

NIELSEN MUSIC

# MID-YEAR REPORT

U.S. 2019



nielsen

**THE FIRST HALF  
OF 2019 SAW A  
SIX-MONTH  
RECORD OF OVER  
507 BILLION  
ON-DEMAND  
STREAMS**

# INTRODUCTION

Welcome to the 2019 Nielsen Music Mid-Year Report, which provides an exclusive glimpse at the music industry's leading trends, data and insights from the past six months.

The first half of 2019 saw a six-month record of over 507 billion on-demand streams, an exciting new milestone led by singles and albums by Ariana Grande, Billie Eilish, Halsey, Khalid, BTS, Lil Nas X and Bad Bunny that span a wide array of genres, moods and even languages.

LPs continue to show strength and lend resilience to physical albums, as independent retail events like Record Store Day continue to bring music fans in droves. This year's celebration led to the highest non-holiday sales total at independent retail since 2005, and extended vinyl's hot streak as the format increases 19% year-to-date.

All data cited in this story is compiled by Nielsen Music. In this report, Nielsen is using a 24-week period for this year, running from Jan. 4 through June 20; while last year's corresponding period ran from Dec. 29, 2017, through June 14, 2018. Also, due to the fact that at mid-year 2018 Nielsen adapted different weighting for album consumption units for paid-audio streams (1,250 streams per unit), ad-supported streams and video streams (3,750 streams per unit), last year's album consumption unit numbers were updated to reflect the current ratios for this story, in order to present an apples-to-apples comparison.

Over the course of the next 30-plus pages, Nielsen Music has compiled all the essential learnings you need to power the rest of your 2019. And as always, we'd love to hear from you to learn how we can provide more tools to prepare you for music's ever-changing landscape. Email us at [music@nielsen.com](mailto:music@nielsen.com)





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Note: The term “total album equivalent consumption” describes the number of physical and digital albums that were sold and the total number of album equivalent songs from downloads and song streaming volume. For the sake of clarity, the definition of album equivalent consumption does not include listening to music on broadcast radio or digital radio broadcasts. Unless otherwise noted, all numbers are volume.

MID-YEAR 2019

## HIGHLIGHTS

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

| 2019   | 2018   | % CHG. |
|--------|--------|--------|
| 351.6M | 304.0M | +15.7% |

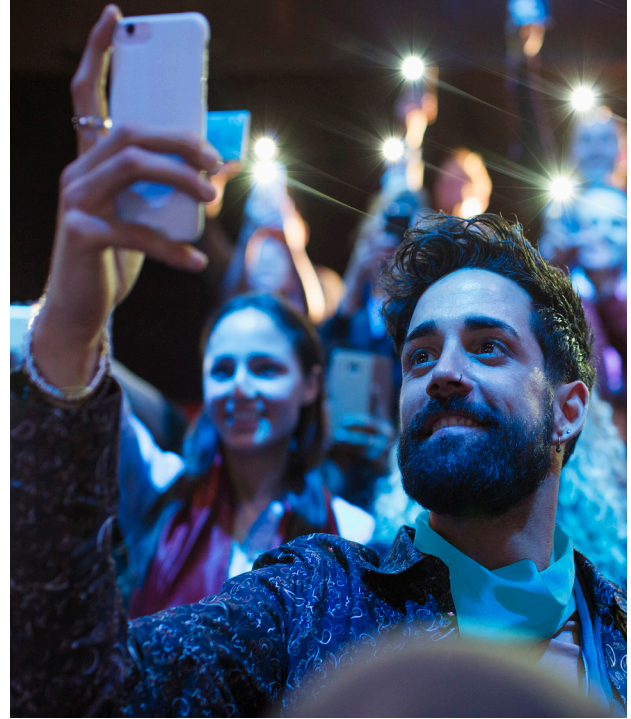
TOTAL ALBUM EQUIVALENT CONSUMPTION -  
AUDIO

(ALBUM + TEA + ON-DEMAND AUDIO SEA)

| 2019   | 2018   | % CHG. |
|--------|--------|--------|
| 305.2M | 270.7M | +12.7% |

ON-DEMAND STREAMING  
(AUDIO AND VIDEO)

| 2019   | 2018   | % CHG. |
|--------|--------|--------|
| 507.7B | 385.7B | +31.6% |



## ON-DEMAND SONG STREAMING - AUDIO

| 2019   | 2018   | % CHG. |
|--------|--------|--------|
| 333.5B | 261.0B | +27.8% |

## ON-DEMAND SONG STREAMING - VIDEO

| 2019   | 2018   | % CHG. |
|--------|--------|--------|
| 174.2B | 124.7B | +39.6% |

## TOTAL ALBUM SALES + TEA

| 2019  | 2018  | % CHG. |
|-------|-------|--------|
| 67.0M | 84.3M | -20.5% |

\*Track Equivalent Albums (TEA) ratio of 10 tracks to 1 album and Streaming Equivalent Albums (SEA) ratio of 1,500 streams to 1 album



