



NIELSEN MUSIC

2017 YEAR-END MUSIC REPORT

U.S.

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Erin Crawford
SVP Nielsen
Entertainment,
General Manager
Nielsen Music

INTRODUCTION

Welcome to the Nielsen Music Year-End Report, which examines the trends shaping the music industry with definitive consumption figures and charts.

The surge in streaming continued throughout 2017, topping all forms of music consumption. The industry had another record-breaking year, with 12.5% growth in music consumption year over year.

For the first time ever, R&B/Hip-Hop became the most dominant genre in the U.S., with nine of the Top 10 most-consumed songs coming from that genre, including breakthrough hits by new artists Migos, Post Malone and Cardi B.

Latin music history was made when Luis Fonsi & Daddy Yankee's Spanish-language smash "Despacito" and its crossover remix featuring Justin Bieber topped the Billboard Hot 100 chart.

Ed Sheeran's "Shape Of You" spent the most-ever weeks in the Hot 100's Top 10. And Sam Hunt's "Body Like A Back Road" helped drive Country music consumption growth for the year while crossing over into the Pop charts.

Vinyl records experienced sales growth for the 12th consecutive year, and over-the-air radio remained the top source of new music discovery in 2017, while live music flourished with record attendance and ticket sales.

What a transformative year at Nielsen Music and for the entire music industry. Technological advancements and new partnerships have allowed us to provide robust, comprehensive data in more accessible, customizable and useful ways in 2017. Deeper insights are now available through powerful Music Connect advancements such as daily data, international data, expanded retailer information, artist discography and mobile data. Over the past year, we received more than 5,000 requests for Nielsen Music research and insight reports.

We are excited for what's ahead, and we will continue to evolve and innovate in 2018. We hope you enjoy the report!

**FOR THE FIRST
TIME EVER,
R&B/HIP-HOP
BECAME THE
MOST DOMINANT
GENRE IN
THE U.S.**

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.

CONTENTS

2017 YEAR-END INDUSTRY HIGHLIGHTS	4
2017 YEAR-END TOP STORIES	8
2017 MUSIC GENRE HIGHLIGHTS	13
2017 LIVE MUSIC INSIGHTS	18
2017 TIMELINE	20
2017 IN MEMORIAM	22
2017 YEAR-END CHARTS	24



HIGHLIGHTS

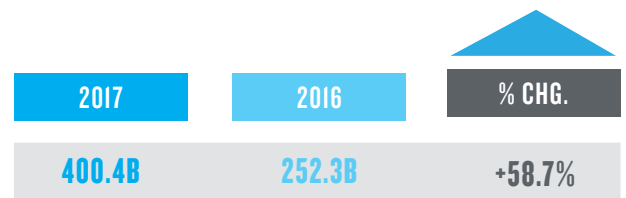


TOTAL CONSUMPTION

(TOTAL ALBUM + TEA + ON-DEMAND AUDIO/VIDEO SEA)

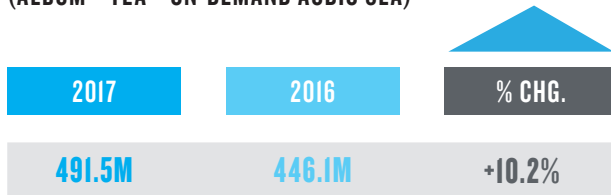


TOTAL ON-DEMAND STREAMS - AUDIO

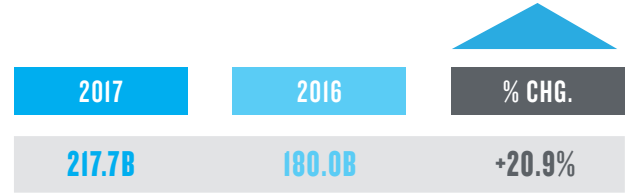


TOTAL AUDIO CONSUMPTION

(ALBUM + TEA + ON-DEMAND AUDIO SEA)

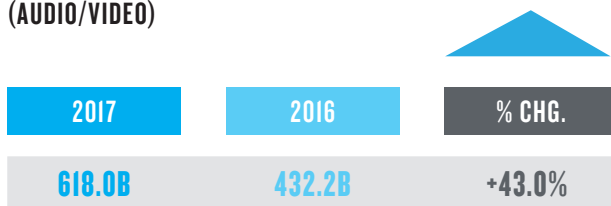


TOTAL ON-DEMAND STREAMS - VIDEO



ON-DEMAND STREAMING

(AUDIO/VIDEO)



STREAMING SURGE

Streaming continued its leadership over downloads as the dominant music consumption platform of 2017, fueling the music industry's overall volume growth of 12.5% year over year. The increase was led by a 58.7% increase in On-Demand Audio streams compared to 2016.

* Track Equivalent Albums ratio of 10 tracks to 1 album and Streaming Equivalent Albums ratio of 1500 streams to 1 album

TOTAL ALBUM AND TEA SALES

2017	2016	% CHG.
224.6M	277.9M	-19.2%

DIGITAL TRACK SALES

2017	2016	% CHG.
554.8M	724.0M	-23.4%

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

2017	2016	% CHG.
533.7M	442.9M	+20.5%

CATALOG VS. CURRENT SALES (CATALOG IS DEFINED AS OVER 18 MONTHS)

	2017 SHARE OF TOTAL	2016 SHARE OF TOTAL	YOY VOLUME % CHG.
OVERALL ALBUMS			
CURRENT	45.1%	45.0%	-17.6%
CATALOG	54.9%	55.0%	-17.8%

