

An abstract graphic consisting of numerous thin, curved lines in various colors (red, yellow, green, purple, blue) that originate from a central point at the top and fan out across the upper half of the page. Small colored dots are placed at various points along these lines, creating a network-like or orbital pattern.

NIELSEN  
MUSIC  
YEAR-END REPORT  
U.S. 2016

nielsen  
.....



ERIN CRAWFORD  
SVP ENTERTAINMENT  
& GM MUSIC

WELCOME

Welcome to the annual Nielsen Music Year End Report, 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, Paul Kantner, Glenn Frey, Leon Russell, Maurice White, Prince, Juan Gabriel, George Michael, Sharon Jones... the list goes on. And yet, while sad 2016 became a meme of its own, there is so much for the industry to celebrate.

**Music consumption is at an all-time high.** Overall volume is up 3% over 2016, fueled by a 76% increase in on-demand audio streams, enough to offset declines in sales and return a positive year for the business. Nearly 650 solo artists, groups and collaborators appeared on the Top 200 Song Consumption chart in 2016, representing over 1,200 different songs.

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. The last Presidential debate had barely finished when there was an increase in streaming activity for Janet Jackson's "Nasty." The day after the news broke about Prince's passing, over 1 million of his songs were downloaded. When a Florida teen set his #mannequinchallenge to "Black Beatles," the song rocketed up the charts. **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.

Sincerely,

ERIN CRAWFORD

# 2016

## NIELSEN MUSIC

# YEAR-END REPORT

## HIGHLIGHTS & ANALYSIS

The music industry experienced steady and consistent growth in 2016, with overall volume up 3% over 2015, fueled by a 76% increase in on-demand audio streams compared to last year.

On-demand audio streams surpassed 250B streams in 2016, and overall on-demand streams (including video) reached 431B. The industry did experience sales decreases in nearly all formats, particularly digital sales. However, the growth in streaming was more than enough to off-set the declines, which resulted in a positive year for the music business.

Vinyl LP sales, which have reached an all-time Nielsen Music-era high volume of 13M units, increased for the 11th consecutive year in 2016.

On-demand audio streaming has now grown to 38% of total audio consumption (albums + track equivalents + on-demand audio streaming equivalents) to become the largest share of consumption.

The on-demand audio streaming share has now surpassed total digital sales (digital albums + digital track equivalents) for the first time in history.

Rock continues to be the dominant genre in terms of album sales (both physical and digital), but the streaming landscape is led by R&B/Hip-Hop, which garners the highest share of on-demand audio streams with heavily streamed artists like Drake, The Weeknd, Kanye West, Rihanna and J. Cole.

Digital continues to be the dominant sales platform, but digital sales are declining much more rapidly than physical sales as tech-savvy consumers move onto streaming platforms.

For the first time in over a decade, physical albums actually became a larger share of total album sales than they were in the prior year.

For the first time in history, the internet/mail-order/venue store group, led by Internet retailers and concert ticket bundles, has become the largest share of physical sales, ending a nine-year period where mass merchant outlets were the leading driver of physical album sales.

In 2016, there were 12 occurrences where an album's songs had over 100M audio streams in a week. This was led by Drake's *Views*, which accomplished that feat an amazing 8x, but also included J. Cole's *4 Your Eyez Only* (with the second highest debut week stream volume in history), The Weeknd's *Starboy* (2x) and Beyoncé's *Lemonade*.

This was an extremely successful year for Drake, who had the most overall volume; the most digital song sales; the most streams (by a huge margin); and the most heavily consumed album of the year with *Views*. In its debut week, *Views* became the only album to surpass 1M in weekly total volume (albums + track equivalents + on-demand streaming equivalents), and set an all-time record for most streams from an album with over 245M.

CONTINUED

# HIGHLIGHTS & ANALYSIS

Only 6 albums debuted with over 200K in album sales in their first week, led by Drake with 852K first week sales for *Views*. Other albums to surpass the 200K mark in their first week include Beyoncé's *Lemonade* (485K), J. Cole's *4 Your Eyez Only* (363K), Metallica's *Hardwired...To Self Destruct* (282K), Frank Ocean's *Blonde* (232K) and The Weeknd's *Starboy* (209K).

Chance the Rapper became the first artist to surpass 500K in album equivalents with his streaming-only album *Coloring Book*. Since its debut in May, the album has stayed on the Billboard 200 chart for 33 consecutive weeks, peaking at #8. The album is the 58th highest volume album of the year without the benefit of a single sale, which is truly an historic accomplishment.

For the second straight year, Adele's *25* tops the Album Sales chart. *25* becomes only the second album in Nielsen Music history to lead the Album Sales chart in two consecutive calendar years. The first album to accomplish that feat was Adele's *21* album in 2011 & 2012.

