

NIELSEN MUSIC

# MID-YEAR REPORT

U.S. 2017





**Erin Crawford**  
SVP Nielsen  
Entertainment,  
General Manager  
Nielsen Music

**“A SIGNIFICANT  
STREAMING  
MILESTONE WAS  
REACHED IN MARCH,  
WHEN WEEKLY  
ON-DEMAND  
AUDIO STREAMING  
SURPASSED SEVEN  
BILLION.”**

# INTRODUCTION

Welcome to the Nielsen Music Mid-Year Report, which provides the definitive figures and charts for the music industry from the first six months of 2017. Many thanks for downloading.

It’s been an action-packed start to the year, with records broken, chart history made and several categories growing quickly. Lady Gaga headlined the Super Bowl and saw a spike in sales, Drake shattered streaming records, and Future hit number one with two different albums in successive weeks.

A significant streaming milestone was also reached in March, when weekly on-demand audio streaming surpassed seven billion. For the first six months of the year, there have been 184.3 billion on-demand audio streams - a 62% increase over the same period in 2016.

The year to date has not been without sadness: we’ve bid farewell to some music greats including Chuck Berry, Chris Cornell and Gregg Allman.

The connection these artists made with fans, however, lives on. In fact, across the industry, we’re seeing artists strengthening connections with fans, through innovative use of social, TV appearances and live performances. This is opening up major opportunities for brands to make connections, too.

Nielsen Music prides itself in truly understanding music fans – what they’re listening to, how they’re behaving and how they’re changing – and we’d be delighted to hear from you as you’re shaping the future of the industry over the months ahead.

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Notable moments, record-breaking artists and albums from January to June.

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Albums, Songs, Streams, Airplay, Video, On-Demand.



# 1,580%

WEEK-ON-WEEK UPLIFT IN LADY GAGA DIGITAL TRACK SALES AS A RESULT OF HER SUPER BOWL SHOW.

LADY GAGA WAS THE HEADLINE ACT AT FEBRUARY'S SUPER BOWL IN HOUSTON AND, LIKE MANY OF THE SUPERSTARS WHO HAVE PERFORMED DURING HALFTIME IN PREVIOUS YEARS, SHE ENJOYED A SIGNIFICANT UPLIFT IN SALES AS A RESULT - COMPARED TO THE PREVIOUS WEEK, SHE SAW INCREASES OF 844% IN ALBUMS WITH TEA AND SEA\*, 210% OVERALL ON-DEMAND AUDIO STREAMS AND AN IMPRESSIVE 1,580% IN DIGITAL TRACK SALES. SALES OF HER OCTOBER 2016 ALBUM, *JOANNE*, GREW 814% IN ALBUMS WITH TEA AND SEA\* IN THE WEEK AFTER THE GAME COMPARED TO THE PREVIOUS WEEK. THE HALFTIME SHOW AT SUPER BOWL LII, IN MINNEAPOLIS NEXT FEBRUARY, IS UNDERSTANDABLY ONE OF MUSIC'S MOST COVETED SLOTS.

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

## MID-YEAR 2017

## HIGHLIGHTS

## "DESPACITO"

"Despacito," by Luis Fonsi & Daddy Yankee feat. Justin Bieber (re-released as a remix with Bieber in April) picked up 41 million on-demand audio and video streams, and 86,000 digital track sales in its first week on the charts. To date, it has more than 624 million streams this year, with 308 million of those video streams.



## KENDRICK

Kendrick Lamar's *DAMN.* spent three weeks at number one on the Billboard 200 chart, and earned 341 million streams for its songs in its first week. In the week of release, Kendrick gained 53,000 Facebook likes, had 380,000 people talking about him on Facebook, welcomed 113,000 new Twitter followers and had 832,000 Wikipedia page views. Overall, his combined social media activity was up 130% versus the previous week.



## VIDEO STREAMING STRENGTH

The song with the second highest number of video-only streams in the first half of 2017 was "Bad and Boujee," by Migos featuring Lil Uzi Vert – a testament to video streaming's strength in the R&B/Hip-Hop genre. Only Ed Sheeran's "Shape of You" has more video-only streams.

