



## 2014 NIELSEN MUSIC CANADA REPORT

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**Vinyl Albums Post Biggest Overall Sales Total in the SoundScan Era**

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**Digital Albums Account for Nearly 40% Total Album Sales**

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**Streaming totals surpass 6 Billion in last six months of 2014**

Nielsen, the music industry's leading data information provider today released the 2014 Canada Music Year-End Report for the 12-month period of December 30, 2013 through December 28, 2014.

2014 showed the continued shift to digital markets, with Digital albums now accounting for nearly 40% of all album sales and streaming activity surpassing 6 Billion song streams in the final six months of the year. Another bright spot for the industry is the continued resurgence of Vinyl LPs, which posted the biggest sales total in the SoundScan Era with over 400,000 units.

"With strong demand in digital streaming and record-setting growth in Vinyl, we continue to see music fans showing their diversity in the way they consume music." says David Bakula, SVP Industry Insights, Nielsen Entertainment. "With over 6 Billion songs streamed in just the last six months of 2014, as well as new services launching this year, music fans continue to enjoy huge amounts of digital music."

Nielsen provides music research and monitoring services for the entertainment industry. Nielsen's airplay, sales and streaming data represents music consumers of all ethnicities and languages, and is featured weekly in Billboard's charts, and is widely cited as the standard for music measurement.

### **TOTAL ALBUM SALES**

(12/30/2013 – 12/28/2014)

(INCLUDES CD, LP, DIGITAL ALBUMS – IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% Chg.</u>
<b>Total Albums</b>	<b>27.8</b>	<b>29.3</b>	<b>-5%</b>
CD	16.5	17.6	-7%
Digital	10.9	11.4	-5%
LP	0.4	0.2	+71%

### **OVERALL ALBUM + TEA SALES**

(12/30/2013 – 12/28/2014)

(ALL ALBUMS & TRACK EQUIVALENT ALBUMS -10:1- IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
<b>Total Units</b>	<b>37.9</b>	<b>40.9</b>	<b>-7%</b>

### **DIGITAL TRACK SALES**

(12/30/2013 – 12/28/2014- IN MILLIONS)

<b>UNITS SOLD</b>	<u>2014</u>	<u>2013</u>	<u>% Chg.</u>
	101.7	116.1	-12%

### **HOLIDAY SEASON ALBUM SALES** (11/03/14 – 12/28/14)

(PHYSICAL & DIGITAL ALBUM SALES DURING HOLIDAY SEASON IN MILLIONS)

<b>UNITS SOLD</b>	<u>2014</u>	<u>2013</u>	<u>% Chg.</u>
	6.8	7.2	-6%

## 2014 GENRE ALBUM SALES REPORT

(12/30/2013 – 12/28/2014– IN THOUSANDS)

<u>Genre</u>	<u>2014</u>	<u>2013</u>	<u>% Chg.</u>
Alternative	4,267	4,977	-14%
Classical	616	788	-22%
Jazz	561	603	-7%
Metal	2,616	2,779	-6%
R&B	2,137	2,959	-28%
Rap	1,698	2,214	-23%

(Note: Titles may appear in more than one genre.)

## TOTAL STREAMING ACTIVITY

(July 2014-December 2014)

Total Streams	6,305,784,000
Total Video Streams	5,380,768,000
Total Audio Streams	925,016,000

## CURRENT vs. CATALOGUE ALBUM SALES

(12/30/2013 – 12/28/2014: IN MILLIONS)

CATALOG DEFINED AS ALBUMS OLDER THAN 2 YRS

<u>Overall Albums</u>	<u>2014</u>	<u>2013</u>	<u>% Chg.</u>
Current	16.1	17.9	-10%
Catalogue	11.7	11.4	3%
<b>Physical CDs:</b>			
Current	9.6	11.0	-13%
Catalogue	6.9	6.7	3%
<b>Digital Albums:</b>			
Current	6.3	6.8	-8%
Catalogue	4.6	4.6	1%

## TOP 10 AUDIO ON-DEMAND STREAMING

(July 2014-December 2014)