The best-selling artist in terms of album sales was Prince, who passed away suddenly in April. Prince's albums sold over 2.2M units in 2016 and he was the only artist to sell over 1M digital and physical albums this year. Prince also sold 5.4M digital songs, giving him the highest sales volume of the year (albums + track equivalents), just

out-selling Drake and Adele. The day after his death was announced, Prince sold over 1M digital songs and over 200K digital albums. Prince's catalog was very tightly controlled on streaming platforms and the gains that were seen after his passing were far more evident in the sales numbers than what we saw from some other comparable artists that passed this year.

Social media continued to drive song sales, particularly in cases where a viral visual component became a driver for the song. Rea Sremmur's "Black Beatles" was on its way to being a hit when it became the unofficial soundtrack of The Mannequin Challenge. A-list celebrities, sports stars and political figures took part in the challenge, which helped the song to receive the 28th highest volume (sales + audio stream equivalents) this year.

The number of titles reaching milestones in 2016 exemplified the industry as a whole. Streaming milestones were hit with record numbers. There were 27 songs that surpassed 200M on-demand audio streams, while in 2015 only two songs hit that mark. Also, 12 songs surpassed 200M on-demand video streams for the year vs. only seven last year. In 2015, only three songs surpassed 500M total on-demand audio streams, led by Fetty Wap's "Trap Queen" with 617M. In 2016, six songs surpassed 500M, with two (Desiigner's "Panda" and Rihanna's "Work") surpassing 700M.



## 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>	560.7	543.8	+3.1%

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>	200.5	240.7	-16.7%
CD	104.8	125.3	-16.3%
DIGITAL	82.2	102.9	-20.1%
LP/VINYL	13.1	11.9	+10.0%

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	442.4	406.1	+8.9%

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	723.7	964.3	-25.0%

## ON-DEMAND MUSIC STREAMS

(INCLUDES AUDIO + VIDEO DATA FROM SPOTIFY, YOUTUBE, APPLE, GOOGLE PLAY, AMAZON, RHAPSODY SONG, TIDAL, SOUNDCLOUD, XBOX MUSIC, SLACKER, TIDAL VIDEO, MEDIANET, AOL RADIO, DISCIPLE - IN BILLIONS)

	2016	2015	% CHG.
 STREAMS	431.7	310.1	+39.2%
 AUDIO	251.9	142.8	+76.4%
 VIDEO	179.9	167.3	+7.5%



## PHYSICAL ALBUM SALES BY STORE TYPE

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

	2016	2015	% CHG.
INTERNET/ MAIL-ORDER/ VENUE .....	38.9	38.4	1.4%
CHAIN .....	22.5	28.6	-21.4%
INDEPENDENT .....	15.9	17.2	-7.3%
MASS MERCHANT .....	38.6	51.2	-24.5%
NON-TRADITIONAL RETAIL .....	2.31	2.34	-1.2%

# 2016

## U.S. 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 200 album chart and sells over 464,000 units in the U.S. in 2016.

**JANUARY 10**

**SUPER BOWL 50** on FOX is once again the most-watched television show for the year, averaging 111.9m viewers and peaking at 115.5m viewers for the halftime show featuring **Coldplay, Beyonce** and **Bruno Mars**.

**FEBRUARY 7**



**PRINCE** passes away suddenly at his Minneapolis home. *The Very Best of Prince and Purple Rain* immediately go to #1 & 2 in the Billboard 200 album chart. The next week there are 5 Prince albums in the Top 10.

**APRIL 21**

2016



**JANUARY 28**

**RIHANNA** releases her long-awaited album *Anti* exclusively on Tidal. It is one of many superstar exclusives to come in 2016 and finished the year as the 4th biggest volume release.

**FEBRUARY 15**

**TAYLOR SWIFT** takes home Album of the Year at the 58th Annual Grammy Awards - the broadcast also drives big sales increases for **Andra Day, Gwen Stefani, Alabama Shakes** and **Kendrick Lamar**.

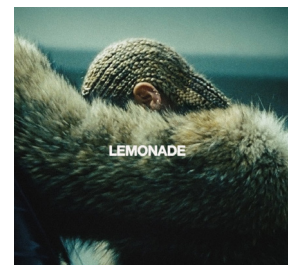


**FEBRUARY 25**

"Ginza" by **J BALVIN** sets the record for the longest-leading song at number one on the Hot Latin Songs by a solo artist, spending 22 consecutive weeks at #1. The song has over 600k sales in 2016 (including streaming equivalent sales).

**APRIL 23**

**BEYONCE's** album *Lemonade* is released, accompanied by a one hour special on HBO. The album becomes the 3rd largest in volume for 2016 - and the world wonders who Becky is.



**APRIL 16**

**RECORD STORE DAY**, celebrating the culture of the independently owned record store sees new vinyl releases from artists including **Metallica, Bowie, Dylan** and more. 2016 saw the 11th consecutive year of growth for vinyl sales.







