

NIELSEN MUSIC

# 2017 YEAR-END MUSIC REPORT

CANADA



nielsen  
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# INTRODUCTION



**Paul Shaver**  
Vice President/  
Head of Nielsen  
Music Canada

The music industry in Canada has never been stronger, with record consumption, growing live music attendance and a new class of emerging artists. Nielsen Music has also had an amazing, transformative year. Technological advancements and new partnerships have allowed us to provide robust, comprehensive data in more accessible, customizable and useful ways in 2017. Over the past year, we received a record number of requests for Nielsen Music research and insight reports.

Welcome to the Nielsen Music Year-End Report, which examines the trends that shaped the Canadian music industry in 2017 with definitive consumption figures and charts.

Overall consumption of albums, songs and On-Demand Audio streaming grew 13.6% year-over-year. On-Demand Audio streaming offset decreases in track and album sales and, on December 3, for the first time in history, it surpassed the 900 million per week mark.

Ed Sheeran led all artists in Canada with overall consumption and had the top-selling album of the year.

Six Canadians had No. 1 albums on the Billboard Canadian Albums chart in 2017, including The Weeknd's *Starboy*, Drake's *More Life*, Arcade Fire's *Everything Now*, Shania Twain's *Now*, Pierre Lapointe's *La Science Du Coeur* and Gord Downie's *Introduce Yerself*.

The passing of Gord Downie captured the nation's attention. In the week following his death, The Tragically Hip's overall consumption increased by 1,000% over the previous week. Also, six of the group's albums re-entered the Billboard Canadian Albums chart. Other Canadian artists we lost in 2017 included Kenny Shields of Streetheart and Patrick Bourgeois of Les BB.

R&B/Hip-Hop was Canada's fastest-growing music genre of the year, with an 86% increase in On-Demand Audio streaming consumption over 2016. The genre introduced us to new Canadian acts Daniel Caesar and Nav. Overall, seven of the year's 10 most-streamed artists in Canada came from the R&B/Hip-Hop genre.

Collaborations ruled the charts this year, with artists like Luis Fonsi & Daddy Yankee, DJ Khaled & Justin Bieber, Zedd & Alessia Cara, Ed Sheeran & Beyoncé, The Chainsmokers & Coldplay, Kygo & Selena Gomez and Marshmello & Khalid teaming up to make hits.

Old music and formats also had a renaissance at retail this year with vinyl posting its seventh consecutive year of sales growth. Catalogue titles represented 59% of vinyl album sales in 2017, the highest percentage to date.

Thank you for downloading the report, and thanks for inspiring and challenging us to innovate, so we can improve our products and services to better fit your needs in 2018 and beyond.

**SIX CANADIANS  
HAD NO. 1  
ALBUMS ON  
THE BILLBOARD  
CANADIAN  
ALBUMS CHART  
IN 2017.**

**NOTE:** The term "audio consumption" in this report describes the number of physical albums (CDs or vinyl) that were bought and how many album equivalents were downloaded or streamed. While this is a commonly understood metric in the music industry, the words "audio consumption" mean different things to different people. For the sake of clarity, this definition of audio consumption does not include listening to music on broadcast radio or digital radio broadcasts.

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# HIGHLIGHTS



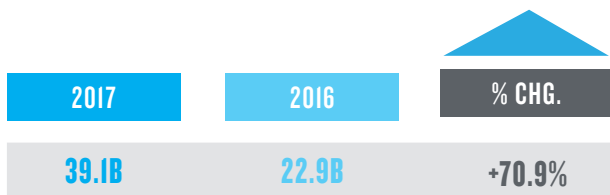
## TOTAL CONSUMPTION (ALBUM + TEA + ON-DEMAND AUDIO SEA)



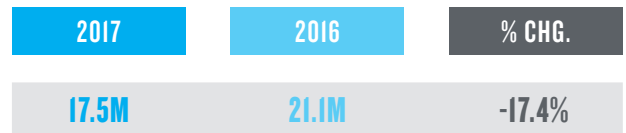
## TOTAL DIGITAL MUSIC CONSUMPTION (DIGITAL ALBUM + TEA + ON-DEMAND AUDIO SEA)



## TOTAL ON-DEMAND STREAMS - AUDIO



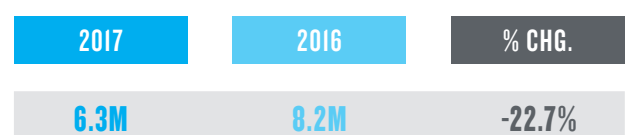
## TOTAL ALBUM SALES



## TOTAL ALBUM + TEA SALES



## DIGITAL ALBUM SALES



## PHYSICAL ALBUM SALES

2017	2016	% CHG.
11.1M	12.9M	-14.1%

## VINYL LP SALES

2017	2016	% CHG.
804K	660K	+21.8%

## DIGITAL TRACK SALES

2017	2016	% CHG.
60.0M	74.0M	-18.8%

## CATALOGUE VS. CURRENT SALES

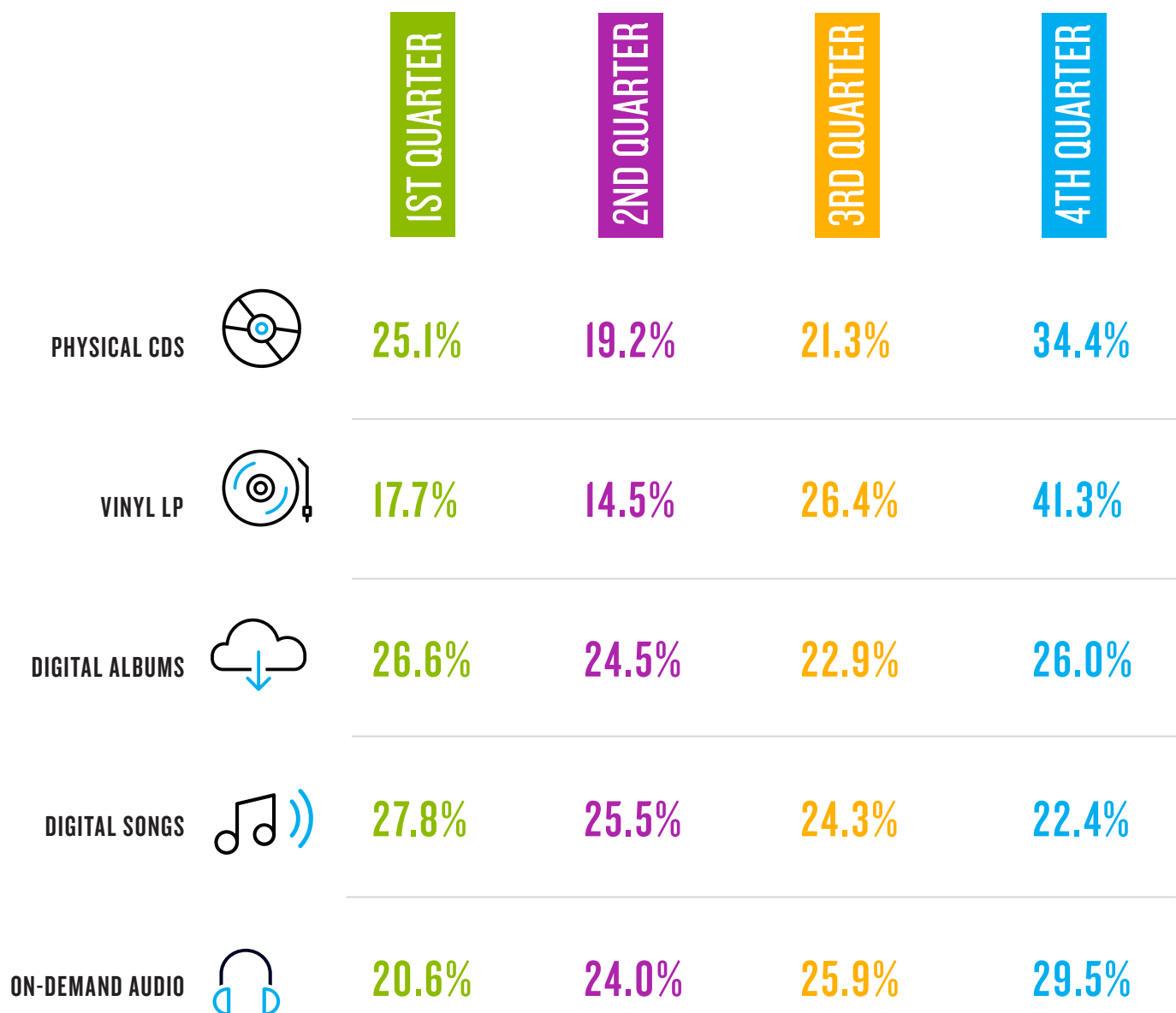
(CATALOGUE IS DEFINED AS OVER 18 MONTHS)