	<u>Title/Artist</u>	<u>Streams (in millions)</u>
1	<u>Take Me To Church</u> / Hozier	1.4
2	<u>Habits (Stay High)</u> / Tove Lo	1.3
3	<u>Stay With Me</u> / Sam Smith	1.3
4	<u>Chandelier</u> / Sia	1.2
5	<u>Animals</u> / Maroon 5	1.1
6	<u>I'm Not The Only One</u> / Sam Smith	1.0
7	<u>All About That Bass</u> / Meghan Trainor	1.0
8	<u>Thinking Out Loud</u> / Ed Sheeran	1.0
9	<u>Bang Bang</u> / Jessie J, Ariana Grande & Nicki Minaj	1.0
10	<u>Blame</u> / Valvin Harris ft. John Newman	1.0

## TOP 10 VIDEO ON-DEMAND STREAMING

(July 2014-December 2014)

	<u>Title/Artist</u>	<u>Streams (in millions)</u>
1	<u>Shake It Off</u> / Taylor Swift	19.0
2	<u>All About That Bass</u> / Meghan Trainor	17.5
3	<u>Anaconda</u> / Nicki Minaj	14.6
4	<u>Fancy</u> / Iggy Azalea feat. Charli XCX	14.5
5	<u>Chandelier</u> / Sia	14.2
6	<u>Happy</u> / Pharrell Williams	13.2
7	<u>Gangnam Style</u> / PSY	13.1
8	<u>Problem</u> / Ariana Grande feat. Iggy Azalea	12.7
9	<u>All Of Me</u> / John Legend	12.4
10	<u>Dark Horse</u> / Katy Perry	11.7

## 2014 STREAMING AND TRACK DOWNLOADS SHARE BY GENRE

(July, 2014 – December, 2014)

	<u>Total On-Demand Streaming</u>	<u>Video On-Demand Streaming</u>	<u>Audio On-Demand Streaming</u>	<u>Track Downloads Share</u>
Pop	<b>27.2%</b>	27.7%	22.8%	<b>26.1%</b>
Rock	<b>26.0%</b>	24.9%	35.3%	<b>23.8%</b>
R&B/Hip-Hop	<b>20.6%</b>	21.0%	16.9%	<b>11.9%</b>
Dance/Electronic (EDM)	<b>9.7%</b>	9.7%	9.3%	<b>6.8%</b>
Country	<b>4.7%</b>	4.6%	5.4%	<b>11.2%</b>
Holiday/Seasonal	<b>2.1%</b>	1.8%	4.0%	<b>1.7%</b>
Latin	<b>1.7%</b>	1.9%	0.5%	<b>0.8%</b>
World	<b>1.7%</b>	1.8%	0.2%	<b>0.7%</b>
Christian/Gospel	<b>1.1%</b>	1.1%	0.5%	<b>1.0%</b>
Classical	<b>0.5%</b>	0.5%	0.3%	<b>0.5%</b>
Comedy	<b>0.5%</b>	0.5%	0.2%	<b>0.3%</b>
Children	<b>0.5%</b>	0.5%	0.1%	<b>0.2%</b>
Jazz	<b>0.4%</b>	0.4%	0.6%	<b>0.4%</b>

### BILLBOARD 2014 TOP 10 SELLING ALBUMS

(12/30/2013 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>1989</u> / Taylor Swift	314,000
2	<u>Frozen</u> / Soundtrack	226,000
3	<u>In The Lonely Hour</u> / Sam Smith	157,000
4	<u>X</u> / Ed Sheeran	133,000
5	<u>Ghost Stories</u> / Coldplay	117,000
6	<u>Pure Heroine</u> / Lorde	104,000
7	<u>Where I Belong</u> / Bobby Bazini	102,000
8	<u>Serge Fiori</u> / Serge Fiori	99,000
9	<u>Four</u> / One Direction	98,000
10	<u>The Endless River</u> / Pink Floyd	89,000

### BILLBOARD 2014 TOP 10 SELLING ARTISTS

(Based on Album sales from 12/30/2013 – 12/28/2014)

	<u>Artist</u>	<u>Units Sold</u>
1	Taylor Swift	350,000
2	Eminem	200,000
3	Pink Floyd	182,000
4	Ed Sheeran	164,000
5	Sam Smith	159,000
6	AC/DC	159,000
7	One Direction	155,000
8	Coldplay	150,000
9	Michael Jackson	138,000
10	Queen	135,000