**DRAKE**'s album *Views* is released exclusively on Apple Music, setting a new record for on-demand audio streams in a single week: 245.6 million.

**APRIL 29**



**JUAN GABRIEL** Mexico's best-selling artist of all time, passes away. Overall consumption of his music is up 82% compared to last year.

**AUGUST 28**



Joseph Day, 17, of Colony High School in Florida uses **RAE SREMMURD**'s **BLACK BEATLES** for his #Mannequinchallenge video; on-demand streams for the track triple to 43 million the week-ending 11/10.

**NOVEMBER 2**

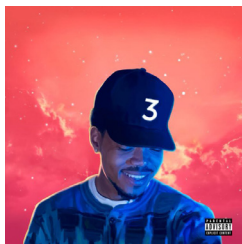


**THE WEEKND** releases his album *Starboy*. The album is streamed over 100 million times in one week (twice) and becomes the sixth, and last, album of 2016 to sell over 200k in its first week.

**NOVEMBER 25**



2017



**MAY 13**

**CHANCE THE RAPPER** releases *Coloring Book* as a streaming only album. The album has been on the Billboard 200 chart for 33 consecutive weeks, been streamed over 770 million times and nominated for a Grammy - all without the benefit of a single sale.



**OCTOBER 7**

Classic rock festival **DESERT TRIP**, opens, with **Bob Dylan, The Rolling Stones, Paul McCartney, The Who, Neil Young** and **David Waters** coming together for 80,000 fans in California.

**DECEMBER 2**

The **HAMILTON MIXTAPE** debuts at number one on the Billboard Top 200 consumption album chart, surpassing the No. 3 peak of the Original Cast Recording of *Hamilton*, which has sold over 1 million units.



**NOVEMBER 2**

**CHRIS STAPLETON** wins Male Vocalist of The Year at the 50th CMA Awards. His album *Traveller* is the first country album in three years to sell over 1 million units.

**DECEMBER 25**

**GEORGE MICHAEL** passes away on Christmas Day at age 53. Following his death, his U.S music sales, including with his former due Wham!, increase over 2600%.



## SHARE OF TOTAL VOLUME BY FORMAT

(SELECTED TOP GENRES)

	GENRE % OF TOTAL			
	PHYSICAL ALBUM	DIGITAL ALBUM	DIGITAL TRACKS	ON-DEMAND AUDIO STREAMING
OVERALL INDUSTRY	27%	19%	16%	38%
ROCK	38%	24%	12%	26%
R&B/HIP HOP	18%	17%	16%	48%
POP	20%	14%	26%	41%
COUNTRY	37%	18%	21%	24%
DANCE/ELECTRONIC	7%	14%	22%	57%
CHRISTIAN/GOSPEL	35%	24%	17%	24%
LATIN	25%	7%	12%	55%
HOLIDAY/SEASONAL	57%	19%	7%	17%
JAZZ	48%	25%	8%	19%
CLASSICAL	46%	27%	7%	20%
CHILDRENS	54%	23%	7%	16%

Read as: 38% of Rock volume is physical albums

## 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			ON-DEMAND AUDIO
		ALBUMS	DIGITAL ALBUMS	DIGITAL TRACKS	
ROCK	29%	41%	37%	22%	20%
R&B/HIP HOP	22%	15%	21%	22%	28%
POP	13%	10%	10%	21%	14%
COUNTRY	10%	13%	10%	12%	6%
DANCE/ELECTRONIC	4%	1%	3%	5%	6%
CHRISTIAN/GOSPEL	3%	4%	4%	3%	2%
LATIN	3%	2%	1%	2%	4%
HOLIDAY/SEASONAL	2%	5%	2%	1%	1%
JAZZ	1%	2%	2%	1%	1%
CLASSICAL	1%	2%	2%	1%	1%
CHILDRENS	1%	2%	1%	0%	0%

Read as: 28% of total consumption are Rock titles



# BILLBOARD'S 2016 TOP CHARTS

COMPILED BY NIELSEN MUSIC

ALL CHARTS BASED ON YTD SALES JANUARY 1 - DECEMBER 29 2016

## 2016 TOP ARTISTS OVERALL

RANK	ARTIST	ALBUMS W/TEA W/SEA ON-DEMAND AUDIO (000S)	ALBUM SALES(000s)	DIGITAL SONG SALES (000S)	STREAMING ON-DEMAND AUDIO (000S)
1	DRAKE	6,389	1,882	8,762	5,446,803
2	BEYONCE	3,203	1,768	6,153	1,228,753
3	ADELE	3,160	2,209	4,278	785,366
4	TWENTY ONE PILOTS	2,848	1,114	6,527	1,622,581
5	PRINCE	2,790	2,230	5,354	36,782
6	RIHANNA	2,631	745	5,765	1,963,960
7	THE WEEKND	2,403	757	3,861	1,890,833
8	JUSTIN BIEBER	2,214	642	5,514	1,530,358
9	FUTURE	2,041	297	3,218	2,133,999
10	METALLICA	1,883	1,565	1,268	286,676