## PHYSICAL ALBUM SALES (INCLUDES VINYL LP)

| 2019  | 2018  | % CHG. |
|-------|-------|--------|
| 32.5M | 38.3M | -15.1% |

## TOTAL ALBUM SALES (PHYSICAL + DIGITAL)

| 2019  | 2018  | % CHG. |
|-------|-------|--------|
| 51.6M | 63.6M | -18.8% |

## VINYL LP SALES

| 2019 | 2018 | % CHG. |
|------|------|--------|
| 7.7M | 7.0M | +9.6%  |

## DIGITAL ALBUM SALES

| 2019  | 2018  | % CHG. |
|-------|-------|--------|
| 19.1M | 25.2M | -24.4% |

## DIGITAL TRACK SALES

| 2019   | 2018   | % CHG. |
|--------|--------|--------|
| 154.1M | 207.1M | -25.6% |

## ALBUM EQUIVALENT CONSUMPTION - DIGITAL (DIGITAL ALBUMS + TEA + ON-DEMAND AUDIO/VIDEO SEA)

| 2019   | 2018   | % CHG. |
|--------|--------|--------|
| 319.1M | 265.6M | +20.1% |

\*Track Equivalent Albums (TEA) ratio of 10 tracks to 1 album and Streaming Equivalent Albums (SEA) ratio of 1,500 streams to 1 album

## CURRENT/CATALOG SHARE

(CATALOG IS DEFINED AS OVER 18 MONTHS)

### CURRENT

| 2019 | 2018 | % CHG. |
|------|------|--------|
| 36%  | 38%  | +8.4%  |

### VOLUME

|        |        |
|--------|--------|
| 125.3M | 115.6M |
|--------|--------|

### CATALOG

| 2019 | 2018 | % CHG. |
|------|------|--------|
| 64%  | 62%  | +20.2% |

### VOLUME

|        |        |
|--------|--------|
| 226.3M | 188.2M |
|--------|--------|

Data figures represent 1/4/2019-6/20/2019

## TRAP AND MUMBLE RAP'S INFLUENCE CONTINUES

2018's most popular music trend continued to gain ground in 2019's first half. R&B-infused **Trap & Mumble Rap** was still the preferred musical style at a high margin over the second favorite, **Contemporary Rhythmic Pop**, thanks in part to popular songs from **Post Malone**, **Lil Nas X** and **DaBaby**, among many others. Other leading styles this year include **Contemporary Pop Power Ballad**, **Pop Reggaeton** and **Urban Contemporary**.



Ariana Grande at Billboard Women In Music, New York City. (Photo by Mike Coppola/Getty Images for Billboard)

### ARIANA GRANDE & BILLIE EILISH: STYLISH REBELS

**Ariana Grande** and **Billie Eilish**, two of 2019's top 10 most-consumed artists, have found huge success by bucking the Mumble Rap trend with their own diverse styles of rhythmic and moody pop music.

Grande's **"7 Rings,"** the year's third most-consumed song,

## 777 MILLION

#### ON-DEMAND STREAMS YTD

has a unique musical DNA with its melodic interpolation of **"My Favorite Things"** from "The Sound of Music" as well as **"Spend It"** by 2 Chainz, who appears on the song's official remix.

The song is also an outlier in its musical mood and style. Its intimate mood, punctuated with **Neo-Soul** stylings, stood out against other trap-informed R&B and hip-hop in the Top 5.

Billie Eilish's songs, nine of which are among the 200 most-consumed songs of 2019 YTD, registered the most unique mood and style pivots of any other major pop catalogue.

Her striking juxtaposition of **"Intimate with Attitude"** delivery with **Dark**, **Melancholy** and sometimes even **Grim** moods activated an immediate and deep connection with young fans across the country. This contrasted with the mix of the more **Sensual**, **Energetic** and **Defiant** moods otherwise populating the Top 200.