### BILLBOARD 2014 TOP 10 SELLING DIGITAL TRACKS

(12/30/2013 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Happy</u> / Pharrell Williams	538,000
2	<u>All Of Me</u> / John Legend	409,000
3	<u>All About That Bass</u> / Meghan Trainor	408,000
4	<u>Dark Horse</u> / Katy Perry	390,000
5	<u>Stay With Me</u> / Sam Smith	345,000
6	<u>Shake It Off</u> / Taylor Swift	341,000
7	<u>Counting Stars</u> / OneRepublic	322,000
8	<u>Timber</u> / Pitbull feat. Ke\$ha	320,000
9	<u>Say Something</u> / A Great Big World/Christina Aguilera	317,000
10	<u>Come With Me Now</u> / Kongos	288,000

### BILLBOARD 2014 TOP 10 SELLING DIGITAL SONGS

(combines all versions of the same Song: 12/30/2013 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Happy</u> / Pharrell Williams	540,000
2	<u>All Of Me</u> / John Legend	460,000
3	<u>All About That Bass</u> / Meghan Trainor	408,000
4	<u>Dark Horse</u> / Katy Perry	391,000
5	<u>Stay With Me</u> / Sam Smith	359,000
6	<u>Say Something</u> / A Great Big World/Christina Aguilera	358,000
7	<u>Fancy</u> / Iggy Azalea feat. Charli XCX	346,000
8	<u>Shake It Off</u> / Taylor Swift	341,000
9	<u>Counting Stars</u> / OneRepublic	323,000
10	<u>Timber</u> / Pitbull feat. Ke\$ha	320,000

### BILLBOARD 2014 TOP 10 SELLING DIGITAL ALBUMS

(12/30/2013 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>1989</u> / Taylor Swift	123,000
2	<u>Frozen</u> / Soundtrack	76,000
3	<u>X</u> / Ed Sheeran	74,000
4	<u>In The Lonely Hour</u> / Sam Smith	69,000
5	<u>Ghost Stories</u> / Coldplay	63,000
6	<u>Guardians Of The Galaxy</u> / Soundtrack	54,000
7	<u>Pure Heroine</u> / Lorde	54,000
8	<u>Night Visions</u> / Imagine Dragons	41,000
9	<u>Prism</u> / Katy Perry	40,000
10	<u>Hozier</u> / Hozier	39,000

### BILLBOARD 2014 TOP 10 CDS

(12/30/2013 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>1989</u> / Taylor Swift	190,000
2	<u>Frozen</u> / Soundtrack	150,000
3	<u>In The Lonely Hour</u> / Sam Smith	86,000
4	<u>Where I Belong</u> / Bobby Bazini	85,000
5	<u>Serge Fiori</u> / Serge Fiori	82,000
6	<u>Icon</u> / Queen	76,000
7	<u>The Endless River</u> / Pink Floyd	73,000
8	<u>Plus Tard Qu'on Pense</u> / Fred Pellerin	71,000
9	<u>Icon</u> / Bon Jovi	69,000
10	<u>Very Best Of</u> / Neil Diamond	65,000

### BILLBOARD 2014 TOP 10 VINYL SELLERS

	<u>Title/Artist</u>	<u>Vinyl Sales</u>
1	<u>AM</u> / Arctic Monkeys	4,100
2	<u>Legend</u> / Bob Marley & The Wailers	4,000
3	<u>Turn Blue</u> / The Black Keys	3,800
4	<u>The Endless River</u> / Pink Floyd	3,300
5	<u>Lazaretto</u> / Jack White	3,200
6	<u>Led Zeppelin I</u> / Led Zeppelin	2,900
7	<u>Sonic Highways</u> / Foo Fighters	2,900
8	<u>Ultraviolence</u> / Lana Del Rey	2,600
9	<u>Led Zeppelin II</u> / Led Zeppelin	2,600
10	<u>Led Zeppelin IV</u> / Led Zeppelin	2,600