	2017 SHARE OF TOTAL	2016 SHARE OF TOTAL	YOY VOLUME % CHG.
<b>OVERALL ALBUMS</b>			
CURRENT	47%	49%	-20.8%
CATALOGUE	53%	51%	-14.2%
<b>DIGITAL ALBUMS</b>			
CURRENT	48%	50%	-26.8%
CATALOGUE	52%	50%	-18.5%
<b>PHYSICAL ALBUMS</b>			
CURRENT	47%	48%	-16.8%
CATALOGUE	53%	52%	-11.5%
<b>DIGITAL TRACKS</b>			
CURRENT	50%	48%	-16.0%
CATALOGUE	50%	52%	-21.5%
<b>OVERALL ON-DEMAND AUDIO STREAMS</b>			
CURRENT	43%	42%	71.9%
CATALOGUE	57%	58%	70.1%

# HIGHLIGHTS

## QUARTER-BY-QUARTER RECAP

The holiday rush of the fourth quarter may still rule for physical sales, but other formats show notable spikes throughout the year. On-Demand Audio streaming spiked in the third quarter during the summer vacation months. Digital Album and Song Downloads continue to benefit the most from post-holiday gift card redemptions in the first quarter.

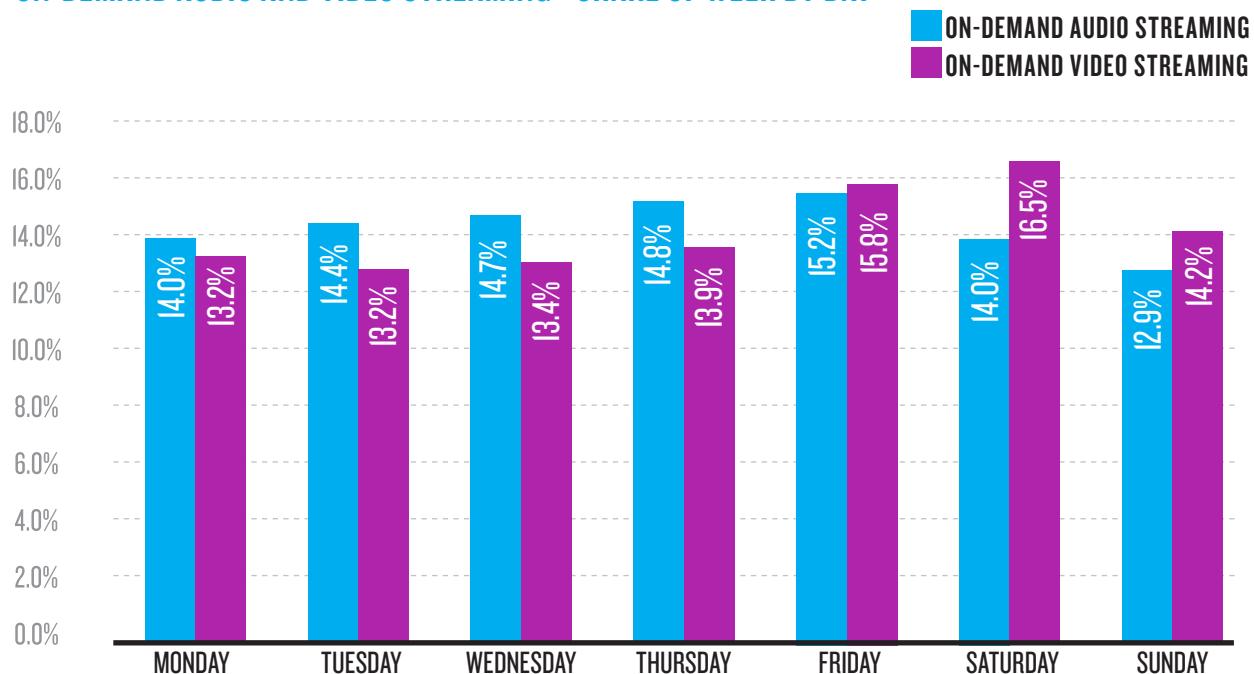


## DAILY ON-DEMAND STREAMING SYNOPSIS

While the daily distribution of streaming is more evenly spread than sales, there are distinct days where streaming is highest. For On-Demand Audio streaming, the volume peaks on Friday, not surprisingly coinciding with new release day, and is more prevalent on the weekdays than the weekends. For video streams, we see the opposite effect, with Saturday being the most significant share of the week, followed by Friday and Sunday.