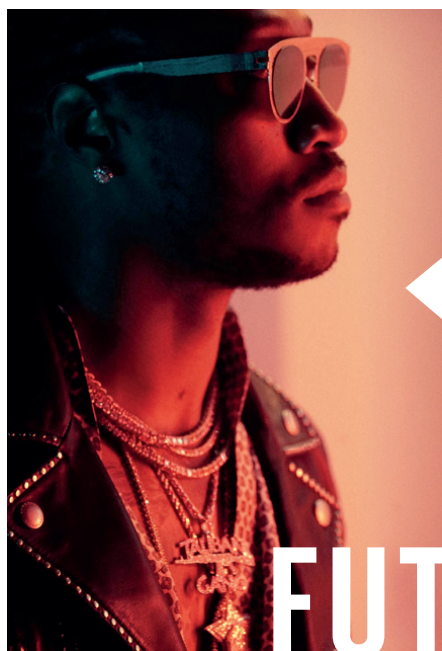


## DRAKE

## "MORE LIFE" SHATTERS RECORDS

Drake's *More Life* set a record for audio on-demand streams in one week, with 385 million streams earned for its collected songs, beating the record held by his previous album, *Views* (245 million).

*More Life* debuted at number one on the Billboard 200 chart with 505,000 total equivalent album units.



#1

FUTURE BECAME THE FIRST ACT TO HAVE BACK-TO-BACK NO. 1 DEBUTS IN SUCCESSIVE WEEKS ON THE BILLBOARD 200, WITH FUTURE AND HNRXX.

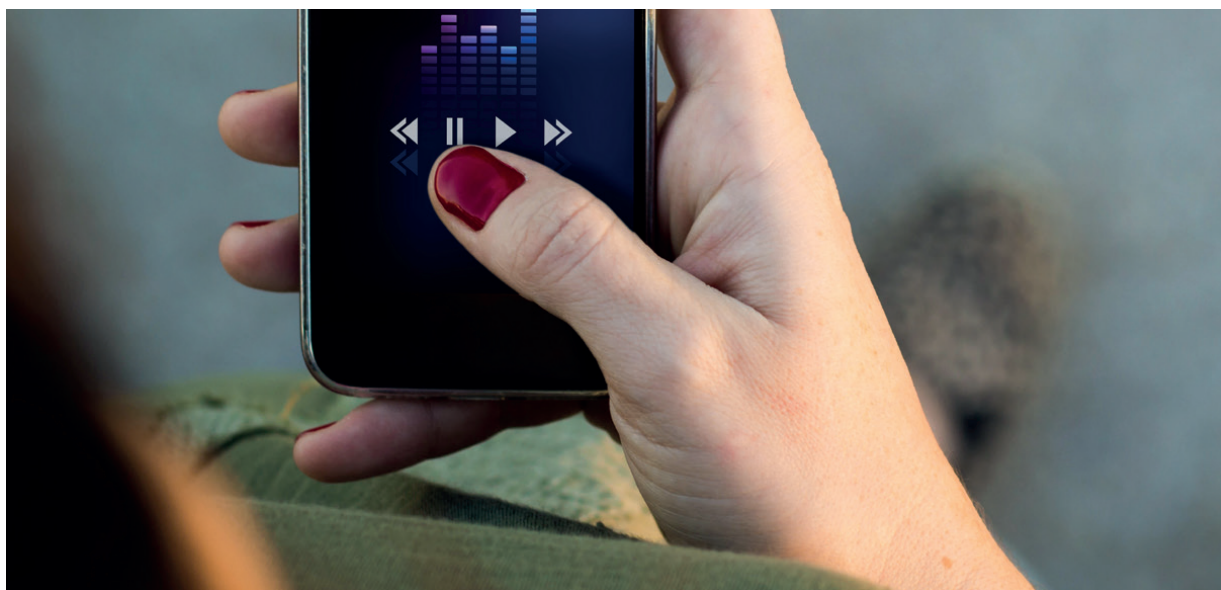
FUTURE

## INSIGHT

# ON-DEMAND STREAMS

Weekly on-demand audio streams surpassed seven billion for the first time during the week ending March 9th. Halfway through the year, weekly on-demand audio streams have reached over 7.5 billion.