**BILLBOARD 2014 TOP 10 ALBUMS-CANADIAN ARTISTS**

(12/30/2013 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Where I Belong</u> / Bobby Bazini	102,000
2	<u>Serge Fiori</u> / Serge Fiori	99,000
3	<u>Plus Tard Qu'on Pense</u> / Fred Pellerin	79,000
4	<u>Christmas</u> / Michael Buble	70,000
5	<u>Popular Problems</u> / Leonard Cohen	68,000
6	<u>No Fixed Address</u> / Nickelback	58,000
7	<u>M</u> / Marie-Mai	54,000
8	<u>Shine On</u> / Sarah McLachlan	45,000
9	<u>Wild Life</u> / Hedley	44,000
10	<u>Reflektor</u> / Arcade Fire	41,000

**BILLBOARD 2014 TOP 10 DIGITAL SONGS-CANADIAN ARTISTS**

(Combines all versions of the same Song: 12/30/2013 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Rude</u> / Magic!	278,000
2	<u>Hideaway</u> / Kiesza	194,000
3	<u>Crazy For You</u> / Hedley	166,000
4	<u>Life Of The Party</u> / Shawn Mendes	136,000
5	<u>Blurred Lines</u> / Robin Thicke	93,000
6	<u>Anything</u> / Hedley	90,000
7	<u>Goodbye</u> / Glenn Morrison	88,000
8	<u>Jealous (I Ain't With It)</u> / Chromeo	85,000
9	<u>Heaven In Our Headlights</u> / Hedley	82,000
10	<u>Chills</u> / Down With Webster	78,000

**BILLBOARD TOP 10 ALBUMS DURING HOLIDAY SEASON**

(Based on Album sales from 11/3/2014 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>1989</u> / Taylor Swift	206,000
2	<u>Four</u> / One Direction	98,000
3	<u>The Endless River</u> / Pink Floyd	89,000
4	<u>Plus Tard Qu'on Pense</u> / Fred Pellerin	79,000
5	<u>Rock Or Bust</u> / AC/DC	84,000
6	<u>In The Lonely Hour</u> / Sam Smith	74,000
7	<u>Christmas</u> / Michael Buble	69,000
8	<u>That's Christmas To Me</u> / Pentatonix	59,000
9	<u>Sonic Highways</u> / Foo Fighters	59,000
10	<u>No Fixed Address</u> / Nickelback	58,000

**BILLBOARD TOP 10 DIGITAL SONGS DURING HOLIDAY SEASON**

(Based on Digital song sales from 11/3/2014 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Blank Space</u> / Taylor Swift	204,000
2	<u>Take Me To Church</u> / Hozier	163,000
3	<u>Uptown Funk</u> / Mark Ronson feat. Bruno Mars	162,000
4	<u>I'm Not The Only One</u> / Sam Smith	96,000
5	<u>All About That Bass</u> / Meghan Trainor	91,000
6	<u>Shake It Off</u> / Taylor Swift	90,000
7	<u>Animals</u> / Maroon 5	88,000
8	<u>Thinking Out Loud</u> / Ed Sheeran	83,000
9	<u>The Heart Wants What...</u> / Selena Gomez	68,000
10	<u>Jealous.</u> / Nick Jonas	67,000

**BILLBOARD TOP 10 ON-DEMAND STREAMING SONGS**

(July 2014-December 2014)

	<u>Title/Artist</u>	<u>Streams (Millions)</u>
1	<u>Shake It Off</u> / Taylor Swift	19.5
2	<u>All About That Bass</u> / Meghan Trainor	18.5
3	<u>Chandelier</u> / Sia	15.3
4	<u>Fancy</u> / Iggy Azalea feat. Charli XCX	15.3
5	<u>Anaconda</u> / Nicki Minaj	15.0
6	<u>Happy</u> / Pharrell Williams	13.7
7	<u>Problem</u> / Ariana Grande feat. Iggy Azalea	13.3
8	<u>Gangnam Style</u> / PSY	13.2
9	<u>All Of Me</u> / John Legend	13.2
10	<u>Dark Horse</u> / Katy Perry	12.2

**BILLBOARD TOP 10 STREAMING SONGS BY CANADIAN ARTISTS**

(July 2014-December 2014)