Drake

## 2016 OVERALL TOP ALBUMS

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

RANK	ARTIST	TITLE	TOTAL CONSUMPTION (000s)	ALBUM SALES (000s)	SONG SALES (000s)	ON-DEMAND AUDIO STREAMS (000s)
1	DRAKE	VIEWS	4,140	1,608	5,087	3,035,770
2	ADELE	25	2,369	1,731	3,332	457,220
3	BEYONCE	LEMONADE	2,187	1,554	4,184	321,481
4	RIHANNA	ANTI	1,966	603	4,195	1,415,385
5	TWENTY ONE PILOTS	BLURRYFACE	1,732	738	3,795	922,471
6	JUSTIN BIEBER	PURPOSE	1,678	554	3,994	1,086,450
7	CHRIS STAPLETON	TRAVELLER	1,421	1,085	1,709	247,594
8	ORIGINAL BROADWAY CAST	HAMILTON	1,327	820	444	694,306
9	VARIOUS ARTISTS	SUICIDE SQUAD: THE ALBUM	1,126	472	3,095	517,888
10	ARIANA GRANDE	DANGEROUS WOMAN	1,070	322	2,809	700,615

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

RANK	ARTIST	TITLE	ALBUM SALES (000s)
1	ADELE	25	1,731
2	DRAKE	VIEWS	1,608
3	BEYONCE	LEMONADE	1,554
4	CHRIS STAPLETON	TRAVELLER	1,085
5	PENTATONIX	A PENTATONIX CHRISTMAS	904
6	ORIGINAL BROADWAY CAST	HAMILTON	820
7	TWENTY ONE PILOTS	BLURRYFACE	738
8	PRINCE	VERY BEST OF PRINCE	668
9	RIHANNA	ANTI	603
10	JUSTIN BIEBER	PURPOSE	554

## 2016 TOP CD ALBUMS

RANK	ARTIST	TITLE	SALES (000s)
1	ADELE	25	1159
2	PENTATONIX	A PENTATONIX CHRISTMAS	640
3	CHRIS STAPLETON	TRAVELLER	601
4	GARTH BROOKS	ULTIMATE COLLECTION EXCLUSIVE	421
5	ORIGINAL BROADWAY CAST	HAMILTON	381
6	JOEY+RORY	HYMNS	375
7	METALLICA	HARDWIRED...TO SELF-DESTRUCT	361
8	BEYONCÉ	LEMONADE	354
9	BLAKE SHELTON	IF I'M HONEST	325
10	DRAKE	VIEWS	301



Chris Stapleton

## 2016 TOP DIGITAL ALBUMS

RANK	ARTIST	TITLE	SALES (000s)
1	DRAKE	VIEWS	1,299
2	BEYONCÉ	LEMONADE	1,200
3	ADELE	25	514
4	CHRIS STAPLETON	TRAVELLER	447
5	ORIGINAL BROADWAY CAST	HAMILTON	422
6	TWENTY ONE PILOTS	BLURRYFACE	377
7	PRINCE	VERY BEST OF PRINCE	371
8	J. COLE	4 YOUR EYEZ ONLY	356
9	RIHANNA	ANTI	347
10	PANIC! AT THE DISCO	DEATH OF A BACHELOR	334

## 2016 TOP SONGS BY CONSUMPTION

RANK	TITLE	ARTIST	SONGS W/SES ON-DEMAND AUDIO (000s)	DIGITAL SONG SALES (000s)	STREAMING ON-DEMAND AUDIO (000s)
1	ONE DANCE	DRAKE	5,524	2,008	527,430
2	CLOSER	CHAINSMOKERS	4,541	2,268	340,908
3	WORK	RIHANNA	4,080	1,767	346,914
4	DON'T LET ME DOWN	CHAINSMOKERS	3,865	1,795	310,596
5	PANDA	DESIIGNER	3,686	1,547	320,828
6	CAN'T STOP THE FEELING!	JUSTIN TIMBERLAKE	3,610	2,495	167,312
7	7 YEARS	LUKAS GRAHAM	3,541	2,113	214,166
8	MY HOUSE	FLO RIDA	3,468	2,241	184,098
9	CHEAP THRILLS	SIA	3,340	1,695	246,803
10	STRESSED OUT	TWENTY ONE PILOTS	3,321	1,867	218,069