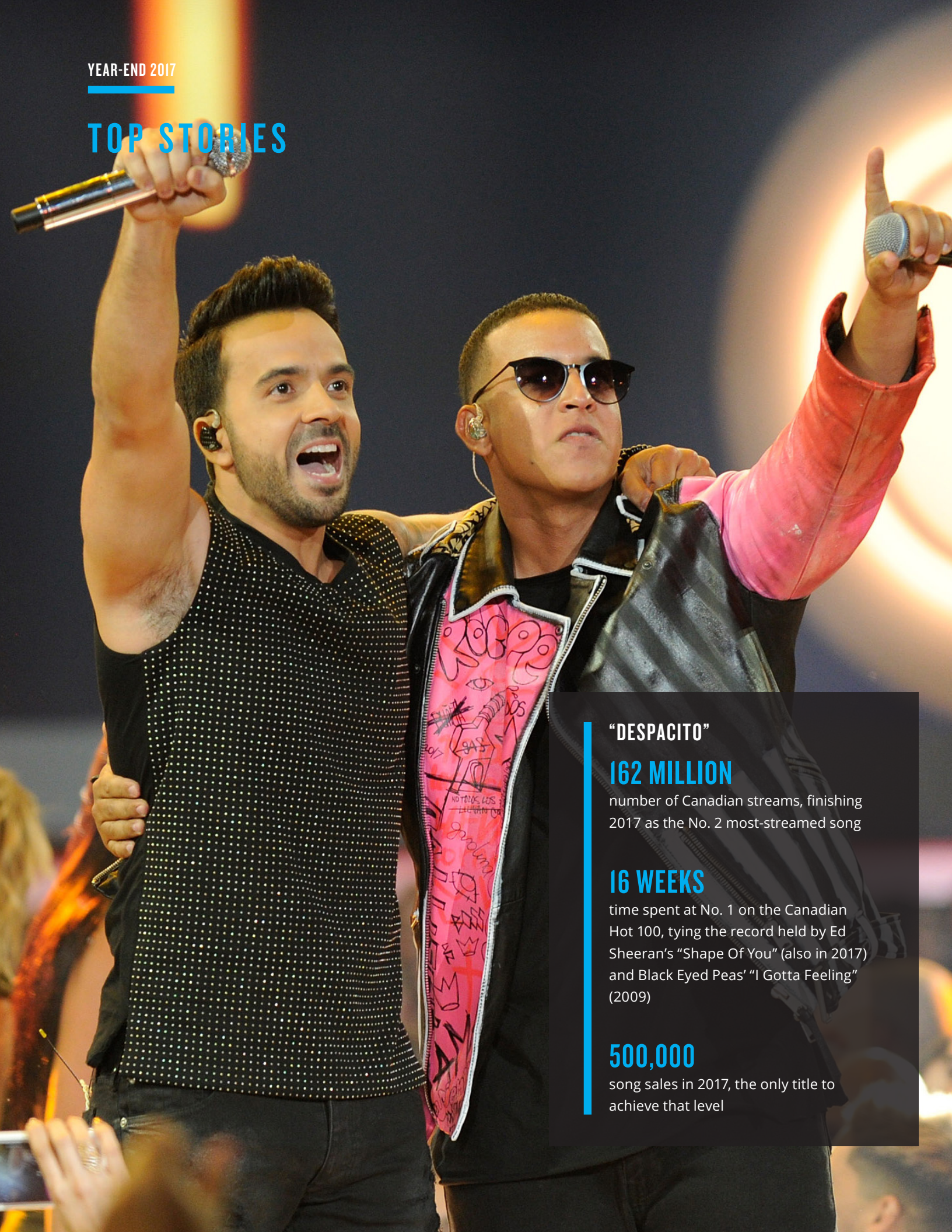
On-Demand Video streaming gets a smaller share of its streams during the week, with Monday and Tuesday constituting the days with the lowest share of the week. On-Demand Audio streaming, on the other hand, sees its lowest share days on the weekends, with Saturday and Sunday contributing the lowest share of the week.

## ON-DEMAND AUDIO AND VIDEO STREAMING - SHARE OF WEEK BY DAY



\*Each number represents the percentage of weekly streams by day, taken from each week of 2017.

# TOP STORIES



## “DESPACITO”

**162 MILLION**

number of Canadian streams, finishing 2017 as the No. 2 most-streamed song

**16 WEEKS**

time spent at No. 1 on the Canadian Hot 100, tying the record held by Ed Sheeran’s “Shape Of You” (also in 2017) and Black Eyed Peas’ “I Gotta Feeling” (2009)

**500,000**

song sales in 2017, the only title to achieve that level



YEAR-END 2017

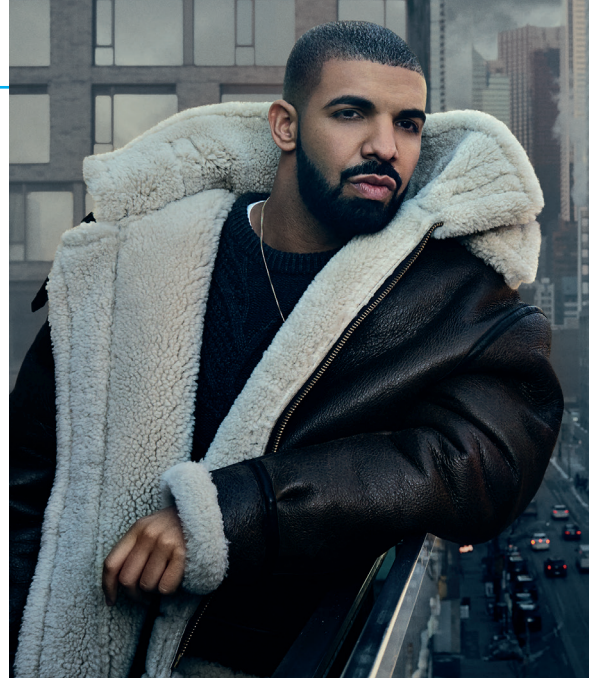
## TOP STORIES



## SURGE IN STREAMING

Streaming continued its growth over downloads as the dominant music-consumption platform of 2017, fueling On-Demand Audio consumption growth of 13.6% year-over-year. The increase was led by a 70.9% increase in On-Demand Audio streams compared to 2016.

In fact, streaming reached new heights the week ending December 3, when On-Demand Audio streams surpassed the 900 million mark for the first time since Nielsen Music began tracking streaming activity in Canada. Two weeks later, that total grew to 947 million streams in one week.



## R&amp;B/HIP-HOP REACHES NEW HEIGHTS

R&B/Hip-Hop became Canada's fastest-growing of the major genres of 2017, with an 86.2% increase in streaming over 2016. Rap was the main driver for the increase, showing a 98% increase in On-Demand Audio streaming. Three of the year's top four most-consumed albums belong to R&B/Hip-Hop artists — Drake's *More Life*, Kendrick Lamar's *DAMN.* and The Weeknd's *Starboy* — and seven of the year's 10 most-streamed artists came from the genre.

## THE "BIEBER" EFFECT AND OTHER COLLABORATIONS

Justin Bieber and Beyoncé, neither of whom released albums in 2017, contributed in major ways to the success of singles by other artists.

In addition to his appearance on the remix of "Despacito," Bieber's contributions to DJ Khaled's "I'm The One" helped the song reach No. 1 on the Canadian Hot 100, while additional collabs with BloodPop ("Friends") and David Guetta ("2U") both reached No. 4.

Beyoncé lent her golden touch to the "Despacito"-esque remix of J Balvin & Willy William's "Mi Gente," sending the song from No. 17 straight to No. 1 with a 229% gain in Digital Song sales and 43% gain in overall Streaming the week following its release. In December, her newly recorded duet for Ed Sheeran's "Perfect" helped the song post a 130% increase in Digital Song Downloads and a 103% lift in On-Demand Audio streams.

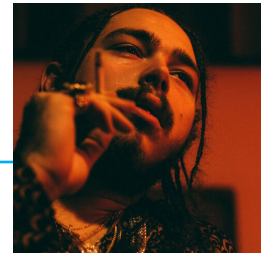
And Coldplay achieved its highest peak to date on the Canadian Hot 100 thanks to the band's team-up with The Chainsmokers, "Something Just Like This." The single became a multi-format hit at radio, reaching No. 1 at both Hot AC and Mainstream AC, and No. 3 at CHR. The song finishes 2017 as the year's No. 11 On-Demand Audio streaming song.