Albums with TEA and SEA\* are up 8.1% from this time last year. This is largely due to the 62.4% increase in audio on-demand streams. Increases in streaming more than offset the 18.3% decrease in album sales, and 24.0% decrease in digital track sales.



# 2017 IN MEMORIAM

## Chuck Berry (1926-2017)

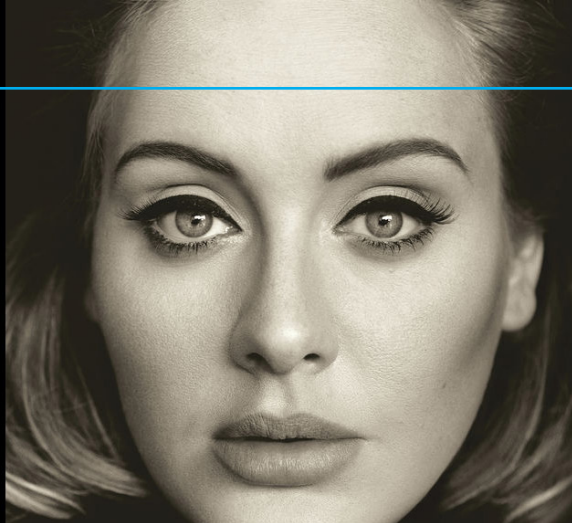
In the week after his death, album sales increased 1,886% and on-demand audio streams rose by 917%.

## Chris Cornell (1964-2017)

The week after his death saw Soundgarden album sales increase by 35% overall, with physical sales up 179% from the previous week.

## Gregg Allman (1947-2017)

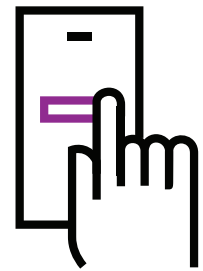
Allman Brothers Band album sales rose 629% in the week after his death, with digital album sales up 1,961%. Digital track sales increased 1,111%, with video on-demand streaming increasing by 1,262%.



## GRAMMY AWARDS: INSTANT SUCCESS

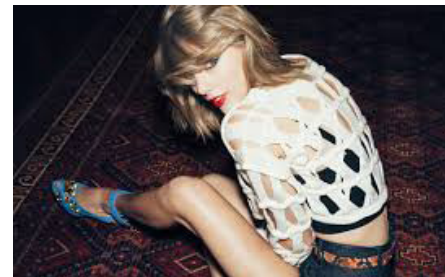
February's Grammy broadcast showed how great content and performances can combine with an active audience to produce immediate impact. The year's biggest nominees and winners saw an immediate increase in activity on the night of the show, driving volumes up by well over 100%.

Adele opened the show with her smash hit "Hello", which drove the song up over 300% on the day of the broadcast vs. the prior day. Her album 25 also increased by 150% over the prior days. Beyonce saw her album *Lemonade* increase by 267% on the day of the telecast, despite her not winning a major award. Chance the Rapper also broke new ground with his *Coloring Book* album, which was available on streaming platforms only. After winning Best New Artist his stream volume increased by over 15 million streams in the days following the show.



# +551%

**INCREASE IN NUMBER OF TAYLOR SWIFT  
STREAMS (WEEK ENDING JUNE 15TH) AFTER  
SHE RELEASED HER CATALOG ON ALL  
THE MAJOR STREAMING PLATFORMS FOR  
THE FIRST TIME SINCE 2014, IN JUNE.**



## ED SHEERAN

Ed Sheeran's ÷ (*Divide*) is the top selling album of 2017 so far, with 743,000 copies sold. It also held the number one spot on the Billboard 200 for two weeks. ÷ (*Divide*)'s release on March 3rd may have contributed to weekly on-demand audio streams surpassing seven billion for the first time in the U.S. for the week ending March 9th. Sheeran's "Shape of You" is the most streamed song of 2017 so far, with 690 million on-demand streams, including 354 million audio streams and 336 million video streams. It's also the song with the most digital track sales – over two million so far this year.



