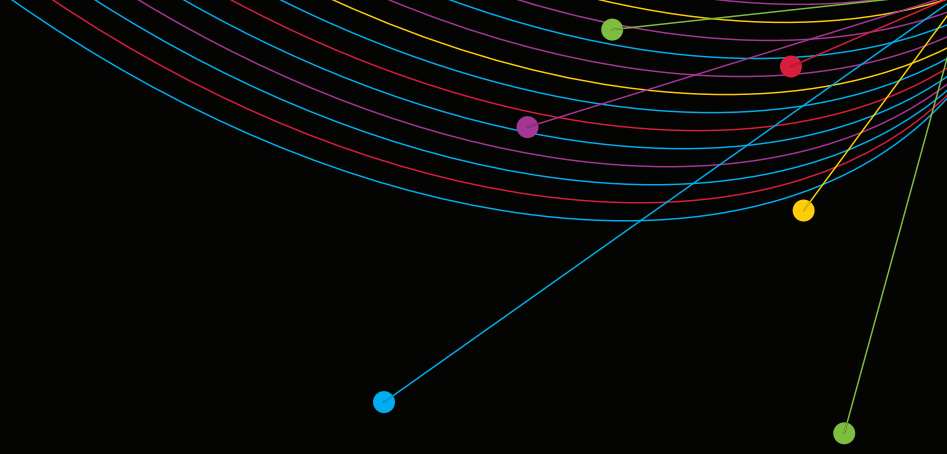


## ABOUT NIELSEN

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