TOTAL ALBUM SALES

2017	2016	% CHG.
169.1M	205.5M	-17.7%

DIGITAL ALBUMS

CURRENT	49.1%	48.6%	-18.7%
CATALOG	50.9%	51.4%	-20.4%

DIGITAL ALBUM SALES

2017	2016	% CHG.
66.2M	82.3M	-19.6%

PHYSICAL ALBUMS

CURRENT	42.5%	42.6%	-16.8%
CATALOG	57.5%	57.4%	-16.3%

PHYSICAL ALBUM SALES

2017	2016	% CHG.
102.9M	123.2M	-16.5%

DIGITAL TRACKS

CURRENT	40.0%	41.3%	-25.9%
CATALOG	60.0%	58.7%	-21.6%

VINYL LP SALES

2017	2016	% CHG.
14.3M	13.1M	+9.0%

OVERALL ON-DEMAND STREAMS

CURRENT	36.9%	35.3%	49.4%
CATALOG	63.1%	64.7%	35.5%

OVERALL ON-DEMAND AUDIO STREAMS

CURRENT	39.1%	38.1%	63.0%
CATALOG	60.9%	61.9%	56.1%

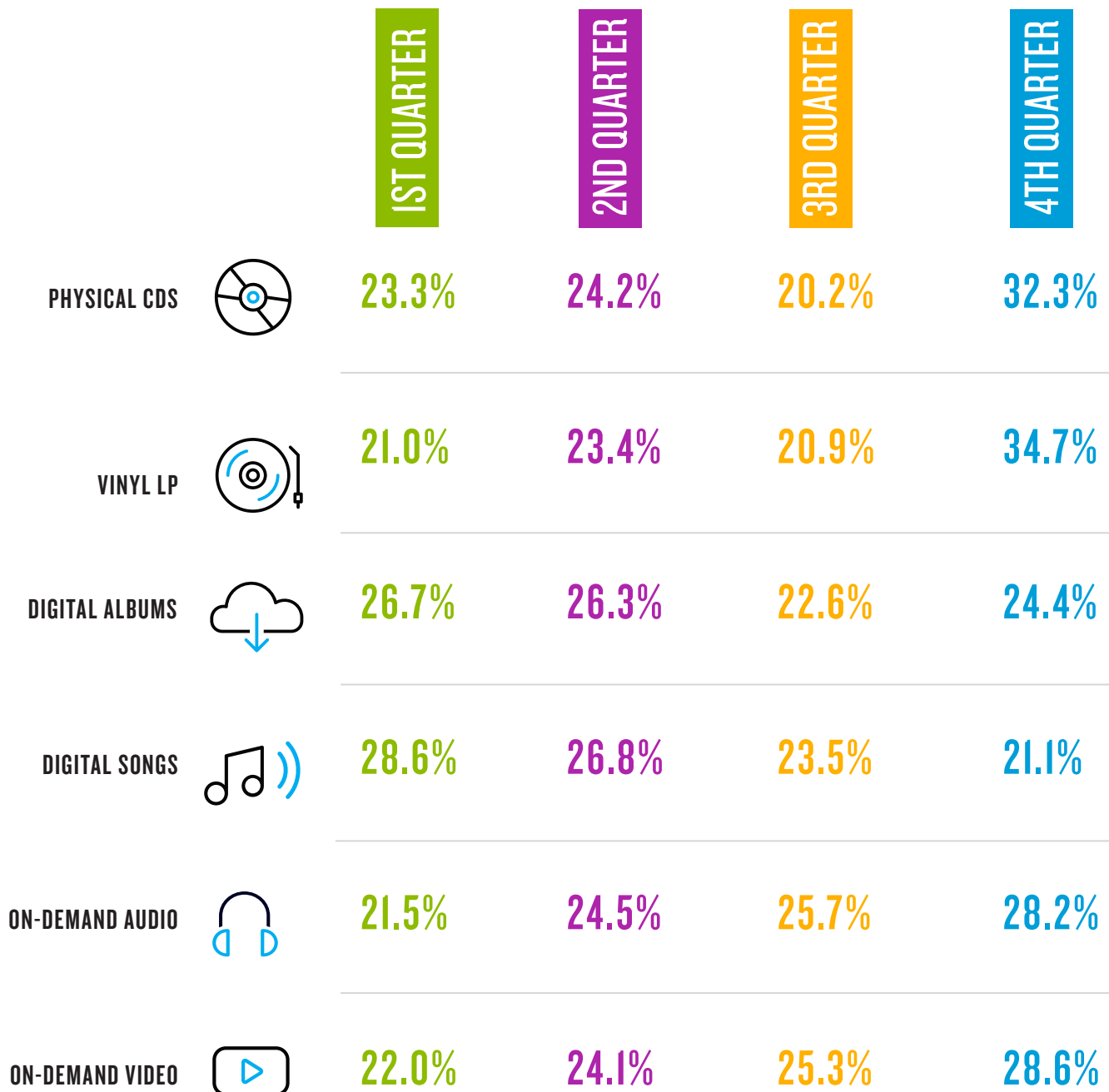
OVERALL ON-DEMAND VIDEO STREAMS

CURRENT	32.8%	31.4%	26.2%
CATALOG	67.2%	68.6%	18.5%

HIGHLIGHTS

QUARTER-BY-QUARTER RECAP

The holiday rush of the fourth quarter may still rule for physical CD sales, but other formats show notable spikes throughout the year. Vinyl, for instance, showed its highest surges in the second and fourth quarters thanks to the nationwide Record Store Days in April and November, while On-Demand Audio and On-Demand Video streaming continue to reach new highs every quarter. Digital album and song downloads continue to benefit the most from post-holiday gift card redemptions in the first quarter.



YEAR-END 2017

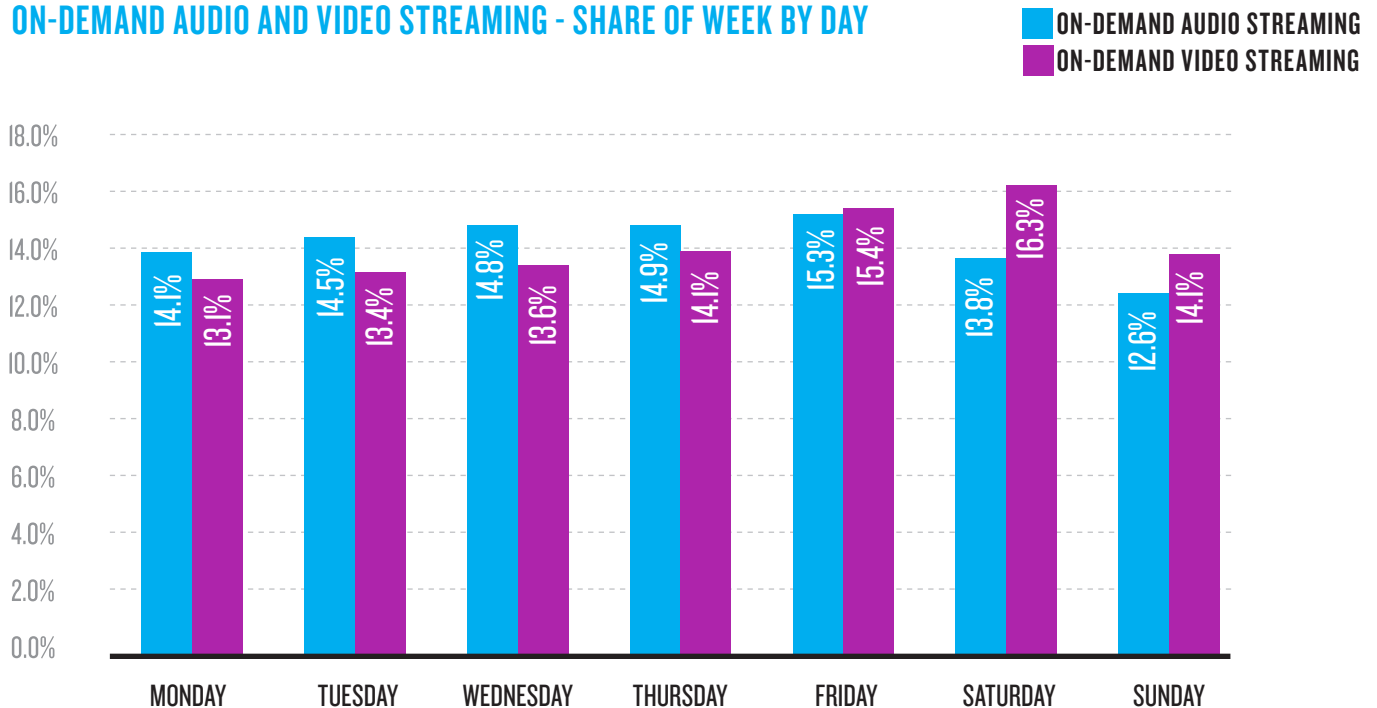
HIGHLIGHTS

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 On-Demand 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.