## TOTAL AUDIO CONSUMPTION

(ALBUM + TEA + ON-DEMAND AUDIO SEA)

2017	2016	% CHG.
235.5M	216.3M	+8.9%

## TOTAL CONSUMPTION

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

2017	2016	% CHG.
302.4m	279.8m	+8.1%

## ON-DEMAND STREAMING

AUDIO AND VIDEO

2017	2016	% CHG.
284.7B	208.7B	+36.4%

## ON-DEMAND STREAMING - AUDIO

2017	2016	% CHG.
184.3B	113.5B	+62.4%

## ON-DEMAND STREAMING - VIDEO

2017	2016	% CHG.
100.3B	95.2B	+5.4%

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



## DIGITAL ALBUM SALES

2017	2016	% CHG.
35.1M	43.8M	-19.9%

## DIGITAL TRACK SALES

2017	2016	% CHG.
307.1M	404.2M	-24.0%

## ALBUM AND TEA SALES

2017	2016	% CHG.
112.6M	140.6M	-19.9%

## ALBUM SALES

2017	2016	% CHG.
81.9M	100.2M	-18.3%

## PHYSICAL ALBUM SALES

2017	2016	% CHG.
46.9M	56.5M	-17.0%

# BILLBOARD'S 2017 MID-YEAR CHARTS, COMPILED BY NIELSEN MUSIC



## TOP 10 ALBUM CONSUMPTION

INCLUDES ALL ALBUMS & TRACK EQUIVALENT ALBUMS & ON-DEMAND AUDIO STREAMING EQUIVALENT ALBUMS

Rank	Artist	Title	Total activity	Album Sales	Song Sales	On-Demand Audio Streams
1	Kendrick Lamar	DAMN.	1,772,000	678,000	1,267,000	1,704,407,000
2	Ed Sheeran	÷ (Divide)	1,749,000	743,000	3,572,000	1,471,079,000
3	Drake	More Life	1,693,000	343,000	1,231,000	1,850,354,000
4	Bruno Mars	24k Magic	1,110,000	494,000	2,426,000	1,000,829,000
5	Migos	Culture	1,002,000	106,000	1,234,000	1,801,549,000
6	The Weeknd	Starboy	981,000	213,000	1,534,000	1,162,169,000
7	Various Artists	Moana O.S.T.	819,000	494,000	1,426,000	508,551,000
8	Future	Future	760,000	119,000	752,000	1,134,111,000
9	The Chainsmokers	Memories... Do Not Open	760,000	255,000	1,801,000	668,084,000
10	Post Malone	Stoney	711,000	58,000	889,000	1,225,412,000

## TOP 10 ALBUM SALES

Rank	Artist	Title	Sales
1	Ed Sheeran	÷ (Divide)	743,000
2	Kendrick Lamar	DAMN.	678,000
3	Bruno Mars	24k Magic	494,000
4	Various Artists	More Life	494,000
5	Metallica	Hardwired...To Self-Destruct	487,000
6	Chris Stapleton	From A Room: Volume 1	419,000
7	Trolls	Original Motion Picture	373,000
8	Various Artists	Vol. 2 Guardians Of The Galaxy	351,000
9	Drake	More Life	343,000
10	Beauty And The Beast	Beauty And The Beast	337,000

## TOP 10 ON-DEMAND STREAMING - AUDIO AND VIDEO

Rank	Artist	Song	Total streams	Audio	Video
1	Ed Sheeran	Shape Of You	689,756,000	354,245,000	335,511,000
2	Migos Feat. Lil Uzi Vert	Bad And Boujee	648,129,000	313,596,000	334,533,000
3	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	624,375,000	316,581,000	307,795,000
4	Bruno Mars	That's What I Like	522,071,000	261,115,000	260,956,000
5	Kendrick Lamar	Humble.	519,887,000	345,980,000	173,907,000
6	Future	Mask Off	505,473,000	327,281,000	178,192,000
7	Kyle Feat. Lil Yachty	iSpy	494,113,000	271,738,000	222,376,000
8	Post Malone Feat. Quavo	Congratulations	483,252,000	273,964,000	209,288,000
9	Lil Uzi Vert	Xo Tour Llif3	474,220,000	277,610,000	196,611,000
10	Kodak Black	Tunnel Vision	388,186,000	228,734,000	159,452,000