Further, Eilish's unique **Art Pop** style, often incorporating extensive electronic processing, stood out in contrast to the trap, contemporary pop and R&B trap crossover styles otherwise dominating in the Top 200.



Billie Eilish performs at Coachella Indio, California. (Photo by Frazer Harrison/Getty Images)



## FILM & TV TRACTION REPORT

### MANY OF THE YEAR'S BIGGEST MUSIC MOMENTS SO FAR HAVE BEEN AIDED BY EXPOSURE IN POPULAR FILMS, DOCUMENTARIES & AWARD SHOWS

#### "Shallow"'s Oscar bump

Not only did the 2019 Academy Awards reverse the downward ratings trend of 2018's all-time low telecast (29.6 million viewers, up 12% year-over-year), this year's Oscars gave a major bump to Lady Gaga & Bradley Cooper's "Shallow," which took home the trophy for Best Original Song and sent the anthemic *A Star Is Born* duet to No. 1 on the Billboard Hot 100 the week ending Feb. 28 on the strength of consumption peaks across the board.

**684,000**

DIGITAL DOWNLOADS, YTD

**316 MILLION**

ON-DEMAND SONG STREAMS, YTD

**1 BILLION**

AUDIENCE IMPRESSIONS

at radio, YTD



Bradley Cooper and Lady Gaga perform at the 91st Annual Academy Awards, Hollywood, California. (Photo by Matt Sayles - Handout/A.M.P.A.S. via Getty Images)



#### ELTON JOHN CATALOG'S ROCKET FUEL

**84%**

**INCREASE IN CONSUMPTION** of Elton John's catalog the week ending June 6, following the May 31 release of biopic "Rocket Man."

Sir Elton John performs onstage at Madison Square Garden, New York City. (Photo by Jamie McCarthy/Getty Images)

## MUSIC FEATURED IN FILM & TV CONTINUED ITS UPWARD TREND FROM 2018

### MANY OF THE YEAR'S MOST-CONSUMED SONGS AND ALBUMS HAD ROOTS ON SCREENS BIG AND SMALL

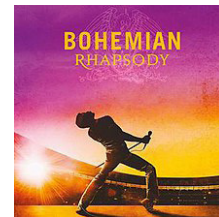


**17%** LIFT IN BOTH U.S. STREAMS (TO 47.6 MILLION) AND RADIO AUDIENCE LISTENERSHIP (TO 60.8. MILLION)

for **Post Malone & Swae Lee's "Sunflower,"** the week ending Jan. 10, thanks to the holiday box office success of "Spider Man: Into The Spider-Verse"

**731,000**

**NUMBER OF ALBUMS** Queen has sold YTD, more than any other artist this year, driven by the February VOD release of hit biopic "Bohemian Rhapsody"



**38,000**

**ALBUM EQUIVALENT UNITS OF BEYONCÉ'S HOMECOMING,** the surprise soundtrack to her Netflix documentary, during its abbreviated release week ending April 27



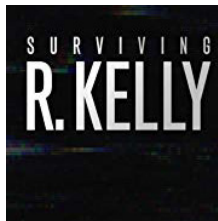


# 683%

**SPIKE IN CONSUMPTION OF MÖTLEY CRÛE'S** catalog during the week ending March 28, following the March 22 premiere of Netflix biopic "The Dirt," including 30.4 million on-demand song streams

# 33%

**SPIKE IN ON-DEMAND STREAMS** of rapper Ja Rule's songs during the first half of 2019 vs. the same period in 2018 after his appearance in two documentaries on fallout from the 2017 Fyre Festival



# 41% + 13%

Controversial documentaries on **Michael Jackson** (HBO's "Leaving Neverland") and **R. Kelly** (Lifetime's "Surviving R. Kelly") led to select consumption gains for each artist – Jackson's on-demand streams are up **41% YTD year-over-year**, while R. Kelly's on-demand streams are up **13%**

# 16%

**INCREASE IN CONSUMPTION OF ARETHA FRANKLIN'S GOSPEL GREATS COMPILATION**, following the wide theatrical release of the singer's concert documentary "Amazing Grace" on April 12



## GLOBAL POP EXPANDS

### K-POP'S GLOBAL DOMINATION

After achieving record consumption in 2018, K-Pop reached a new critical mass this year thanks to new releases from supergroups **BTS** and **BLACKPINK**.