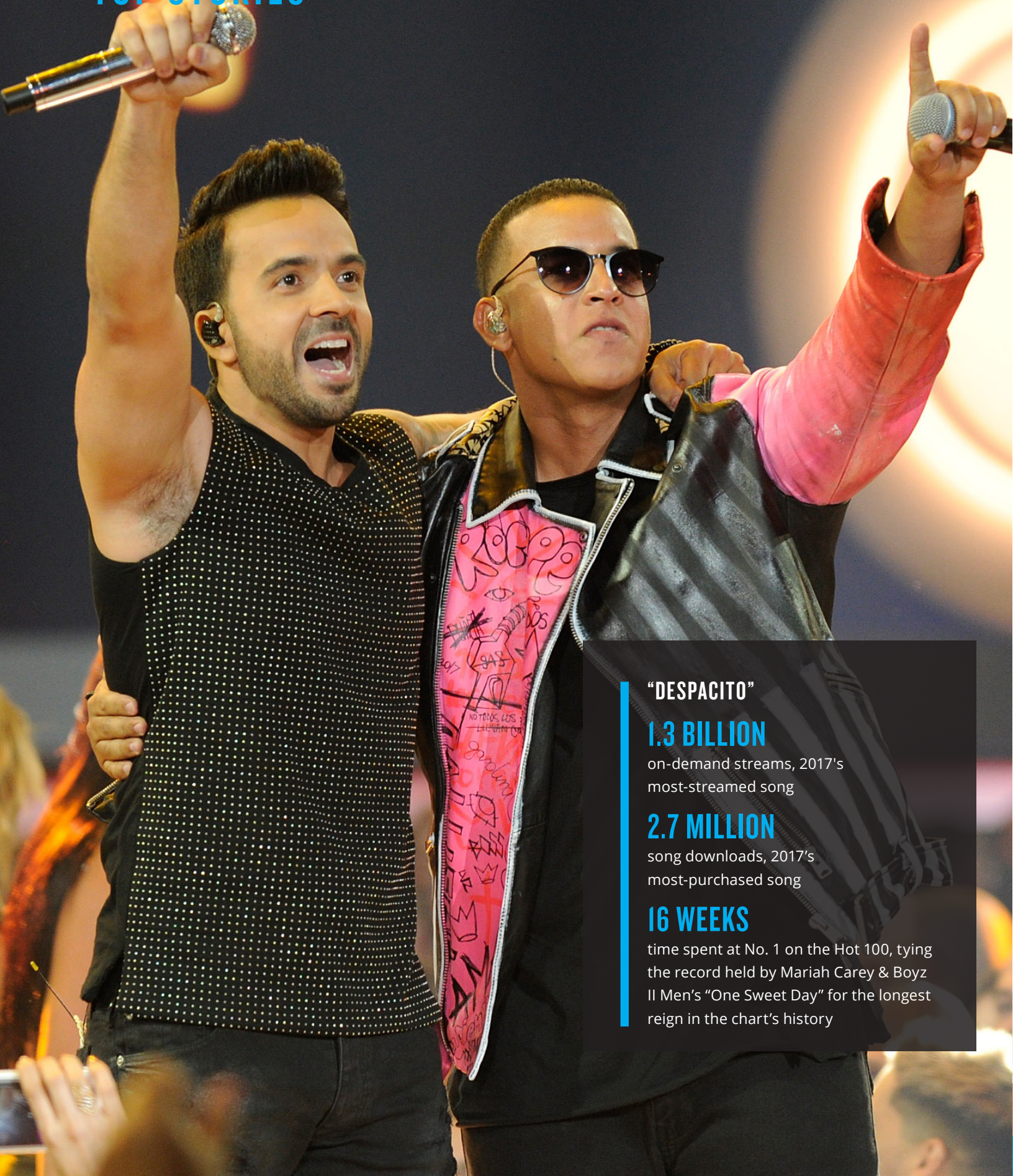
ON-DEMAND AUDIO AND VIDEO STREAMING - SHARE OF WEEK BY DAY



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

YEAR-END 2017

TOP STORIES



“DESPACITO”

1.3 BILLION

on-demand streams, 2017's most-streamed song

2.7 MILLION

song downloads, 2017's most-purchased song

16 WEEKS

time spent at No. 1 on the Hot 100, tying the record held by Mariah Carey & Boyz II Men's "One Sweet Day" for the longest reign in the chart's history

YEAR-END 2017

TOP STORIES



SURGE IN SOCIAL MEDIA

The 59th annual Grammy Awards was the most social special event of the year, generating 26.7 million social interactions across Facebook and Twitter. Not only was Adele the year's biggest winner in terms of trophies, taking home five statues including Album Of The Year, the singer also inspired the biggest social minute of the night. Adele's acceptance of the Record Of The Year trophy for "Hello" generated 44,428 Twitter interactions at 9:05PM, and her tribute to George Michael, with its mid-song restart, prompted 36,050 Twitter interactions at 11:41PM.

Source: Nielsen Social Content Ratings, 1/1/17
12/21/17, ranked on total linear interactions.



R&B/HIP-HOP REACHES NEW HEIGHTS

For the first time, R&B/Hip-Hop became music's most-consumed genre in July and held the position for the rest of the year. Also, nine of the top 10 most streamed artists were R&B/Hip-Hop artists including Lil Uzi Vert, Post Malone, Kendrick Lamar and Migos, each of whom saw streams in excess of 800 million for their respective singles.



THE "BIEBER" EFFECT AND OTHER COLLABS

Who needs an album to be successful? Justin Bieber's chart reign didn't end with "Despacito" in 2017. In fact, he and rumored on-again girlfriend Selena Gomez both scored multiple between-album hits by hopping on other artists' songs.

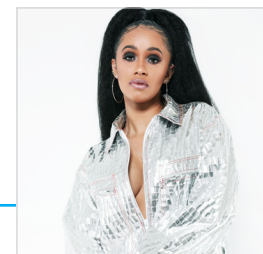
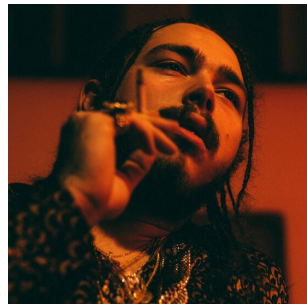
In addition to "Despacito," Bieber logged a second No. 1 on the Hot 100 chart for his feature on DJ Khaled's "I'm The One," as well as Top 20 hits for his collabs with BloodPop ("Friends") and David Guetta ("2U"), while Selena Gomez went Top 10 with the Kygo-produced "It Ain't Me" and Top 20 for Marshmello's "Wolves."

Other artists who scored with collabs rather than full-length albums this year include Beyoncé, Alessia Cara, Frank Ocean, Chance The Rapper and surprise MVP Nicki Minaj, who made a whopping seven Hot 100 appearances as a featured artist this year, including two Top 10s.

BREAKTHROUGH ARTISTS

Hip-Hop's streaming dominance helped inaugurate a new class of emerging artists, three of whom scored first-time No. 1 Hot 100 singles in 2017—Migos "Bad And Boujee," Post Malone "Rockstar" and Cardi B "Bodak Yellow".

Other standout freshmen include Khalid, Camila Cabello, James Arthur and Julia Michaels, while the award for breakthrough late-bloomer goes to Portugal. The Man, who scored their first-ever Hot 100 hit "Feel It Still" which racked up 860,000 in song sales and 229 million on demand streams, 11 years after releasing its debut album.