## TOP 10 DIGITAL SONG SALES

Rank	Artist	Song	Sales
1	Ed Sheeran	Shape Of You	2,170,000
2	Luis Fonsi	Despacito	1,437,000
3	Bruno Mars	That's What I Like	1,377,000
4	Sam Hunt	Body Like A Back Road	1,246,000
5	Zayn/Taylor Swift	I Don't Wanna Live Forever (Fifty Shades Darker)	1,048,000
6	The Chainsmokers & Coldplay	Something Just Like This	988,000
7	James Arthur	Say You Won't Let Go	914,000
8	Imagine Dragons	Believer	905,000
9	Julia Michaels	Issues	889,000
10	Bruno Mars	24k Magic	769,000

# TOP 10 DIGITAL SONG CONSUMPTION

INCLUDES SONG SALES AND ON-DEMAND AUDIO SES

Rank	Artist	Title	Song Sales w/SES On-Demand Audio	Song Sales	Streaming On-Demand Audio
1	Ed Sheeran	Shape Of You	4,532,000	2,170,000	354,245,000
2	Luis Fonsi	Despacito	3,548,000	1,437,000	316,581,000
3	Bruno Mars	That's What I Like	3,117,000	1,377,000	261,115,000
4	Kendrick Lamar	Humble.	3,003,000	696,000	345,980,000
5	Migos	Bad And Boujee	2,779,000	688,000	313,596,000
6	Future	Mask Off	2,706,000	524,000	327,281,000
7	Kyle Feat. Lil Yachty	iSpy	2,544,000	732,000	271,738,000
8	Post Malone	Congratulations	2,412,000	586,000	273,964,000
9	Sam Hunt	Body Like A Back Road	2,246,000	1,246,000	150,014,000
10	Zayn/Taylor Swift	I Don't Wanna Live Forever (Fifty Shades Darker)	2,140,000	1,048,000	163,902,000

# TOP 10 LP VINYL ALBUMS

Rank	Artist	Title	YTD Sales
1	Beatles	Sgt. Pepper's Lonely Hearts Club	39,000
2	Soundtrack	La La Land	33,000
3	Soundtrack	Guardians Of The Galaxy: Awesome Mix Vol. 1	30,000
4	Bob Marley & The Wailers	Legend	30,000
5	Amy Winehouse	Back To Black	27,000
6	Ed Sheeran	÷ (Divide)	27,000
7	Beatles	Abbey Road	26,000
8	Prince	Purple Rain	24,000
9	Tennis	Yours Conditionally	24,000
10	Pink Floyd	Dark Side Of The Moon	23,000

\* Streaming Equivalent Song (SES) ratio of 150 streams to 1 song

## TOP 10 AUDIO ON-DEMAND STREAMS

Rank	Artist	Song	Audio
1	Ed Sheeran	Shape Of You	354,245,000
2	Kendrick Lamar	Humble.	345,980,000
3	Future	Mask Off	327,281,000
4	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	316,581,000
5	Migos Feat. Lil Uzi Vert	Bad And Boujee	313,596,000
6	Lil Uzi Vert	Xo Tour Llif3	277,610,000
7	Post Malone Feat. Quavo	Congratulations	273,964,000
8	Kyle Feat. Lil Yachty	iSpy	271,738,000
9	Bruno Mars	That's What I Like	261,115,000
10	Big Sean	Bounce Back	230,278,000