## BREAKTHROUGH ARTISTS

R&B and Hip-Hop's streaming dominance helped inaugurate a new class of emerging artists, including Canadian acts Daniel Caesar (No. 16 peak on Canadian Albums) and Nav (No. 4 debut on Canadian Albums). U.S. rapper Post Malone made a particularly strong showing with his debut album *Stoney*, which reached No. 6 on the Canadian Albums Chart in October with 4,000 in total consumption 10 months after its initial Canadian release. The album's success was a side effect of the Standalone single "Rockstar," which spent seven weeks at No. 1 on the Overall Streaming chart and two weeks at No. 1 on the Digital Songs chart.

Other standout freshmen include R&B crooner Khalid, ex-Fifth Harmony member Camila Cabello and Canadian country band James Barker Band, whose first four radio singles all reached the Top 10 of the Country Airplay chart. And the award for breakthrough late-bloomer goes to Portugal. The Man, which scored its first-ever Canadian Hot 100 hit, the No. 8-peaking "Feel It Still," 11 years after releasing its debut album.



## THE ONE DIRECTION EFFECT

One Direction made boy band history by producing CHR/Top 40 charted hits from all five of its original members in 2017. Harry Styles and Niall Horan each scored No. 1 Consumption Albums, joining Zayn who accomplished the feat in 2016.



HARRY STYLES  
"Sign of the Times"

**NO. 14**  
CHR



ZAYN  
"I Don't Wanna  
Live Forever"  
(with Taylor Swift)

**NO. 2**  
CHR



NIALL HORAN  
"Slow Hands"

**NO. 1**  
CHR



LIAM PAYNE  
"Strip That Down"  
(feat. Quavo)

**NO. 2**  
CHR



LOUIS TOMLINSON  
"Back to You"  
(feat. Bebe Rexha &  
Digital Farm Animals)

**NO. 44**  
CHR



## GENRE CROSSOVERS

Genre crossovers didn't end with "Despacito." Also on the Latin front, J Balvin & Willy William went all the way to No. 1 on the Canadian Hot 100 with the Spanish-language "Mi Gente," aided in part by a remix featuring Beyoncé. And Luis Fonsi's "Despacito" follow-up, the Demi Lovato duet "Echama La Culpa," reached No. 35 on the chart in early December.

EDM continued its transition into the sound of mainstream pop as superstar DJ-producers all scored big hits with pop stars. Calvin Harris teamed with Frank Ocean & Migos on "Slide" (No. 16 peak on Canadian Hot 100) and Pharrell Williams & Katy Perry on "Feels" (No. 5 peak). Zedd topped the CHR Airplay chart with "Stay," his collaboration with Canadian pop star Alessia Cara, and Selena Gomez, who did not release an album in 2017, scored a pair of hits with EDM stars Marshmello ("Wolves") and Kygo ("It Ain't Me").

Sam Hunt led country's crusade into pop with his blockbuster "Body Like a Back Road," which generated more than 35 million On-Demand Audio streams and topped the Country Airplay chart for four weeks and went Top 20 at Hot AC and Top 30 at CHR.

And from overseas, K-Pop sensation BTS made a big splash when the group's album *Love Yourself: Her* entered the Canadian Albums chart at No. 3 in October. New single "Mic Drop" entered the Digital Songs chart at No. 7 and No. 19 in Overall Streaming following the release of a new version featuring Designer and Steve Aoki.





## SHEERAN'S CHART RECORDS TAKE "SHAPE"

"Despacito" wasn't the only song to make chart history. Ed Sheeran's "Shape Of You," still a Canadian Hot 100 hit since its release in January, has totaled over 1.6 million song consumption units in Canada. The song shares "Despacito"'s record for longest run at No. 1 (16 weeks). The third song to share the milestone? Black Eyed Peas' 2009 hit "I Gotta Feeling." "Shape of You" is the only song besides "Despacito" to sell over 400,000 downloads in 2017.



## VINYL'S NEEDLE HAS YET TO DROP

Old music and formats found new life at retail this year. Vinyl posted its seventh consecutive year of sales growth, with a **22%** increase to **804,000** units. Catalogue titles represented 59% of vinyl album sales in 2017, the highest percentage to date.



## THE YEAR IN POP

Ed Sheeran dominated many of the charts this year, scoring the Top Consumption and Top Selling Album with *Divide* and Top Consumption and Top Airplay Song with "Shape Of You." Taylor Swift's *Reputation* had the highest one-week sales total for the year with 80K albums sold in the first week. Harry Styles, Halsey, Katy Perry, Lorde, Kesha, P!nk, Niall Horan and Sam Smith all scored chart-topping albums.

### TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Ed Sheeran	756,000
2	Taylor Swift	317,000
3	The Chainsmokers	296,000
4	P!nk	220,000
5	Katy Perry	202,000

### TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Ed Sheeran	Divide	501,000
2	Taylor Swift	Reputation	178,000
3	The Chainsmokers	Memories...Do Not Open	146,000
4	P!nk	Beautiful Trauma	140,000
5	Shawn Mendes	Illuminate	101,000

### TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Ed Sheeran	Shape Of You	1,635,000
2	The Chainsmokers & Coldplay	Something Just Like This	634,000
3	Clean Bandit Feat. Sean Paul & Anne-Marie	Rockabye	601,000
4	Ed Sheeran	Perfect	596,000
5	Kygo & Selena Gomez	It Ain't Me	578,000

### TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS
1	Ed Sheeran	Shape Of You	123,000
2	The Chainsmokers & Coldplay	Something Just Like This	91,000
3	Kygo & Selena Gomez	It Ain't Me	90,000
4	Shawn Mendes	There's Nothing Holdin' Me Back	88,000
5	Alessia Cara	Scars To Your Beautiful	84,000



## THE YEAR IN R&B/HIP-HOP

Seven of the year's top 10 On-Demand Streaming Songs belonged to R&B/Hip-Hop acts, including breakouts from Post Malone and Lil Uzi Vert. Drake, The Weeknd and Kendrick Lamar each had albums in the top five overall consumption, while Future had two different albums debut at No. 1 in successive weeks, making the rapper the first artist to achieve such a feat in the Nielsen Music Canada era.

### TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Drake	524,000
2	Eminem	380,000
3	Kendrick Lamar	315,000
4	The Weeknd	311,000
5	Post Malone	233,000

### TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Drake	More Life	257,000
2	Kendrick Lamar	Damn.	209,000
3	The Weeknd	Starboy	190,000
4	Post Malone	Stoney	137,000
5	Bruno Mars	24K Magic	113,000

### TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	French Montana feat. Swae Lee	Unforgettable	693,000
2	DJ Khaled Feat. Justin Bieber, Quavo, Chance The Rapper & Lil Wayne	I'm The One	620,000
3	Kendrick Lamar	Humble.	607,000
4	Bruno Mars	That's What I Like	571,000
5	Post Malone Feat. 21 Savage	Rockstar	525,000

### TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS
1	The Weeknd	I Feel It Coming	94,000
2	Bruno Mars	That's What I Like	77,000
3	The Weeknd Feat. Daft Punk	Starboy	60,000
4	Rihanna	Love On The Brain	58,000
5	Bruno Mars	24K Magic	53,000



## THE YEAR IN LATIN

Luis Fonsi & Daddy Yankee's "Despacito" and its Justin Bieber remix was the music story of the year across all genres, including 16 weeks atop the Canadian Hot 100. But the song's success had a halo effect on several other Latin hits ripe for crossover success, most notably J Balvin & Willy William's "Mi Gente," which catapulted to the top of the Hot 100 after Beyoncé hopped on a remix of the song in September to help raise proceeds for families affected by Hurricane Maria. Overall Latin Audio On-Demand streaming grew 154% year-over-year, while Latin Digital Tracks sales were up 101%.

## TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Daddy Yankee	179,000
2	Luis Fonsi	165,000
3	Shakira	70,000
4	J Balvin	62,000
5	Nicky Jam	32,000

## TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Shakira	En Vivo Desde Paris	13,000
2	Enrique Iglesias	Sex And Love	11,000
3	J Balvin	Energia	11,000
4	CNCO	Primera Cita	8,000
5	Ozuna	Odisea	8,000

## TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	1,584,000
2	J Balvin & Willy William Feat. Beyoncé	Mi Gente	379,000
3	Shakira Feat. Maluma	Chantaje	177,000
4	Enrique Iglesias Feat. Descemer Bueno & Zion & Lennox	Subeme La Radio	131,000
5	Enrique Iglesias Feat. Descemer Bueno & Gente De Zona	Bailando	99,000

## TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	79,000
2	Alx Veliz	Dancing Kizomba	15,000
3	J Balvin & Willy William Fxxxeat. Beyoncé	Mi Gente	14,000
4	Enrique Iglesias	Bailando	4,000
5	Michel Telo	Ai Se Eu Te Pego	2,000



## THE YEAR IN COUNTRY

Country traditionally trails other genres in terms of overall streaming consumption. But Sam Hunt helped the genre reach new heights this year thanks to “Body Like A Back Road,” which received more than 35 million On-Demand Audio streams, more than two times higher than the runner-up, Brett Young’s “In Case You Didn’t Know.” Aaron Goodvin’s “Lonely Drum” was the top Country streaming and downloaded song by a Canadian artist. Fellow Canadians Dallas Smith, High Valley and James Barker Band each scored No. 1s at Country Airplay as well.

### TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Shania Twain	175,000
2	Chris Stapleton	124,000
3	Johnny Cash	122,000
4	Luke Bryan	108,000
5	Florida Georgia Line	103,000

### TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Shania Twain	Now	112,000
2	Chris Stapleton	From A Room: Vol. 1	49,000
3	Keith Urban	Ripcord	49,000
4	Florida Georgia Line	Dig Your Roots	48,000
5	Chris Stapleton	Traveller	47,000

### TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Sam Hunt	Body Like A Back Road	471,000
2	Brett Young	In Case You Didn't Know	190,000
3	Luke Combs	Hurricane	157,000
4	Florida Georgia Line	H.O.L.Y.	141,000
5	Keith Urban	Blue Ain't Your Color	138,000

### TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS
1	Sam Hunt	Body Like A Back Road	55,000
2	Jon Pardi	Dirt On My Boots	29,000
3	Old Dominion	No Such Thing As A Broken Heart	28,000
4	Brett Young	In Case You Didn't Know	27,000
5	Luke Bryan	Fast	26,000





## THE YEAR IN ROCK

The format may not be posting increases of the scale of R&B/Hip-Hop in terms of overall consumption, but a bevy of synchs helped power the genre's four biggest hits. Imagine Dragons' "Believer" and "Thunder" took off thanks to commercials by Nintendo and Jeep, respectively, among others, while Portugal. The Man's "Feel It Still" broke big thanks in part to commercials by vitaminwater and Apple, and Twenty One Pilots' "Heathens" continued to perform from its use in 2016's *Suicide Squad*. Canadian bands had a big year at radio, too: July Talk, Mother Mother, Arkells and The Glorious Sons all topped the Modern Rock Airplay chart, while Bleeker, One Bad Son and Headstones all reached the summit at Mainstream Rock Airplay.

### TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Metallica	263,000
2	Imagine Dragons	251,000
3	The Tragically Hip	211,000
4	The Beatles	210,000
5	Coldplay	200,000

### TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Imagine Dragons	Evolve	157,000
2	Metallica	Hardwired...To Self-Destruct	127,000
3	The Tragically Hip	Yer Favourites	85,000
4	Arcade Fire	Everything Now	79,000
5	Guns N' Roses	Greatest Hits	65,000

### TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Imagine Dragons	Believer	612,000
2	Imagine Dragons	Thunder	416,000
3	Portugal. The Man	Feel It Still	285,000
4	Twenty One Pilots	Heathens	254,000
5	Rag'n'Bone Man	Human	203,000

### TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS
1	Imagine Dragons	Believer	73,000
2	Portugal. The Man	Feel It Still	60,000
3	Coleman Hell	Fireproof	33,000
4	The Strumbellas	Spirits	31,000
5	Imagine Dragons	Thunder	30,000

# LIVE MUSIC INSIGHTS

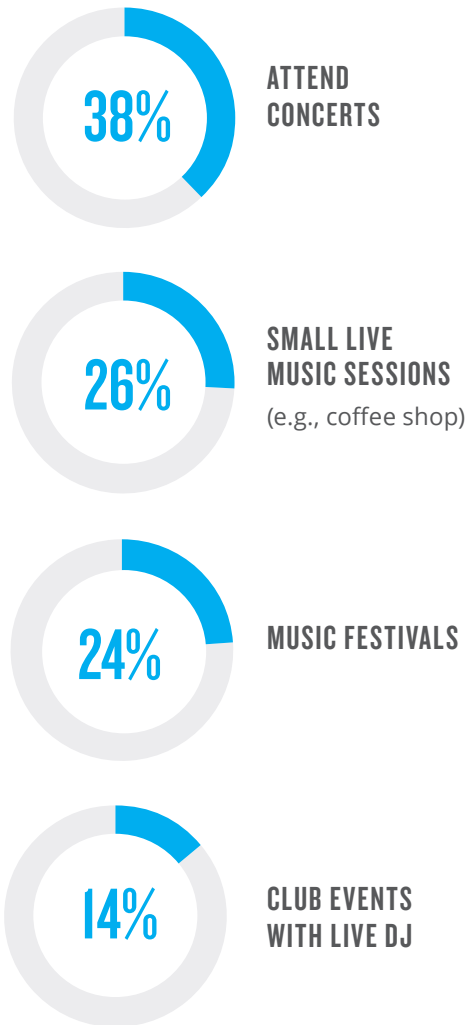
## LIVE MUSIC

With record attendance and ticket sales in 2017, live music events continued to draw a crowd in Canada. A majority of the population attends at least one type of live music event each year, with concerts top of the list. Music fans are willing to make the investment to see some of their favorite artists live. More than 50% of average consumers' music spend goes toward live music admission. Social connections are a big part of the overall live music experience, from discovery to on-site engagement. Brands have an opportunity to activate through music to win favor with event attendees, as well as music fans in general.