	<u>Title/Artist</u>	<u>Streams (Millions)</u>
1	<u>Rude</u> / Magic!	9.6
2	<u>Blurred Lines</u> / Robin Thicke	4.1
3	<u>Call Me Maybe</u> / Carly Rae Jepsen	3.3
4	<u>Hideaway</u> / Kiesza	3.3
5	<u>Life Of The Party</u> / Shawn Mendes	3.1
6	<u>Often</u> / The Weeknd	2.5
7	<u>My Heart Wil Go On</u> / Celine Dion	2.3
8	<u>Started From The Bottom</u> / Drake	2.2
9	<u>Hold On, We're Going Home</u> / Drake	2.1
10	<u>Crazy For You</u> / Hedley	2.0

**BILLBOARD: TOP 10 MOST PLAYED SONGS**

(Based on airplay from 1/5/2014-12/31/2014)

	<u>Title/Artist</u>	<u>Detections</u>
1	<u>Rude</u> /Magic! *	84,000
2	<u>Counting Stars</u> / OneRepublic	80,000
3	<u>All Of Me</u> / John Legend	78,000
4	<u>Happy</u> / Pharrell Williams	77,000
5	<u>Team</u> / Lorde	76,000
6	<u>Pompeii</u> / Bastille	76,000
7	<u>Dark Horse</u> / Katy Perry	75,000
8	<u>Crazy For You</u> / Hedley *	74,000
9	<u>Am I Wrong</u> / Nico & Vinz	70,000
10	<u>Best Day Of My Life</u> / American Authors	70,000

**BILLBOARD: TOP 10 ARTIST AIRPLAY**

(Based on airplay from 1/5/2014-12/31/2014)

	<u>Artist</u>	<u>Detections</u>
1	Hedley *	207,000
2	Magic! *	149,000
3	Maroon 5	147,000
4	OneRepublic	146,000
5	Katy Perry	143,000
6	Lorde	122,000
7	Taylor Swift	115,000
8	Serena Ryder *	112,000
9	Bruno Mars	111,000
10	Ed Sheeran	105,000

**BILLBOARD: TOP 10 HOLIDAY SONGS AIRPLAY**

(Based on airplay from 11/1/2014-12/26/2014)

	<u>Title/Artist</u>	<u>Detections</u>
1	<u>Feliz Navidad</u> / Jose Feliciano	2,700
2	<u>Rockin' Around The Christmas Tree</u> / Brenda Lee	2,400
3	<u>Jingle Bell Rock</u> / Bobby Helms	2,200
4	<u>Happy X-Mas (War Is Over)</u> /John Lennon	2,200
5	<u>Do They Know It's Christmas</u> / Band Aid	2,200
6	<u>All I Want For Christmas Is You</u> / Mariah Carey	2,200
7	<u>A Holly Jolly Christmas</u> / Burl Ives	2,000
8	<u>Wonderful Christmastime</u> / Paul McCartney	2,000
9	<u>Last Christmas</u> / Wham!	2,000
10	<u>It's The Most Wonderful Time</u> / Andy Williams	1,800

\* = meets Canadian content criteria

# TOP SELLERS OF THE NIELSEN SOUNDSCAN ERA

## TOP SELLING ALBUMS OF SOUNDSCAN ERA

(1995 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Come on Over</u> / Shania Twain	1,948,000
2	<u>Let's Talk About Love</u> / Celine Dion	1,492,000
3	<u>21</u> / Adele	1,489,000
4	<u>Big Shiny Tunes 2</u> / Various Artists	1,233,000
5	<u>1</u> / Beatles	1,231,000
6	<u>Up!</u> / Shania Twain	1,134,000
7	<u>Romanza</u> / Andrea Bocelli	1,133,000
8	<u>Aquarium</u> / Aqua	1,093,000
9	<u>Surfacing</u> / Sarah McLachlan	1,078,000
10	<u>Millennium</u> / Backstreet Boys	1,075,000

## TOP SELLING ARTISTS OF SOUNDSCAN ERA

(based on album sales from 1995 – 12/28/2014)