THE ONE DIRECTION EFFECT

One Direction made boy-band history by producing top 40 hits from all five of its original members in 2017



HARRY STYLES
"Sign Of The Times"

594K
SONG SALES

182M
ON-DEMAND STREAMS



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

1.4M
SONGS SALES (TO DATE)

350M
ON-DEMAND STREAMS
(TO DATE)



NIALL HORAN
"Slow Hands"

1M
SONG SALES

214.5M
ON-DEMAND STREAMS



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

805K
SONG SALES

251.7M
ON-DEMAND STREAMS



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

122.4K
SONG SALES

109.2M
ON-DEMAND STREAMS



PRINCE BY THE NUMBERS

4.7 MILLION

on-demand audio streams of Prince's catalog after its first two full days of wide release on February 12

333,000

on-demand audio streams for "Purple Rain," Prince's most-streamed song in the first 48 hours, followed closely by "Let's Go Crazy" (327,000) and "When Doves Cry" (320,000)

GENRE CROSSOVERS

Genre crossovers didn't end with "Despacito." Also on the Latin front, J Balvin & Willy William's Spanish-language "Mi Gente," aided in part by a remix featuring Beyoncé, had a total consumption volume of more than 1.8 million combined song sales and On-Demand Audio stream equivalent songs.

EDM continued its takeover of mainstream music as superstar DJ-producers like The Chainsmokers, Zedd and Kygo each achieved chart success by teaming up with pop acts, while Marshmello and Calvin Harris dipped into R&B by producing hits with artists like Khalid, Frank Ocean and Kehlani.

Sam Hunt led Country's crusade into Pop with his blockbuster "Body Like A Back Road," which went Top 10 at Adult Top 40 and peaked at No. 11 on Mainstream Top 40.

And from overseas, K-Pop sensations BTS became the first Korean group to crack the Top 40 with the Desiigner-featuring single "MIC Drop." The song also entered the all-genre Digital Songs chart at No. 4 in its debut week with sales of 45,000 copies and even logged spins on Pop radio.





SHEERAN'S CHART RECORDS TAKE "SHAPE"

Ed Sheeran's "Shape Of You," still a Hot 100 hit since its release in January, ended the year with multiple records under its belt including the most-ever weeks in the Hot 100's Top 10 (33), and second most weeks ever at No. 1 on the Adult Contemporary chart (24). The song has been streamed one billion times and sold over 2.5 million downloads.



VINYL'S NEEDLE HAS YET TO DROP



14.3 MILLION

vinyl LPs sold in 2017

9%

lift from 2016 marking the format's 12th consecutive year of sales growth Vinyl LPs comprise 14% of all physical album sales, an all-time Nielsen music high

72,000

units sold of The Beatles' *Sgt. Pepper's Lonely Hearts Club Band*, the year's biggest vinyl seller

35%

increase in cassette tape sales vs. 2016, 174,000 units sold in 2017 marking the largest sales for the format since 2012



THE YEAR IN POP

Taylor Swift's *Reputation* immediately became 2017's biggest album seller upon its release in November, and ended the year as the No. 3 title in overall consumption. Prior to Swift, Ed Sheeran led many of the year's charts with his third album, *Divide*, including mega-hit single "Shape Of You." *Divide* reached 2.8 million units, the No. 1 most consumed album of the year. Sam Smith, Katy Perry, Kesha and Halsey also posted No. 1 albums in 2017, while P!nk saw her biggest sales week in her 18-year history with *Beautiful Trauma*, which reached 408,000 in total consumption on the strength of a ticket bundle with her upcoming tour.

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Ed Sheeran	3,633,000
2	Taylor Swift	3,358,000
3	Maroon 5	1,189,000
4	P!nk	1,159,000
5	Sam Smith	1,118,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Ed Sheeran	Divide	2,764,000
2	Taylor Swift	Reputation	2,336,000
3	Maroon 5	Red Pill Blues	781,000
4	P!nk	Beautiful Trauma	776,000
5	Sam Smith	The Thrill Of It All	729,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Ed Sheeran	Shape Of You	5,815,000
2	Bruno Mars	That's What I Like	4,308,000
3	James Arthur	Say You Won'T Let Go	2,894,000
4	Ed Sheeran	Perfect	2,804,000
5	Julia Michaels	Issues	2,774,000

TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS	AUDIENCE
1	Ed Sheeran	Shape Of You	1,111,000	5,804,236,000
2	Bruno Mars	That's What I Like	957,000	4,798,442,000
3	Alessia Cara	Scars To Your Beautiful	643,000	3,090,888,000
4	Shawn Mendes	There's Nothing Holdin' Me Back	606,000	2,901,518,000
5	James Arthur	Say You Won't Let Go	570,000	2,797,403,000



THE YEAR IN R&B/HIP-HOP

The genre dominated in overall streams, with seven of the year's Top 10 most-streamed singles all originating from the R&B/Hip-Hop format. First-timers Lil Uzi Vert, Kyle and Cardi B all broke big, while Post Malone and Migos each left their mark with multiple entries. And vets Kendrick Lamar, Drake and Future all added new milestones to their careers with No. 1 albums on the Billboard 200 chart, including two for Future.

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Drake	4,830,000
2	Kendrick Lamar	3,668,000
3	Future	2,648,000
4	Bruno Mars	2,266,000
5	The Weeknd	2,221,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Kendrick Lamar	Damn.	2,747,000
2	Drake	More Life	2,227,000
3	Bruno Mars	24k Magic	1,626,000
4	Post Malone	Stoney	1,564,000
5	Migos	Culture	1,438,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Kendrick Lamar	Humble.	4,950,000
2	Post Malone	Congratulations	4,432,000
3	Lil Uzi Vert	Xo Tour Llif3	4,250,000
4	Future	Mask Off	3,906,000
5	Post Malone	Rockstar	3,706,000

TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS	AUDIENCE
1	Rihanna	Love On The Brain	521,000	2,417,852,000
2	The Weeknd	I Feel It Coming	486,000	2,229,946,000
3	DJ Khaled	Wild Thoughts	426,000	2,158,433,000
4	French Montana	Unforgettable	390,000	2,014,710,000
5	Childish Gambino	Redbone	366,000	1,755,707,000



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 35 weeks spent atop the Hot Latin Songs chart in 2017 (the second-most weeks at No. 1 in the chart's history). 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 Latin Songs chart after Beyoncé made a "Despacito"-esque cameo on the song in September to help raise proceeds for families affected by Hurricane Maria.

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Daddy Yankee	822,000
2	Luis Fonsi	714,000
3	Shakira	394,000
4	Ozuna	348,000
5	Romeo Santos	318,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Ozuna	Odisea	256,000
2	Shakira	El Dorado	246,000
3	Nicky Jam	Fenix	215,000
4	Romeo Santos	Golden	149,000
5	J Balvin	Energia	148,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	6,663,000
2	J Balvin & Willy William Feat. Beyoncé	Mi Gente	1,803,000
3	Maluma	Felices Los 4	758,000
4	Shakira	Chantaje	721,000
5	Wisin	Escapate Conmigo	632,000

TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS	AUDIENCE
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	607,000	3,044,672,000
2	J Balvin & Willy William Feat. Beyoncé	Mi Gente	224,000	1,126,530,000
3	Nicky Jam	El Amante	98,000	547,899,000
4	Enrique Iglesias	Subeme La Radio	94,000	541,356,000
5	Wisin	Escapate Conmigo	84,000	499,899,000



THE YEAR IN COUNTRY

Country traditionally trails other genres in terms of overall streaming consumption and audience penetration. Sam Hunt helped the genre reach new heights thanks to his hit “Body Like A Back Road,” which was streamed more than 434 million times. The song’s crossover success with Top 40 and Hot AC radio formats showcased the Country music genre to new audiences. Other artists who benefited from similar visibility include Keith Urban, whose “Blue Ain’t Your Color” and “The Fighter” garnered significant airplay on mainstream radio.