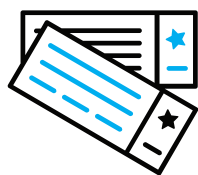
Of Canadian Gen Pop (ages 18+), 48% have attended at least one live music event in the past year. On average, a consumer spends \$214 per year on music

## LIVE MUSIC EVENT ATTENDANCE

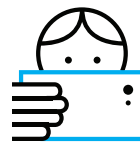
Among General Population



Source: Nielsen Canada Music 360



**59%** of annual music spend is on live music events



**70%** of live music attendees use social media at live music events

### TOP BRAND ACTIVITIES VIEWED FAVOURABLY BY ATTENDEES:

- 1** FREE MERCHANDISE
- 2** FREE WI-FI HOTSPOT
- 3** AC TENT

YEAR-END 2017

## FESTIVAL HIGHLIGHTS

The year's biggest music festivals prompted millions of social engagements, making it difficult for attendees to identify one standout. But the highlights below illustrate which moments resonated the most on social media during the week leading up to, during and week after each festival.



### TORONTO JAZZ FEST

6/16-7/9 [#TOJAZZ2017](#)

Acclaimed musicians Gregory Porter, Mavis Staples and Robert Glasper may have performed at this year's festival, but the event's move from Toronto to neighboring town Yorkville captured the highest volume of online conversation.



### OTTAWA BLUESFEST

6/29-7/2 [#RCBLUESFEST2017](#)

Months before his death in October, Tom Petty's headline performance (alongside recently reunited indie rockers LCD Soundsystem) prompted the largest amount of social interactions throughout the 11-day blues gathering.



### OSHEAGA

7/28-8/13 [#OSHEAGA17](#)

Canada's answer to U.S. multi-genre festivals Coachella and Lollapalooza once again hosted a diverse array of headliners, none more attention-grabbing than Lorde's opening night headline performance in the rain. Canadian R&B star The Weeknd also headlined the three-day festival.

Source: Crimson Hexagon

### BOOTS & HEARTS



8/10-8/13 [#BOOTSANDHEARTS17](#)

The award-winning 3-day country festival celebrated its sixth year in 2017, and over 40,000 country music fans invaded Burl's Creek in Oro-Medonte to see an array of major artist including International headliners Keith Urban, Luke Bryan and Brantley Gilbert.

# TIMELINE

The Juno Awards weekend culminates with the televised broadcast in Ottawa with co-hosts Bryan Adams and Russell Peters. Sarah McLachlan was inducted into the Canadian Music Hall Of Fame.



Arcade Fire's *Everything Now* is released, becoming the band's fourth straight album to debut at No. 1 on the Billboard Canadian Albums chart, with 50,000 copies sold.

APRIL 2



JULY 28

2017

MARCH 28

Drake's *More Life* album is released. It is his seventh consecutive No. 1 debut on the Billboard Canadian Albums chart, with 57,000 total consumption units.



JULY 1

Canadians celebrate the 150th birthday of the country. Celebrations included a concert in Ottawa, which included a performance by U2's Bono and The Edge. Nielsen Music released the Canada 150 featuring the Top Canadian Artists, Albums and Songs in the Nielsen Music era, led by Celine Dion, Shania Twain and Robin Thicke, respectively.

K-Pop boy band BTS debuts at No. 3 on the Billboard Canadian Albums chart in October with *Love Yourself: Her*.

SEPTEMBER 25



The week of The Tragically Hip frontman Gord Downie's passing saw the band's overall consumption increase by 1,000% over the previous week. Six of the band's albums also re-entered the Billboard Canadian Albums chart. Two weeks later, his solo album, *Introduce Yerself*, debuts at number one.

OCTOBER 17

SEPTEMBER 10

The CCMA Awards are broadcast from Saskatoon, featuring Paul Brandt's induction to the CCMA Hall of Fame.



SHANIA NOW



SEPTEMBER 29

Shania Twain's *Now* is released, her first studio album in 15 years. The album debuted at No. 1 on the Billboard Canadian Albums chart with the highest one-week sales total of the year (prior to Taylor Swift's *Reputation*). Twain performed at a snowy Grey Cup halftime show in Ottawa on November 26.

NOVEMBER 28

The 2018 Grammy Award nominations are announced and include 33 nods for Canadian artists. Leading the pack is Alessia Cara, who received four nominations including Best New Artist. In addition, the nominations recognized for Justin Bieber, Michael Buble, Daniel Caesar, The Weeknd



2018

# 2017 IN MEMORIAM



1964-2017

## CHRIS CORNELL

The Soundgarden, Audioslave and Temple of the Dog frontman passed away May 18, sending On-Demand Streams of his solo and band catalogues up 726% compared to the week prior to his death. Sales of his collective solo and band albums grew from just over 100 units the week prior to his death to 3,000.



1947-2017

## KENNY SHIELDS

The vocalist for Canadian rock band Streethart passed away on July 21, prompting an 870% increase in total consumption for the band's music.



1936-2017

## GLEN CAMPBELL

The country icon passed on August 8 following a long battle with Alzheimer's disease, and two months after the release of his final album, *Adios*. The prolific singer-songwriter's 64 albums generated a cumulative 605% increase in total consumption the week after his passing.



1976-2017

## CHESTER BENNINGTON

The Linkin Park singer's death on July 20 prompted a resurgence for the band's 2017 release *One More Light*, which shot to No. 4 on the Canadian Albums chart, where it was joined by six other albums from the band's catalogue. The band's overall consumption grew 227%.



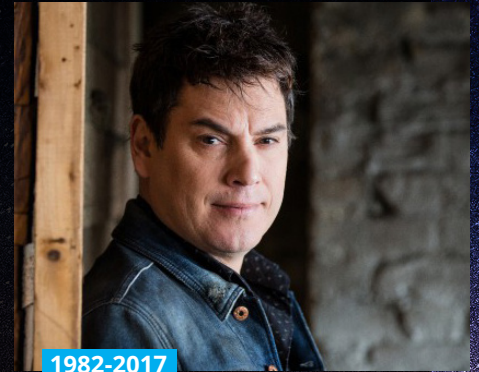
### **TOM PETTY**

Days after playing his last gig with The Heartbreakers at the Hollywood Bowl, the rock legend passed on October 2. Tom Petty & The Heartbreakers' *Greatest Hits* saw the biggest gains, with a 1,300% spike in total consumption and a No. 2 re-entry on the Billboard Canadian Albums chart.



### **GORD DOWNIE**

The legendary frontman of Canadian rock band The Tragically Hip (No. 4 on Billboard's Canada 150 ranking of the top-selling Canadian artists of all time) passed on October 17. The week of Downie's passing saw the band's overall consumption increase by 1,000% over the previous week, with six of the band's albums charting on the Billboard Canadian Albums chart, including best-of collection *Yer Favourites* at No. 2. Two weeks later, Downie's new solo album *Introduce Yerself* debuted at No. 1.



### **PATRICK BOURGEOIS**

The vocalist for Francophone band Les BB passed on November 26. Overall consumption of the band's catalogue rose nearly 3,000% the week following his passing.