## TOP 10 VIDEO ON-DEMAND STREAMS

Rank	Artist	Song	Video
1	Ed Sheeran	Shape Of You	335,511,000
2	Migos Feat. Lil Uzi Vert	Bad And Boujee	334,533,000
3	Luis Fonsi & Daddy Yankee Feat. Justin Bieber	Despacito	307,795,000
4	Bruno Mars	That's What I Like	260,956,000
5	Kyle Feat. Lil Yachty	iSpy	222,376,000
6	Post Malone Feat. Quavo	Congratulations	209,288,000
7	Ayo & Teo	Rolex	199,244,000
8	Lil Uzi Vert	Xo Tour Llif3	196,611,000
9	Zay Hilfigerrr & Zayion McCall	Juju On That Beat (Tz Anthem)	196,524,000
10	Rae Sremmurd	Swang	188,790,000

## SHARE OF TOTAL VOLUME BY FORMAT AND GENRE: R&B/HIP-HOP ON TOP

For the first time in Nielsen Music history, R&B/Hip-Hop has become the largest share of overall volume (Album + TEA + SEA), with 25.1% of the total volume coming from the R&B/Hip-Hop genre. Rock, which had always been the largest genre in the past, slips to second with 23% of the total volume.

R&B/Hip-Hop has become the largest genre by dominating share of streaming consumption. Over 30% of audio on-demand streaming comes from R&B/Hip-Hop, nearly as much as the next two genres combined (Rock 18% and Pop 13%).

While Rock still dominates album sales, with over 40% share of the industry's albums, its share of streaming is only 16%. Country, also a strong 12% in albums and nearly 14% in physical albums, continues to lag in streaming share with just 5.6% of total streaming coming from the genre. The Latin genre continues to be very strong in streaming, particularly video streaming where it makes up 15% of the total. Pop continues to get a disproportionately high share of digital track sales, with the consumer clearly still having a desire to own the big pop hits.

Genre	Total Album + Tea + Sea	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales	Total On-Demand Streams	Audio On-Demand Streams	Video On-Demand Streams
<b>R&amp;B/ Hip-Hop</b>	25.1%	17.0%	15.6%	18.9%	21.5%	29.1%	30.3%	26.9%
<b>Rock</b>	23.0%	40.1%	42.7%	36.7%	20.8%	16.0%	18.1%	12.2%
<b>Pop</b>	13.4%	9.9%	9.9%	10.0%	20.4%	13.7%	13.3%	14.4%
<b>Country</b>	8.0%	11.9%	13.8%	9.3%	12.4%	5.6%	6.4%	4.1%
<b>Latin</b>	5.7%	1.8%	2.4%	1.1%	2.6%	7.9%	3.9%	15.2%
<b>Electronic/ Dance</b>	4.0%	2.1%	1.5%	2.9%	5.0%	4.7%	4.9%	4.2%
<b>Christian/ Gospel</b>	2.5%	3.9%	3.9%	3.9%	3.1%	1.9%	1.8%	2.1%
<b>Children</b>	1.4%	3.0%	3.1%	2.9%	0.9%	0.8%	0.7%	1.1%
<b>Jazz</b>	1.0%	2.2%	2.5%	1.8%	0.9%	0.6%	0.7%	0.3%
<b>Classical</b>	1.0%	2.1%	2.2%	1.8%	0.5%	0.6%	0.7%	0.4%

## TOP 10 RADIO SONGS BASED ON AUDIENCE

Rank	Artist	Title	Audience
1	Ed Sheeran	Shape Of You	3,728,924,000
2	Bruno Mars	That's What I Like	2,747,264,000
3	Alessia Cara	Scars To Your Beautiful	2,257,794,000
4	Maroon 5 Feat. Kendrick Lamar	Don't Wanna Know	2,058,306,000
5	Rihanna	Love On The Brain	1,958,736,000
6	Zayn/Taylor Swift	I Don't Wanna Live Forever (Fifty Shades Darker)	1,917,921,000
7	The Weeknd Feat. Daft Punk	I Feel It Coming	1,800,617,000
8	Chainsmokers & Coldplay	Something Just Like This	1,743,847,000
9	Chainsmokers Feat. Halsey	Closer	1,676,536,000
10	James Arthur	Say You Won't Let Go	1,554,187,000

## 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 Nielsen 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. For more information, **visit [www.nielsen.com](http://www.nielsen.com)**.

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