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Chris Stapleton	1,809,000
2	Luke Bryan	1,117,000
3	Thomas Rhett	994,000
4	Blake Shelton	984,000
5	Kenny Chesney	955,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Chris Stapleton	From A Room: Vol. 1	800,000
2	Chris Stapleton	Traveller	738,000
3	Keith Urban	Ripcord	598,000
4	Thomas Rhett	Life Changes	503,000
5	Kane Brown	Kane Brown	503,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Sam Hunt	Body Like A Back Road	3,723,000
2	Brett Young	In Case You Didn't Know	1,702,000
3	Kane Brown	What Ifs	1,551,000
4	Luke Combs	Hurricane	1,395,000
5	Keith Urban	The Fighter	1,239,000

TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS	AUDIENCE
1	Sam Hunt	Body Like A Back Road	611,000	2,647,884,000
2	Jon Pardi	Dirt On My Boots	332,000	1,357,959,000
3	Luke Combs	Hurricane	304,000	1,340,636,000
4	Brett Young	In Case You Didn't Know	309,000	1,328,342,000
5	Dylan Scott	My Girl	296,000	1,160,027,000



THE YEAR IN ROCK

The format may have given way to 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 Twenty One Pilots' "Heathens" continued to perform from its use in 2016's *Suicide Squad*, and Portugal. The Man's "Feel It Still" broke big thanks in part to commercials by vitaminwater and Apple.

TOP 5 GENRE ARTISTS

	ARTIST	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Metallica	1,836,000
2	Imagine Dragons	1,775,000
3	Beatles	1,652,000
4	Linkin Park	1,346,000
5	Twenty One Pilots	1,327,000

TOP 5 ALBUMS

	ARTIST	TITLE	ALBUM + TEA + ON-DEMAND AUDIO SEA
1	Imagine Dragons	Evolve	1,158,000
2	Twenty One Pilots	Blurryface	696,000
3	Metallica	Hardwired...To Self-Destruct	681,000
4	Various	Vol. 2 Guardians Of The Galaxy	603,000
5	Tom Petty & The Heartbreakers	Greatest Hits	481,000

TOP 5 SONGS

	ARTIST	SONG	SONGS W/ SES ON-DEMAND
1	Imagine Dragons	Believer	3,466,000
2	Imagine Dragons	Thunder	2,529,000
3	Portugal. The Man	Feel It Still	2,037,000
4	Twenty One Pilots	Heathens	1,252,000
5	Fitz & The Tantrums	Handclap	980,000

TOP 5 RADIO SONGS

	ARTIST	SONG	SPINS	AUDIENCE
1	Imagine Dragons	Believer	643,000	2,729,670,000
2	Portugal. The Man	Feel It Still	521,000	2,147,501,000
3	Imagine Dragons	Thunder	333,000	1,391,241,000
4	Twenty One Pilots	Heathens	261,000	1,057,373,000
5	Walk The Moon	Shut Up And Dance	199,000	877,196,000

LIVE MUSIC INSIGHTS

LIVE MUSIC

50% of people in the U.S. attend at least one type of live music event each year, with concerts topping the list. 2017 was no exception, marking record-breaking attendance and ticket sales.

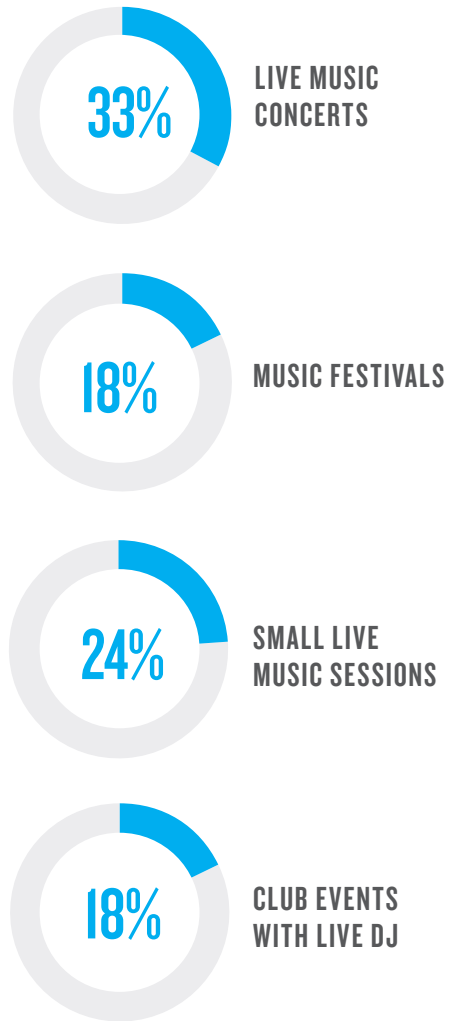
Music fans are willing to make the investment to see some of their favorite artists live. More than 50% of average consumers' music spend goes toward live music admission. Social connections are a big part of the overall live music experience from discovery to on-site engagement.

HISPANICS are more likely than the general population to attend music events.

MILLENNIALS (18-34) are most likely of all age groups to attend live music events.

LIVE MUSIC EVENT ATTENDANCE

Among General Population



Source: Nielsen Music 360



YEAR-END 2017

FESTIVAL HIGHLIGHTS

The year's biggest music festivals prompted millions of social engagements. The below highlights illustrate which moments resonated the most on social media during the week leading up to, during and week after each festival.



SXSW 3/3-3/26 #SXSW2017

Hundreds of bands played the annual Austin confab, but Solange Knowles' surprise headline set at YouTube's annual showcase captured the most interactions.



4/7-4/23 #COACHELLA

Future wasn't one of Coachella's four headliners, but his star-studded nighttime set featuring surprise appearances by Drake, Migos and Ty Dolla \$ign still drew the lion's share of social buzz.

COACHELLA

LOLLAPALOOZA

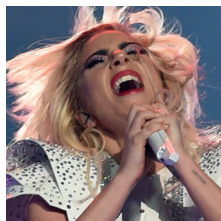


Source: Crimson Hexagon

7/24-8/13 #LOLLA

Chance The Rapper's hometown Chicago set, featuring a guest appearance from Vic Mensa, drew the four-day fest's highest volume of online chatter and one of the biggest crowds in the festival's 26-year history.

TIMELINE



Lady Gaga's performance during halftime at Super Bowl LI spiked sales of her music in the week following the big game, while her single "Million Reasons" touched down with 175,000 in total consumption, an 856% increase over the prior week.

FEBRUARY 6



Social media anoints Lil Uzi Vert's "XO Tour Llif3" to become one of the year's most viral songs as the hashtag #LilUziVertChallenge becomes a trending topic. The social buzz helps the song eventually reach 4.2 million in total consumption, the sixth biggest song of the year.