# 2017 BILLBOARD YEAR-END CHARTS

## POWERED BY NIELSEN MUSIC

### TOP 10 ARTISTS

Rank	Artist	Total Consumption	Album Sales	Digital Songs	On-Demand Audio Streams
1	Ed Sheeran	612,000	229,000	1,161,000	400,184,000
2	Drake	505,000	69,000	361,000	600,322,000
3	Eminem	328,000	142,000	380,000	222,619,000
4	Kendrick Lamar	286,000	76,000	189,000	286,840,000
5	The Weeknd	266,000	53,000	324,000	270,199,000
6	Taylor Swift	260,000	148,000	298,000	123,353,000
7	Metallica	235,000	176,000	170,000	63,270,000
8	The Chainsmokers	227,000	43,000	510,000	199,452,000
9	Imagine Dragons	215,000	70,000	513,000	140,846,000
10	The Beatles	207,000	141,000	138,000	78,987,000

### TOP CANADIAN ARTISTS BY CONSUMPTION

Rank	Artist	Total Consumption	Album Sales	Digital Song Sales
1	Drake	505,000	69,000	361,000
2	The Weeknd	266,000	53,000	324,000
3	The Tragically Hip	203,000	138,000	165,000
4	Shania Twain	168,000	142,000	82,000
5	Shawn Mendes	132,000	31,000	292,000
6	Arcade Fire	100,000	75,000	46,000
7	Justin Bieber	94,000	13,000	123,000
8	Nickelback	90,000	51,000	109,000
9	Leonard Cohen	87,000	77,000	30,000
10	Bryan Adams	85,000	66,000	66,000



## TOP 10 ARTISTS RANKED BY ON-DEMAND STREAMS

Rank	Artist	On-Demand Audio Streams
1	Drake	600,322,000
2	Ed Sheeran	400,184,000
3	Kendrick Lamar	286,840,000
4	The Weeknd	270,199,000
5	Post Malone	234,783,000
6	Eminem	222,619,000
7	Future	222,291,000
8	The Chainsmokers	199,452,000
9	Migos	171,351,000
10	Lil Uzi Vert	159,561,000

## TOP 10 ALBUMS

(ALBUM SALES + TEA + ON-DEMAND AUDIO SEA)

Rank	Artist	Title	Total Consumption	Album Sales	Song Sales	On-Demand Audio Streams
1	Ed Sheeran	DIVIDE	501,000	200,000	1,011,000	301,204,000
2	Drake	More Life	257,000	46,000	172,000	291,319,000
3	Kendrick Lamar	Damn.	209,000	59,000	148,000	201,927,000
4	The Weeknd	Starboy	190,000	42,000	258,000	184,649,000
5	Taylor Swift	Reputation	178,000	128,000	171,000	48,797,000
6	Imagine Dragons	Evolve	157,000	56,000	409,000	89,147,000
7	The Chainsmokers	Memories...Do Not Open	146,000	36,000	347,000	113,776,000
8	P!nk	Beautiful Trauma	140,000	109,000	153,000	24,103,000
9	Post Malone	Stoney	137,000	13,000	114,000	168,335,000
10	Metallica	Hardwired...To Self-Destruct	127,000	112,000	36,000	16,790,000

## TOP 10 ALBUMS

Rank	Artist	Title	Sales
1	Ed Sheeran	Divide	200,000
2	Taylor Swift	Reputation	128,000
3	Metallica	Hardwired...To Self-Destruct	112,000
4	P!nk	Beautiful Trauma	109,000
5	Shania Twain	Now	106,000
6	Arcade Fire	Everything Now	68,000
7	Mario Pelchat & Les Pretres	Agnus Dei	60,000
8	Kendrick Lamar	Damn.	59,000
9	Soundtrack	Guardians Of The Galaxy: Awesome Mix Vol. 1	58,000
10	Imagine Dragons	Evolve	56,000

## TOP 10 DIGITAL ALBUMS

Rank	Artist	Title	Sales
1	Ed Sheeran	Divide	106,000
2	Taylor Swift	Reputation	66,000
3	Drake	More Life	46,000
4	Kendrick Lamar	Damn.	36,000
5	Imagine Dragons	Evolve	27,000
6	Various Artists	Vol. 2 Guardians Of The Galaxy	26,000
7	P!nk	Beautiful Trauma	26,000
8	Metallica	Hardwired...To Self-Destruct	24,000
9	Eminem	Revival	23,000
10	Various Artists	Moana/O.S.T.	22,000

## TOP 10 CD ALBUMS

Rank	Artist	Title	Sales
1	Shania Twain	Now	100,000
2	Ed Sheeran	Divide	89,000
3	Metallica	Hardwired...To Self-Destruct	87,000
4	P!nk	Beautiful Trauma	83,000
5	Taylor Swift	Reputation	62,000
6	Mario Pelchat & Les Pretres	Agnus Dei	59,000
7	Arcade Fire	Everything Now	54,000
8	Mario Pelchat Presente Les Pretres	Noel Ensemble	47,000
9	Katy Perry	Witness	43,000
10	Bryan Adams	Icon	41,000

## TOP 10 LP VINYL ALBUMS

Rank	Artist	Title	Sales
1	Ed Sheeran	Divide	4,900
2	Pink Floyd	Dark Side Of The Moon	4,000
3	The Beatles	Sgt. Pepper's Lonely Hearts Club Band	3,900
4	Soundtrack	Guardians Of The Galaxy: Awesome Mix Vol. 1	3,800
5	Kendrick Lamar	Damn.	3,600
6	Bob Marley & The Wailers	Legend	3,500
7	Arcade Fire	Everything Now	3,000
8	Soundtrack	La La Land	2,900
9	The Beatles	Abbey Road	2,800
10	Amy Winehouse	Back To Black	2,700

## TOP 10 DIGITAL SONG CONSUMPTION

Rank	Artist	Song	Song Sales w/SES On-Demand Audio	Song Sales	On-Demand Audio Streams
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	1,128,000	501,000	94,088,000
2	Ed Sheeran	Shape Of You	1,024,000	436,000	88,193,000
3	French Montana Feat. Swae Lee	Unforgettable	508,000	84,000	63,593,000
4	Imagine Dragons	Believer	491,000	235,000	38,375,000
5	Kendrick Lamar	Humble.	481,000	83,000	59,642,000
6	The Chainsmokers & Coldplay	Something Just Like This	472,000	196,000	41,415,000
7	Kygo & Selena Gomez	It Ain't Me	456,000	166,000	43,500,000
8	Post Malone Feat. 21 Savage	Rockstar	455,000	100,000	53,275,000
9	Ed Sheeran	Perfect	430,000	194,000	35,337,000
10	DJ Khaled Feat. Justin Bieber, Quavo, Chance The Rapper, Lil Wayne	I'm The One	425,000	120,000	45,728,000

## TOP 10 SONGS ON-DEMAND STREAMING (AUDIO + VIDEO)

Rank	Artist	Song	On-Demand Streams
1	Ed Sheeran	Shape Of You	179,713,000
2	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	162,431,000
3	French Montana Feat. Swae Lee	Unforgettable	91,351,000
4	Kendrick Lamar	Humble.	78,518,000
5	DJ Khaled Feat. Justin Bieber, Quavo, Chance The Rapper & Lil Wayne	I'm The One	74,945,000
6	Post Malone Feat. Quavo	Congratulations	69,892,000
7	Lil Uzi Vert	Xo Tour Llif3	69,634,000
8	Future	Mask Off	68,867,000
9	Bruno Mars	That's What I Like	66,726,000
10	The Chainsmokers & Coldplay	Something Just Like This	65,768,000