## 2016 TOP DIGITAL SONGS BY SALES

RANK	ARTIST	TITLE	SALES (000s)
1	CAN'T STOP THE FEELING!	JUSTIN TIMBERLAKE	2,495
2	CLOSER	CHAINSMOKERS FEAT. HALSEY	2,268
3	MY HOUSE	FLO RIDA	2,241
4	7 YEARS	LUKAS GRAHAM	2,113
5	ONE DANCE	DRAKE FEAT. WIZKID & KYLA	2,008
6	STRESSED OUT	TWENTY ONE PILOTS	1,867
7	LOVE YOURSELF	JUSTIN BIEBER	1,817
8	DON'T LET ME DOWN	CHAINSMOKERS FEAT. DAYA	1,795
9	WORK	RIHANNA FEAT. DRAKE	1,767
10	HEATHENS	TWENTY ONE PILOTS	1,748

## 2016 TOP ARTISTS RANKED BY ON-DEMAND STREAMING

RANK	ARTIST	STREAMING ON-DEMAND AUDIO(000s)
1	DRAKE	5,446,803
2	FUTURE	2,133,999
3	KANYE WEST	2,007,327
4	RIHANNA	1,963,960
5	THE WEEKEND	1,890,833
6	TWENTY ONE PILOTS	1,622,581
7	JUSTIN BIEBER	1,530,358
8	J. COLE	1,386,439
9	BEYONCÉ	1,228,753
10	KEVIN GATES	1,184,484



Twenty One Pilots  
Photo: Jabari Jacobs

## 2016 TOP LP VINYL ALBUMS

RANK	ARTIST	TITLE	SALES (000s)
1	TWENTY ONE PILOTS	<i>BLURRYFACE</i>	68
2	DAVID BOWIE	<i>BLACKSTAR</i>	66
3	ADELE	<i>25</i>	58
4	AMY WINEHOUSE	<i>BACK TO BLACK</i>	58
5	RADIOHEAD	<i>A MOON SHAPED POOL</i>	56
6	BEATLES	<i>ABBEY ROAD</i>	54
7	BOB MARLEY & THE WALERS	<i>LEGEND</i>	49
8	TWENTY ONE PILOTS	<i>VESSEL</i>	46
9	MILES DAVIS	<i>KIND OF BLUE</i>	42
10	LANA DEL REY	<i>BORN TO DIE</i>	39



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

RANK	ARTIST	SONG	ON-DEMAND STREAMS (000s)
1	DESIIGNER	"PANDA"	791,277
2	RIHANNA FEAT. DRAKE	"WORK"	708,112
3	CHAINSMOKERS FEAT. HALSEY	"CLOSER"	611,697
4	DRAKE FEAT. WIZKID & KYLA	"ONE DANCE"	558,255
5	RIHANNA	"NEEDED ME"	516,854
6	CHAINSMOKERS FEAT. DAYA	"DON'T LET ME DOWN"	504,875
7	JUSTIN BIEBER	"SORRY"	465,741
8	FIFTH HARMONY FEAT. TY DOLLA \$IGN	"WORK FROM HOME"	453,309
9	TWENTY ONE PILOTS	"STRESSED OUT"	445,054
10	D.R.A.M. FEAT. LIL YACHTY	"BROCCOLI"	436,453

## TOP AUDIO ON-DEMAND STREAMS

RANK	ARTIST	SONG	ON-DEMAND AUDIO STREAMS (000s)
1	DRAKE FEAT. WIZKID & KYLA	"ONE DANCE"	527,430
2	RIHANNA FEAT. DRAKE	"WORK"	346,914
3	CHAINSMOKERS FEAT. HALSEY	"CLOSER"	340,908
4	RIHANNA	"NEEDED ME"	322,059
5	DESIIGNER	"PANDA"	320,828
6	CHAINSMOKERS FEAT. DAYA	"DON'T LET ME DOWN"	310,596
7	DRAKE FEAT. RIHANNA	"TOO GOOD"	275,837
8	D.R.A.M. FEAT. LIL YACHTY	"BROCCOLI"	268,790
9	DRAKE FEAT. POPCAAN	"CONTROLLA"	267,647
10	G-EAZY X BEBE REXHA	"ME, MYSELF & I"	252,230



Rae Sremmurd

## TOP VIDEO ON-DEMAND STREAMS

RANK	ARTIST	SONG	ON-DEMAND VIDEO STREAMS (000s)
1	DESIIGNER	"PANDA"	470,450
2	RIHANNA FEAT. DRAKE	"WORK"	361,197
3	CHAINSMOKERS FEAT. HALSEY	"CLOSER"	270,788
4	JUSTIN BIEBER	"SORRY"	260,563
5	ZAY HILFIGERRR & ZAYION MCCALL	"JUJU ON THAT BEAT (TZ ANTHEM)"	256,753
6	SILENTO	"WATCH ME (WHIP/NAE NAE)"	248,516
7	RAE SREMMURD FEAT. GUCCI MANE	"BLACK BEATLES"	227,994
8	TWENTY ONE PILOTS	"STRESSED OUT"	226,985
9	LUKAS GRAHAM	"7 YEARS"	216,900
10	TWENTY ONE PILOTS	"HEATHENS"	216,617

# 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 450,000 copies in the U.S, and is the only Bowie album to have reached the top of the Billboard 200 charts. The week after he passed fans celebrated his amazing career by propelling 10 of his albums to the Billboard Top 200 chart and 18 albums to the Top Albums sales chart. Bowie had 17 of the top 200 best-selling songs in that week as well.