MARCH 8



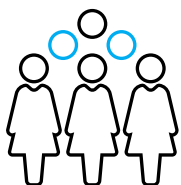
Celine Dion's 20th anniversary performance of her *Titanic* hit "My Heart Will Go On" becomes the most-talked-about moment of the 2017 Billboard Music Awards on Twitter, where it prompts 16,396 interactions.

MAY 21

2017

JANUARY 21

As the Women's March takes place in cities across the U.S., Helen Reddy's 1972 No. 1 single "I Am Woman" becomes the movement's unofficial anthem with a 195% increase in On-Demand Audio Streams vs. the week before the march. "Quiet," a new song from singer-songwriter MILCK, got a 649% boost in On-Demand Audio Streams after its flash-mob performance at the D.C. march.



FEBRUARY 12

A tribute from Bruno Mars and the return of his catalog to streaming services made Prince the single-most streamed artist during the 59th Annual Grammy Awards, with an increase of 16.7 million On-Demand Streams.



APRIL 17

Luis Fonsi & Daddy Yankee's "Spanish and English" "Despacito" remix featuring Justin Bieber is released. The song eventually hits No. 1 on the Hot 100, where it leads for a record-tying 16 weeks.





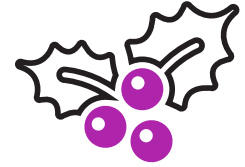
Hip-Hop becomes the most dominant consumed genre overall in the U.S. for the first time, led by artists including Kendrick Lamar, Post Malone and Future.

JULY



Jennifer Lopez headlines "One Voice: Somos Live!", a tribute concert for Puerto Rico and families affected by Hurricane Maria. Lin-Manuel Miranda's charity single "Almost Like Praying" becomes the week's top-selling single with 111,000 downloads and also had over 3.7 million streams in its first week.

OCTOBER 14



Mariah Carey's "All I Want For Christmas Is You" reaches the Top 10 of the Hot 100 for the first time, 23 years after its release. The song reports 25.2 million U.S. On-Demand Streams and 19,000 downloads the week ending December 14.

DECEMBER 18

2018

JUNE 4

Ariana Grande's "One Love Manchester" benefit concert takes place just 13 days after a terrorist attack at the singer's Manchester concert on May 22. Grande's songs' Digital Track Sales increase 267% the next day.



AUGUST 21

Bonnie Tyler's 1983 No. 1 hit "Total Eclipse Of The Heart" becomes the unofficial soundtrack to the first total solar eclipse in the U.S. since 1979. The song enjoys a 546% increase in Digital Track Sales and 243% increase in On-Demand Audio Streams vs. the prior week.



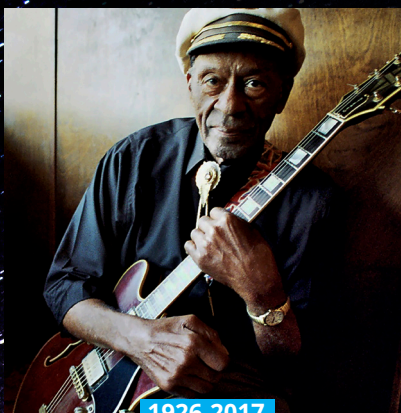
NOVEMBER 10

Taylor Swift releases her sixth studio album, *Reputation*. The set sells over 1.2 million albums during its first week instantly becoming 2017's best-selling album of the year and also earning Swift the record for most consecutive albums by any artist to sell 1 million. *Reputation* was the 10th biggest debut album sales week of all time.

reputation



2017 IN MEMORIAM



1926-2017

CHUCK BERRY

The rock legend passed away March 18 at the age of 90. Sales of his albums soared 1,886% the week after his death, while On-Demand Audio Streams surged 917%.



1964-2017

CHRIS CORNELL

The Soundgarden and Audioslave frontman passed away May 18, sending sales of his solo and band catalogs up 179% compared to the week prior to his death.

1974-2017

PRODIGY (ALBERT JOHNSON)

The Mobb Deep member's death on June 20 spurred a 722% increase in consumption of the group's music in the week following Prodigy's passing, with album sales up 1,054% and airplay up 2,565%.



1976-2017

CHESTER BENNINGTON

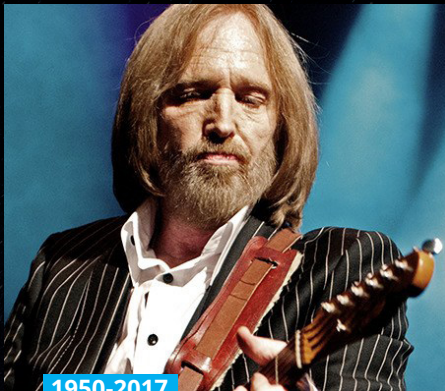
The Linkin Park singer's death on July 20 prompted a resurgence for the band's 2017 release *One More Light*, which shot to No. 4 on the Billboard 200 the week after his passing with 50,000 total consumption units. The band's overall consumption grew 174%, while On-Demand Audio Streams lifted 285%. In total, eight Linkin Park albums appeared on the Billboard 200 the week after Bennington passed, including two in the Top 10.



1947-2017

GREGG ALLMAN

The Allman Brothers Band's lead singer's passing on May 27 spurred a 629% increase in the Allmans' sales, including a 1,961% lift in Digital Album Sales and a 1,111% bump in Digital Track Sales. On-Demand Audio Streams rose by 917%.



1950-2017

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 2,100% spike in total consumption and a No. 2 re-entry on the Billboard 200. On the day of October 2 alone, fans consumed a lot of Petty's music both solo and with the Heartbreakers as well as other projects like Traveling Wilburys and Mudcrutch. In total, Petty's album sales surged 5,177% and song sales were buoyed by 5,361% on October 2 alone.

1996-2017

LIL PEEP

The alternative rapper/singer was just beginning his career prior to his untimely passing on November 15 at the age of 21. Fans rallied around Lil Peep's 2017 release *Come Over When You're Sober, Pt. 1* to send the set to No. 38 on the Billboard 200 and the single "Awful Things" onto the Hot 100. Overall, his On-Demand Audio Streams lifted 252%.



1936-2017

GLEN CAMPBELL

The country icon passed 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 1,023% increase in total streams, 208% lift in Physical Album Sales, 4,286% uptick in Digital Album Sales and a 2,640% increase in Digital Song Sales. Country radio also paid tribute to the singer by spinning his tunes 450% more than the week prior.



1950-2017

DAVID CASSIDY

The teen heartthrob passed on November 21 and sent songs from his solo career and time with "The Partridge Family" back up the charts. Cassidy's Total Consumption grew 3,650% the week after his death, with Album Sales up a whopping 13,550.

1953-2017

MALCOLM YOUNG

The passing of the AC/DC co-founder on November 18 sent several of the rock band's biggest hits back up the Rock Songs chart. Overall, AC/DC's Album Sales lifted 139% and Digital Albums were up 341%.