## TOP 10 SONGS AUDIO ON-DEMAND STREAMS

Rank	Artist	Song	On-Demand Audio Streams
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	94,088,000
2	Ed Sheeran	Shape Of You	88,193,000
3	French Montana Feat. Swae Lee	Unforgettable	63,593,000
4	Kendrick Lamar	Humble.	59,642,000
5	Post Malone Feat. 21 Savage	Rockstar	53,275,000
6	Future	Mask Off	49,927,000
7	Lil Uzi Vert	Xo Tour Llif3	49,683,000
8	DJ Khaled feat. Justin Bieber, Quavo, Chance The Rapper & Lil Wayne	I'm The One	45,728,000
9	Post Malone Feat. Quavo	Congratulations	45,480,000
10	Kygo & Selena Gomez	It Ain't Me	43,500,000

## TOP 10 SONGS VIDEO ON-DEMAND STREAMS

Rank	Artist	Song	On-Demand Video Streams
1	Ed Sheeran	Shape Of You	91,521,000
2	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	68,343,000
3	Clean Bandit Feat. Sean Paul & Anne-Marie	Rockabye	34,984,000
4	The Chainsmokers Feat. Halsey	Closer	32,090,000
5	Bruno Mars	That's What I Like	29,993,000
6	DJ Khaled Feat. Justin Bieber, Quavo, Chance The Rapper & Lil Wayne	I'm The One	29,217,000
7	French Montana Feat. Swae Lee	Unforgettable	27,758,000
8	Ed Sheeran	Perfect	24,953,000
9	The Weeknd Feat. Daft Punk	Starboy	24,950,000
10	Post Malone Feat. Quavo	Congratulations	24,412,000

## TOP 10 DIGITAL SONG SALES

Rank	Artist	Song	Sales
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	501,000
2	Ed Sheeran	Shape Of You	436,000
3	Imagine Dragons	Believer	235,000
4	The Chainsmokers & Coldplay	Something Just Like This	200,000
5	Ed Sheeran	Perfect	194,000
6	Clean Bandit Feat. Sean Paul & Anne-Marie	Rockabye	170,000
7	Ed Sheeran	Castle On The Hill	170,000
8	Kygo & Selena Gomez	It Ain't Me	166,000
9	Sam Hunt	Body Like A Back Road	162,000
10	James Arthur	Say You Won't Let Go	149,000

## TOP 10 RADIO SONGS BASED ON PLAYS

Rank	Artist	Song	Plays
1	Ed Sheeran	Shape Of You	123,000
2	The Weeknd Feat. Daft Punk	I Feel It Coming	94,000
3	The Chainsmokers & Coldplay	Something Just Like This	91,000
4	Kygo X Selena Gomez	It Ain't Me	90,000
5	Shawn Mendes	There's Nothing Holdin' Me Back	88,000
6	Alessia Cara	Scars To Your Beautiful	84,000
7	James Arthur	Say You Won't Let Go	81,000
8	Luis Fonsi & Daddy Yankee	Despacito	79,000
9	Bruno Mars	That's What I Like	77,000
10	Imagine Dragons	Believer	73,000

# TOP 10 CANADIAN ARTISTS BY AIRPLAY

(CANADIAN RADIO- ALL FORMATS)

Rank	Artist	Plays
1	The Weeknd	269,000
2	Shawn Mendes	223,000
3	Hedley	206,000
4	Drake	171,000
5	Alessia Cara	136,000
6	Virginia To Vegas	117,000
7	Dallas Smith	114,000
8	Shawn Hook	103,000
9	Serena Ryder	96,000
10	Dean Brody	89,000



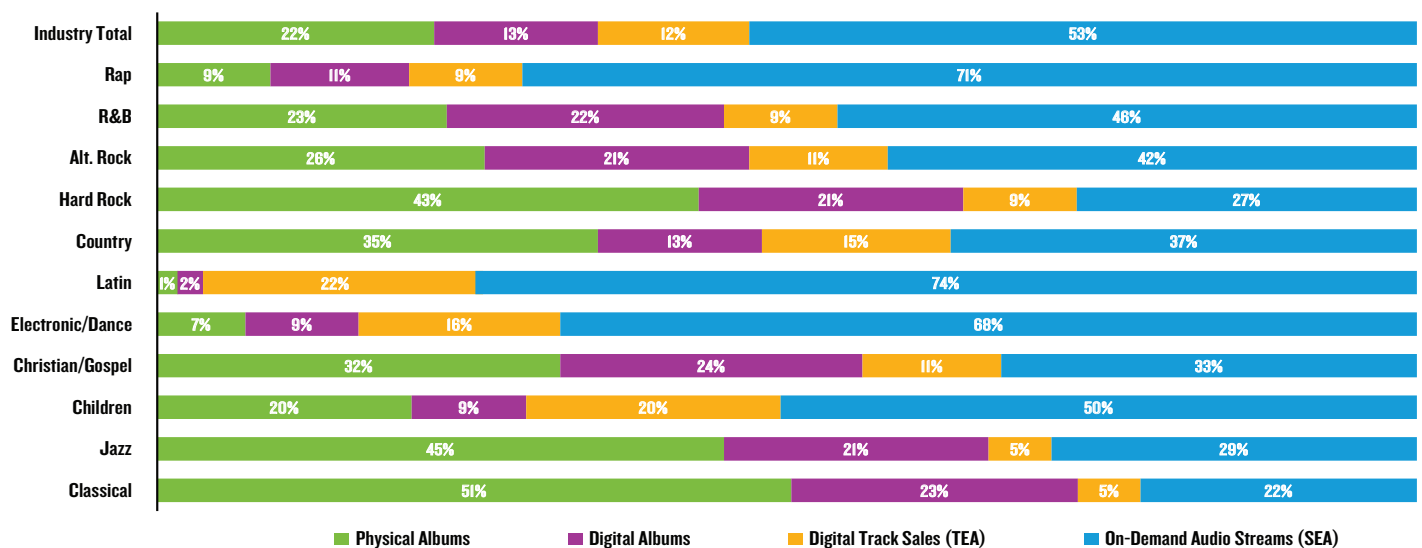
## SHARE OF TOTAL VOLUME BY FORMAT & GENRE

Genre	Total Volume*	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales	On-Demand Audio Streams
R&B	7.0%	10.3%	8.2%	13.9%	5.8%	6.9%
Rap	11.3%	7.3%	5.3%	10.9%	9.8%	17.1%
Alt. Rock	11.9%	18.2%	15.9%	22.3%	11.8%	10.8%
Hard Rock	5.9%	12.2%	12.8%	11.0%	4.8%	3.4%
Country	7.1%	11.0%	12.6%	8.1%	10.3%	5.7%
Latin	0.9%	0.1%	0.1%	1.8%	1.9%	1.5%
Electronic/ Dance	4.8%	2.5%	1.6%	4.0%	7.4%	7.0%
Christian/ Gospel	1.3%	2.3%	2.0%	2.7%	1.3%	0.9%
Children	0.6%	0.6%	0.6%	0.5%	1.2%	0.7%
Jazz	1.0%	2.0%	2.2%	1.8%	0.4%	0.1%
Classical	1.0%	2.4%	2.6%	2.0%	0.5%	0.5%

Read as 10.3% of Total Album Sales comes from R&B

\* Total Volume = Albums + TEA + On-Demand Audio SEA

## SHARE OF TOTAL AUDIO CONSUMPTION BY FORMAT



Read as: 26% of Alt. Rock consumption comes from Physical Album sales



## ABOUT NIELSEN

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