## 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 9100% and his songs by 4800%. The Eagles catalog also showed a 500% increase in album sales and a 680% increase in song sales, led by such classics as "Take It Easy" (+793%) and "New Kid in Town" (+1138%).

## JOEY FEEK

Joey Feek, of husband and wife country duo Joey & Rory died on March 4th after a two year battle with cancer. Joey entered hospice care at the end of 2015 and in February of this year the pair released their album *Hymns*. Led by the touching "When I'm Gone," which was streamed nearly 13 million times in 2016, *Hymns* has sold over 500K albums. Total consumption of their music in 2016 was ten-times what it was in 2015.

## 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 #1 in the Billboard 200. It has sold over 239k 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 9570%.

## PRINCE

Prince died suddenly at his Minneapolis home on April 21st. With very limited availability of Prince's catalog on streaming services, digital sales of his catalog surged. The week of his death, Prince's catalog of songs had a 5600% sales increase, with over 1 million songs sold on the day his death was announced. Sales of his digital albums also increased, by nearly 14000%, with over 200K sold in one day. Over 1 million "equivalent" albums (including track and streaming equivalent album sales, calculated at 10:1 and 1500:1 respectively) were consumed by fans over the next two weeks. Over two million more Prince albums were sold in 2016 compared to 2015.

## JUAN GABRIEL

Latin American music icon Juan Gabriel, Mexico's best-selling artist of all time, passed away on August 28th. Fans reacted immediately and drove his album sales up 850%, his song sales up over 3000% and audio streams up 865%. Consumption of Gabriel's music is up 84% this year, and he also had the top 3 Latin albums sold in the U.S in 2016: *Mis Numero 1...40 Aniversario*, *Los Duo 2* and *Los Duo*.

## LEONARD COHEN

Leonard Cohen died November 7th, just weeks after the release of his 14th studio album *You Want It Darker*. One week after the passing of this influential poet, artist and singer/songwriter, U.S sales of the album had nearly tripled, and song sales of "Hallelujah" (including on-demand audio streaming) increased over 1000%

## 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. With 5.1 million in album sales and 4.2 million song sales, *Faith* is George Michael's best-seller in the SoundScan era - even though SoundScan did not start tracking album sales until 1991 and digital song sales in 2004. His most downloaded songs are "Careless Whisper" (980k), "Wake Me Up Before You Go Go" (841k) and "Last Christmas" (777k).

# 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.

## 2016 TOP 10 "TRENDSETTERS" FOR MILLENNIAL MUSIC FANS (AGE 18-34)

- |   |              |    |                   |
|---|--------------|----|-------------------|
| 1 | BEYONCE      | 6  | LADY GAGA         |
| 2 | TAYLOR SWIFT | 7  | JUSTIN TIMBERLAKE |
| 3 | GWEN STEFANI | 8  | MICHAEL JACKSON   |
| 4 | THE BEATLES  | 9  | FRANK SINATRA     |
| 5 | PRINCE       | 10 | ELVIS PRESLEY     |



Beyoncé  
Photo: Robin Harper for Parkwood



# TOP 10 RADIO FORMATS OF 2016 (PERSONS 6+ SHARE)

RANK	FORMAT	2016	2015	2014
1	News Talk Information	9.6%	8.9%	8.8%
2	Pop Contemporary Hit Radio (CHR)	8.1%	8.2%	8.3%
3	Adult Contemporary (AC)	7.5%	7.4%	7.1%
4	Country*	7.4%	7.9%	8.2%
5	Hot Adult Contemporary (AC)	6.4%	6.7%	6.2%
6	Classic Hits	5.3%	5.3%	5.2%
7	Classic Rock	5.1%	5.2%	4.7%
8	Urban Adult Contemporary (AC)	4.8%	4.9%	4.9%
9	All Sports	4.7%	4.7%	4.4%
10	Mexican Regional	3.7%	3.3%	3.7%
11	Urban Contemporary	3.7%	3.5%	3.2%

\*Country is a combination of Country and New Country formats

January-November 2014, 2015 and 2016. AQH Share across 45 non-embedded PPM markets. Mon-Sun 6am-Midnight.