2017 BILLBOARD YEAR-END CHARTS

POWERED BY NIELSEN MUSIC

TOP 10 ARTIST

Rank	Artist	Total Consumption	Album Sales	Digital Songs	On-Demand Audio Streams
1	Drake	4,830,000	611,000	3,114,000	5,862,223,000
2	Kendrick Lamar	3,668,000	1,126,000	2,627,000	3,418,159,000
3	Ed Sheeran	3,633,000	1,335,000	6,828,000	2,422,621,000
4	Taylor Swift	3,358,000	2,209,000	2,790,000	1,304,707,000
5	Future	2,648,000	252,000	2,069,000	3,284,070,000
6	Bruno Mars	2,266,000	879,000	4,180,000	1,453,417,000
7	The Weeknd	2,221,000	388,000	2,539,000	2,369,339,000
8	Post Malone	2,053,000	129,000	2,716,000	2,479,536,000
9	Eminem	2,033,000	730,000	2,247,000	1,617,262,000
10	Lil Uzi Vert	1,901,000	85,000	1,163,000	2,549,942,000

TOP 10 ARTIST RANKED BY ON-DEMAND STREAMS

Rank	Artist	On-Demand Audio/Video Streams
1	Drake	6,464,134,000
2	Future	4,635,494,000
3	Kendrick Lamar	4,118,827,000
4	Ed Sheeran	3,603,674,000
5	Post Malone	3,517,206,000
6	Migos	3,481,549,000
7	Lil Uzi Vert	3,459,534,000
8	Kodak Black	3,123,113,000
9	The Weeknd	3,028,442,000
10	Eminem	2,669,880,000

TOP 10 ALBUMS

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

Rank	Artist	Title	Total Consumption	Album Sales	Song Sales	On-Demand Audio Steams
1	Ed Sheeran	DIVIDE	2,764,000	1,102,000	5,814,000	1,620,798,000
2	Kendrick Lamar	Damn.	2,747,000	910,000	2,167,000	2,430,372,000
3	Taylor Swift	Reputation	2,336,000	1,903,000	1,528,000	420,661,000
4	Drake	More Life	2,227,000	363,000	1,486,000	2,572,756,000
5	Bruno Mars	24k Magic	1,626,000	710,000	3,197,000	895,177,000
6	Post Malone	Stoney	1,564,000	128,000	1,738,000	1,893,086,000
7	Migos	Culture	1,438,000	134,000	1,557,000	1,723,445,000
8	The Weeknd	Starboy	1,408,000	275,000	1,885,000	1,417,318,000
9	Various	Moana / O.S.T.	1,254,000	709,000	1,972,000	522,014,000
10	Khalid	American Teen	1,220,000	147,000	1,241,000	1,424,327,000

TOP 10 ALBUMS

(TOTAL SALES)

Rank	Artist	Title	Sales
1	Taylor Swift	Reputation	1,903,000
2	Ed Sheeran	DIVIDE	1,102,000
3	Kendrick Lamar	Damn.	910,000
4	Bruno Mars	24k Magic	710,000
5	Various	Moana / O.S.T.	709,000
6	Chris Stapleton	From A Room: Vol. 1	658,000
7	P!nk	Beautiful Trauma	628,000
8	Various	Vol. 2 Guardians Of The Galaxy	600,000
9	Metallica	Hardwired...To Self-Destruct	585,000
10	Various	Trolls	522,000

TOP 10 DIGITAL ALBUMS

Rank	Artist	Title	Sales
1	Taylor Swift	Reputation	868,000
2	Ed Sheeran	Divide	592,000
3	Kendrick Lamar	Damn.	551,000
4	Drake	More Life	360,000
5	Various	Moana / O.S.T.	339,000
6	Chris Stapleton	From A Room: Vol. 1	284,000
7	Various	Vol. 2 Guardians Of The Galaxy	279,000
8	Bruno Mars	24k Magic	255,000
9	Jay Z	4:44	247,000
10	Imagine Dragons	Evolve	240,000

TOP 10 PHYSICAL ALBUMS

Rank	Artist	Title	Sales
1	Taylor Swift	Reputation	1,035,000
2	Ed Sheeran	Divide	511,000
3	Metallica	Hardwired...To Self-Destruct	470,000
4	P!nk	Beautiful Trauma	456,000
5	Bruno Mars	24k Magic	455,000
6	Chris Stapleton	From A Room: Vol. 1	373,000
7	Various	Moana / O.S.T.	370,000
8	Kendrick Lamar	Damn.	359,000
9	Kenny Chesney	Live In No Shoes Nation	326,000
10	Various	Vol. 2 Guardians Of The Galaxy	321,000

TOP 10 LP VINYL ALBUMS

Rank	Artist	Title	Sales
1	Beatles	Sgt. Pepper's Lonely Hearts Cl	72,000
2	Beatles	Abbey Road	66,000
3	Soundtrack	Guardians Of The Galaxy: Aweso	62,000
4	Ed Sheeran	Divide	62,000
5	Amy Winehouse	Back To Black	58,000
6	Prince	Purple Rain	58,000
7	Bob Marley & The Wailers	Legend	56,000
8	Pink Floyd	Dark Side Of The Moon	54,000
9	Soundtrack	La La Land	49,000
10	Michael Jackson	Thriller	49,000

TOP 10 DIGITAL SONG CONSUMPTION

(SONG SALES + ON-DEMAND AUDIO SES)

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	6,663,000	2,692,000	595,626,000
2	Ed Sheeran	Shape Of You	5,815,000	2,541,000	491,092,000
3	Kendrick Lamar	Humble.	4,950,000	1,078,000	580,866,000
4	Post Malone	Congratulations	4,432,000	961,000	520,639,000
5	Bruno Mars	That's What I Like	4,308,000	1,673,000	395,148,000
6	Lil Uzi Vert	Xo Tour Llif3	4,250,000	445,000	570,781,000
7	Future	Mask Off	3,906,000	661,000	486,734,000
8	Sam Hunt	Body Like A Back Road	3,723,000	1,818,000	285,737,000
9	Post Malone	Rockstar	3,706,000	812,000	434,060,000
10	DJ Khaled	I'm The One	3,565,000	1,102,000	369,490,000

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

Rank	Artist	Song	On-Demand Streams
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	1,322,799,000
2	Ed Sheeran	Shape Of You	999,694,000
3	Lil Uzi Vert	Xo Tour Llif3	932,820,000
4	Post Malone Feat. Quavo	Congratulations	910,667,000
5	Kendrick Lamar	Humble.	885,588,000
6	Migos Feat. Lil Uzi Vert	Bad And Boujee	858,123,000
7	Bruno Mars	That's What I Like	835,856,000
8	Future	Mask Off	778,571,000
9	Cardi B	Bodak Yellow (Money Moves)	724,118,000
10	Kyle Feat. Lil Yachty	Ispy	693,564,000

TOP 10 SONGS AUDIO ON-DEMAND STREAMS

Rank	Artist	Song	On-Demand Audio Streams
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	595,626,000
2	Kendrick Lamar	Humble.	580,866,000
3	Lil Uzi Vert	Xo Tour Llif3	570,781,000
4	Post Malone Feat. Quavo	Congratulations	520,639,000
5	Ed Sheeran	Shape Of You	491,092,000
6	Future	Mask Off	486,734,000
7	Post Malone Feat. 21 Savage	Rockstar	434,060,000
8	Khalid	Location	418,006,000
9	Migos Feat. Lil Uzi Vert	Bad And Boujee	414,262,000
10	French Montana Feat. Swae Lee	Unforgettable	401,043,000