	<u>Artist</u>	<u>Units Sold</u>
1	Celine Dion	7,899,000
2	Eminem	4,571,000
3	Shania Twain	4,437,000
4	Backstreet Boys	4,225,000
5	Beatles	3,867,000
6	U2	3,865,000
7	Michael Buble	3,652,000
8	Sarah McLachlan	3,415,000
9	The Tragically Hip	3,369,000
10	Andrea Bocelli	3,301,000

## TOP SELLING DIGITAL SONGS OF SOUNDSCAN ERA

(2/13/2005 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Party Rock Anthem</u> / LMFAO	846,000
2	<u>Blurred Lines</u> / Robin Thicke	799,000
3	<u>Moves Like Jagger</u> / Maroon 5	784,000
4	<u>Thrift Shop</u> / Macklemore & Ryan Lewis	768,000
5	<u>Rolling In The Deep</u> / Adele	754,000
6	<u>Somebody That I Used To Know</u> / Gotye	743,000
7	<u>Sexy And I Know It</u> / LMFAO	730,000
8	<u>I Gotta Feeling</u> / Black Eyed Peas	711,000
9	<u>Call Me Maybe</u> / Carly Rae Jepsen	701,000
10	<u>Wake Me Up</u> / Avicii	696,000

## TOP SELLING DIGITAL ALBUMS OF SOUNDSCAN ERA

(2/13/2005 – 12/28/2014)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>21</u> / Adele	342,000
2	<u>Babel</u> / Mumford & Sons	184,000
3	<u>Night Visions</u> / Imagine Dragons	161,000
4	<u>Sigh No More</u> / Mumford & Sons	156,000
5	<u>Christmas</u> / Michael Buble	140,000
6	<u>The Lumineers</u> / The Lumineers	136,000
7	<u>1989</u> / Taylor Swift	123,000
8	<u>The Marshall Mathers LP 2</u> / Eminem	120,000
9	<u>My Head Is An Animal</u> / Of Monsters & Men	112,000
10	<u>Recovery</u> / Eminem	111,000

## Nielsen Music Canada 2014 Year-End Highlights

- Total Album sales declined for the third straight year, down 5% compared to 2013.
- Digital album sales accounted for 39.3% of total album sales for the year, compared to 39.1% in 2013.
- Vinyl albums posted their biggest overall sales total in the SoundScan era, with a sales increase of 71% over 2013.
- 7 albums sold over 100,000 units in 2014, led by Taylor Swift, compared to 16 albums in 2013.
- One album from a Canadian artist sold over 100,000 units in 2014, Bobby Bazini's "Where I Belong."
- Last year R&B and Rap were the only major genres to post sales increases, this year those two genres posted the two biggest sales declines in 2014 over 2013.

### Digital Highlights:

- Streaming surpassed 6 Billion songs streamed in the last six months of 2014 (Nielsen began tracking streaming in July, 2014), with 17 songs surpassing 10 Million streams in the final six months of the year.
- Means of consumption differ by musical genres.
  - For example, country comprises 11% of digital downloads but less than 5% of On-Demand streaming.
  - Conversely, R&B/Hip Hop comprises 12% of digital downloads but 21% of On-Demand streaming.
  - Consumption of some smaller genres, such as EDM and Latin, also lean towards On-Demand streaming.
- Digital album sales suffered their first year-over-year decrease since Nielsen Music began tracking digital sales in 2005. Taylor Swift's "1989" is the year's highest selling digital album. Imagine Dragons' "Night Visions," which sold 100,000 digital albums in 2013, placed in the top ten of highest selling digital albums for the second straight year, while two soundtracks, "Frozen" and "Guardians Of The Galaxy," placed in the top ten.
- Digital track sales suffered their first year-over-year decrease since Nielsen Music began tracking digital sales.
- The top 200 digital songs represented 22.7% of all song purchases in 2014. The top 200 songs accounted for 23.1 million sales in 2014 compared to 28.6 million in 2013.

**About Nielsen**

Nielsen (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA, and Diemen, the Netherlands. For more information, visit [www.nielsen.com](http://www.nielsen.com).

For more information, contact: Anna Loynes, [aloynes@solters.com](mailto:aloynes@solters.com)