Read as: From January-November 2016, 9.6% of U.S. radio listeners in PPM markets aged 6+ were turned to a NewsT/Talk station during any 15-minutes period during the day.

# 2016 TOP RADIO SONGS

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

RANK	ARTIST	SONG	IMPRESSIONS (000s)	PLAYS (000s)
1	JUSTIN BIEBER	LOVE YOURSELF	39,496	664
2	DRAKE FEAT. WIZKID & KYLA	ONE DANCE	36,107	565
3	JUSTIN TIMBERLAKE	CAN'T STOP THE FEELING!	34,221	587
4	SIA	CHEAP THRILLS	33,850	574
5	TWENTY ONE PILOTS	STRESSED OUT	33,695	586
6	CHAINSMOKERS FEAT. DAYA	DON'T LET ME DOWN	30,290	537
7	CALVIN HARRIS FEAT. RIHANNA	THIS IS WHAT YOU CAME FOR	29,096	495
8	DNCE	CAKE BY THE OCEAN	28,490	505
9	JUSTIN BIEBER	SORRY	27,874	456
10	MIKE POSNER	I TOOK A PILL IN IBIZA	27,247	506



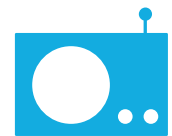
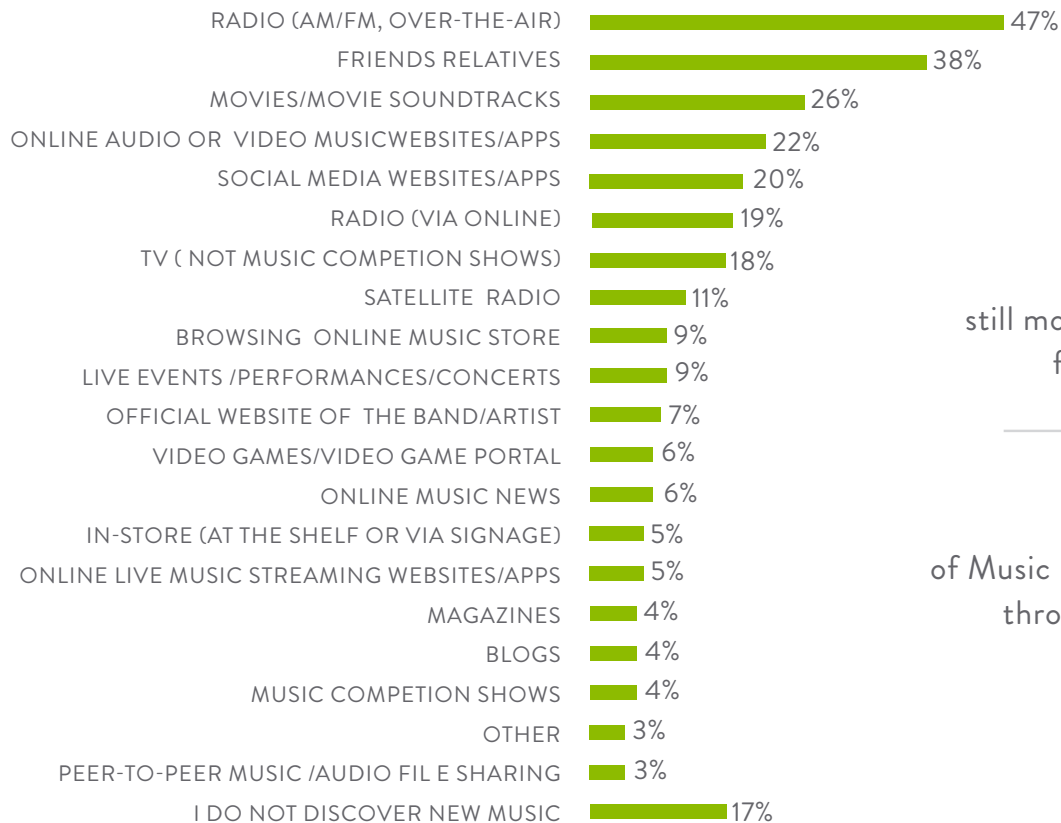
Justin Bieber