TOP 10 SONGS VIDEO ON-DEMAND STREAMS

Rank	Artist	Song	On-Demand Video Streams
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	727,173,000
2	Ed Sheeran	Shape Of You	508,602,000
3	Migos Feat. Lil Uzi Vert	Bad And Boujee	443,861,000
4	Bruno Mars	That's What I Like	440,709,000
5	Cardi B	Bodak Yellow (Money Moves)	407,386,000
6	Post Malone Feat. Quavo	Congratulations	390,029,000
7	Ayo & Teo	Rolex	378,446,000
8	Lil Uzi Vert	Xo Tour Llif3	362,039,000
9	Kyle Feat. Lil Yachty	Ispy	317,938,000
10	Kendrick Lamar	Humble.	304,721,000

TOP 10 DIGITAL SONG SALES

Rank	Artist	Song	Sales
1	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	2,692,000
2	Ed Sheeran	Shape Of You	2,541,000
3	Sam Hunt	Body Like A Back Road	1,818,000
4	Bruno Mars	That's What I Like	1,673,000
5	Imagine Dragons	Believer	1,598,000
6	Chainsmokers & Coldplay	Something Just Like This	1,348,000
7	Ed Sheeran	Perfect	1,340,000
8	James Arthur	Say You Won'T Let Go	1,195,000
9	Imagine Dragons	Thunder	1,189,000
10	ZAYN / Taylor Swift	I Don't Wanna Live Forever (Fifty Shades Darker)	1,108,000

TOP 10 RADIO SONGS BASED ON AUDIENCE

Rank	Artist	Song	Audience	Plays
1	Ed Sheeran	Shape Of You	5,847,019,000	1,115,000
2	Bruno Mars	That's What I Like	4,840,261,000	959,000
3	Chainsmokers & Coldplay	Something Just Like This	3,522,378,000	723,000
4	Zedd Feat. Alessia Cara	Stay	3,100,953,000	655,000
5	Alessia Cara	Scars To Your Beautiful	3,081,153,000	638,000
6	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	3,076,935,000	608,000
7	Shawn Mendes	There's Nothing Holdin' Me Back	2,942,696,000	607,000
8	James Arthur	Say You Won't Let Go	2,819,921,000	575,000
9	Imagine Dragons	Believer	2,765,471,000	642,000
10	Maroon 5 Feat. Kendrick Lamar	Don't Wanna Know	2,751,364,000	583,000

TOP 10 RADIO FORMATS

(PERSONS 6+ SHARE)

Rank	Format	2017	2016	2015
1	News/Talk	9.90%	9.60%	8.90%
2	AC	7.70%	7.50%	7.40%
3	Country	7.60%	7.40%	7.90%
4	Pop CHR	7.60%	8.10%	8.20%
5	Hot AC	5.90%	6.40%	6.70%
6	Classic Rock	5.40%	5.10%	5.20%
7	Classic Hits	5.30%	5.30%	5.30%
8	Urban AC	4.80%	4.80%	4.90%
9	All Sports	4.30%	4.70%	4.70%
10	Urban Contemporary	3.80%	3.70%	3.60%
11	Mexican Regional	3.60%	3.70%	3.30%

Source: Nielsen Audio; January-November 2015, 2016 and 2017.

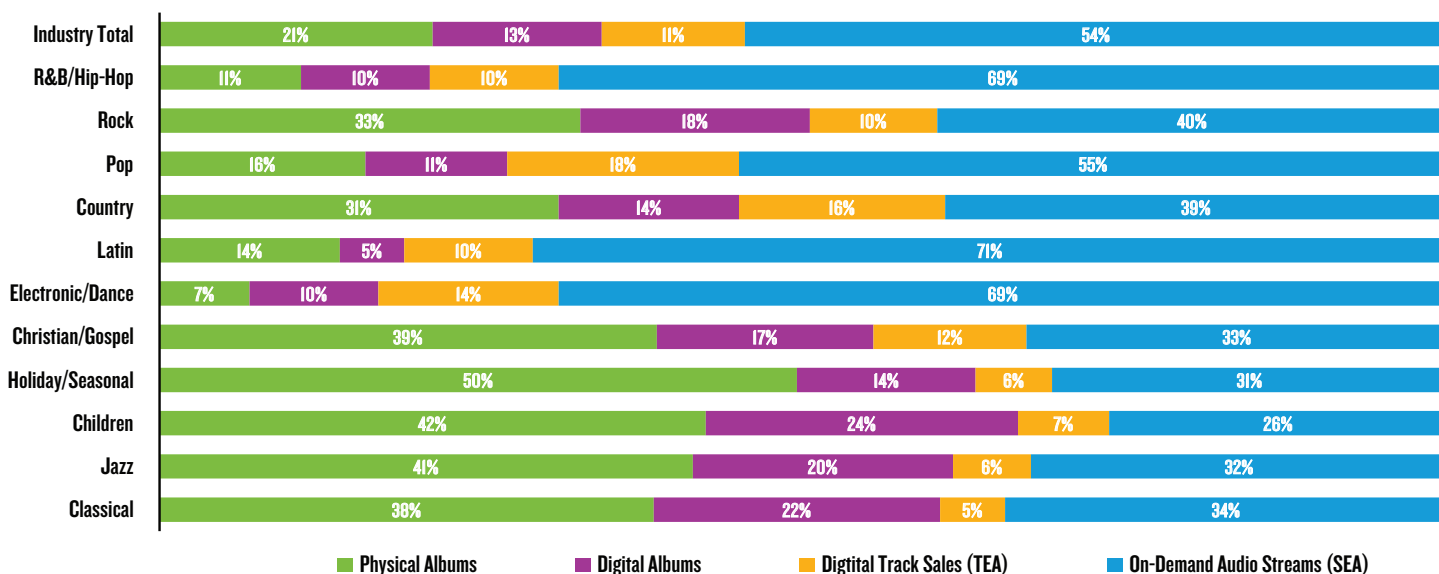
SHARE OF TOTAL VOLUME BY FORMAT AND GENRE (SELECTED TOP GENRES)

Genre	Total Volume*	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales	Total On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams
R&B/ Hip-Hop	24.5%	14.6%	12.8%	17.5%	20.8%	29.1%	30.4%	26.7%
Rock	20.8%	34.6%	36.8%	31.3%	20.7%	15.1%	17.3%	11.1%
Pop	12.7%	9.8%	9.6%	10.2%	19.7%	12.9%	12.8%	13.2%
Country	7.7%	11.5%	13.1%	9.2%	12.2%	5.5%	6.4%	4.0%
Latin	5.9%	1.7%	2.0%	1.1%	2.7%	8.0%	3.9%	15.5%
Electronic/ Dance	3.5%	1.7%	1.1%	2.5%	4.4%	4.2%	4.4%	3.7%
Christian/ Gospel	2.7%	4.6%	5.3%	3.5%	3.0%	1.8%	1.7%	2.0%
Holiday/ Seasonal	1.7%	3.6%	4.7%	2.0%	1.0%	1.0%	1.1%	0.9%
Children	1.3%	2.6%	2.7%	2.4%	0.8%	0.8%	0.7%	1.0%
Jazz	1.0%	2.1%	2.3%	1.7%	0.7%	0.6%	0.7%	0.3%
Classical	1.0%	1.9%	2.0%	1.8%	0.5%	0.6%	0.7%	0.4%

Read as: 14.6% of Total Album Sales come from R&B/Hip Hop genre

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

SHARE OF TOTAL AUDIO CONSUMPTION BY FORMAT



Read as: 33% of Rock consumption comes from Physical Album sales

ABOUT NIELSEN

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