# MUSIC CONSUMPTION AND DISCOVERY



up from 75% in 2015

\*includes streaming music, video and live broadcast radio



## RADIO

still most popular format  
for music listening

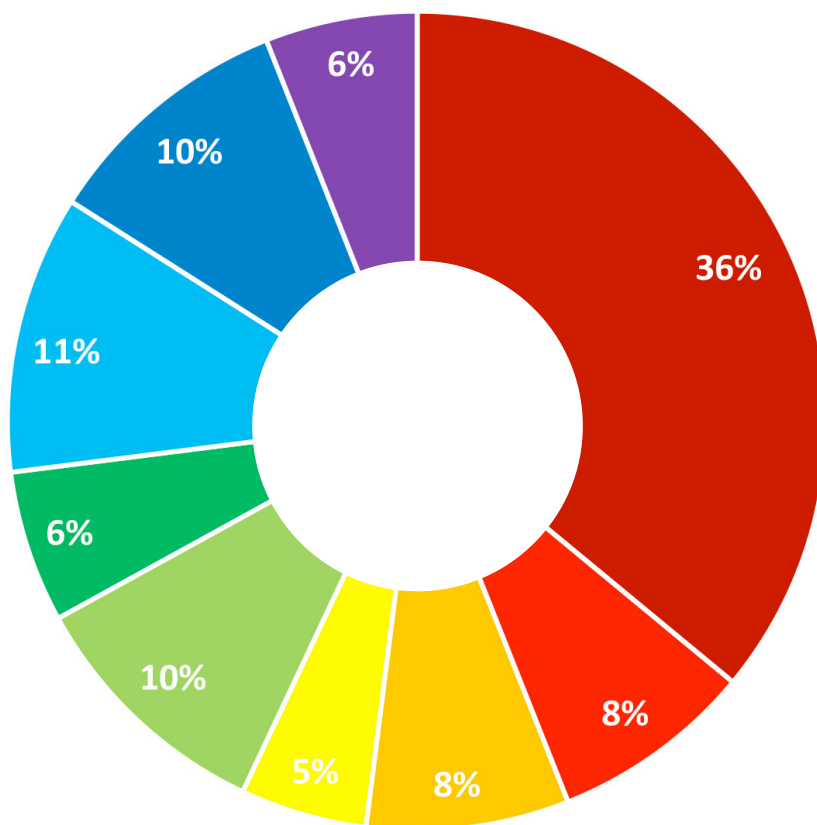
## 66%

of Music Listeners discover  
through some form of

## RADIO

# SHARE OF MUSIC SPEND

LIVE MUSIC DOMINATES MUSIC SPENDING.

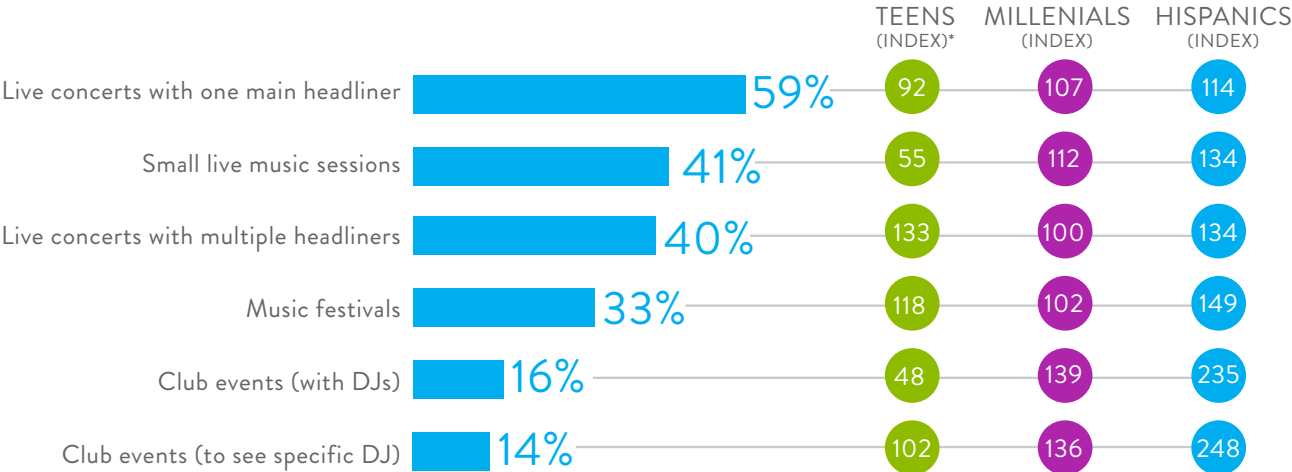


- LIVE MUSIC CONCERTS
- SMALL LIVE MUSIC SESSIONS
- PHYSICAL MUSIC
- MUSIC FESTIVALS
- SATELLITE RADIO SUBSCRIPTIONS
- DIGITAL MUSIC
- DJ EVENTS
- ONLINE STREAMING SERVICES
- MUSIC GIFT CARDS



# LIVE MUSIC ATTENDANCE

Q: WHICH OF THE FOLLOWING HAVE YOU ATTENDED IN THE LAST 12 MONTHS?



\*Indexes represent % of Teens or Millennials or Hispanics / % General Population. An index of 100 means that response is in line with national average. In the first line, the index of 92 means that Teens are 8% less likely to attend Live Concerts with a Headliner, while an index of 107 means that Millennials are 7% more likely to do so.



## 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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