BTS perform at the 2019 Billboard Music Awards at MGM Grand Garden Arena, Las Vegas, Nevada. (Photo by Ethan Miller/Getty Images)

## 230,000

**EQUIVALENT ALBUM UNITS EARNED** for **BTS'** *Map of the Soul: Persona* during the week ending April 12, a career best for the K-pop group

## 125 MILLION

**YTD STREAMS** for **BTS** and **Halsey's** "Boy With Luv," which the artists performed at the Billboard Music Awards on May 1

## 18.6 MILLION

**FIRST-WEEK ON-DEMAND STREAMS** for **BLACKPINK's** "Kill This Love," which broke the band's own record for highest-charting single by a K-Pop girl group on the Billboard Hot 100, during the week ending April 20

### LATIN'S FEMALE POWER

The Latin genre saw continued growth in the first half of 2019 with a flurry of pop hits from female artists on Billboard's Hot Latin Songs chart. This included several crossover singles featuring English-language pop stars.

## 216 MILLION

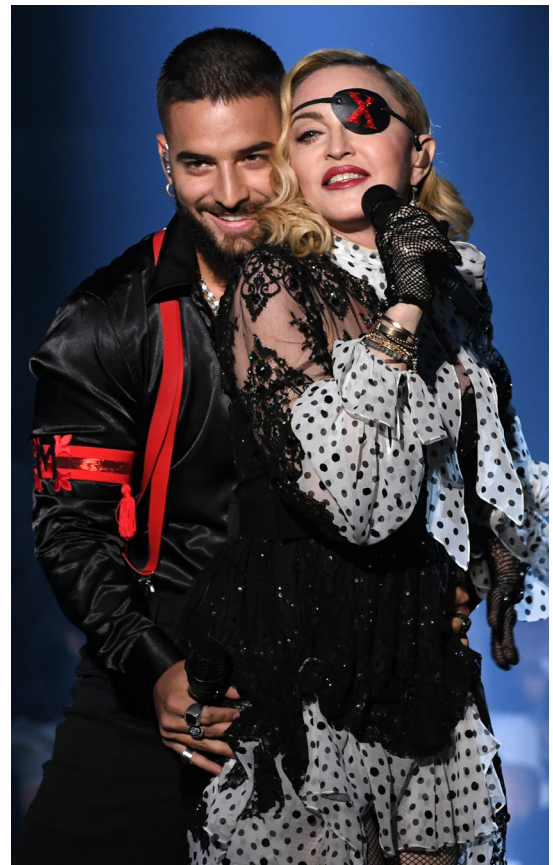
**ON-DEMAND STREAMS YTD** for the bilingual remix of **Daddy Yankee's** "Con Calma" featuring **Katy Perry**

## 26 MILLION

**ON-DEMAND STREAMS** for **Natti Natasha's** "Me Gusta"

## 14 MILLION

**ON-DEMAND STREAMS YTD** for **Madonna's** "Medellin" featuring **Maluma**



Maluma and Madonna at the 2019 Billboard Music Awards at MGM Grand Garden Arena Las Vegas, Nevada. (Photo by Kevin Winter/Getty Images for dcp)





**“BABY SHARK” TAKES A BITE OUT OF VIDEO STREAMS**

“**Baby Shark,**” a nursery rhyme whose origins date back decades, charted for the first time in January, after a video by South Korean educational brand **Pinkfong** sparked a viral dance challenge. Views for the clip on YouTube helped the song debut at No. 32 on the Billboard Hot 100, where it’s spent 20 weeks with 395 million on-demand video streams YTD.

**GAMING GAINS**

**MARSHMELLO X FORTNITE BY THE NUMBERS**

The DJ/producer’s Feb. 2 in-game concert on popular live-streamed game “Fortnite” led to major gains in the artist’s catalog.



**13,000**

**EQUIVALENT UNITS EARNED** of *Marshmello: Fortnite Extended Set* in its debut week, during the week ending Feb. 7, Marshmello’s largest sales week to date

**316%**

**SALES INCREASE** for Marshmello’s album *Joytime II* in the week following his “Fortnite” appearance

**40 WEEKS**

**LENGTH SPENT AT NO. 1** on Billboard’s Hot Dance Songs by Marshmello & Bastille’s “Happier”

Marshmello performs onstage at Coachella (Photo by Kevin Winter/Getty Images for Coachella).

## TIKTOK: MUSIC'S NEW HITMAKER

No emerging app helped break more songs in 2019 than TikTok (formerly Musical.ly), with a global reach of 500 million users tuning into its short-form video clips.



### “OLD TOWN ROAD”: BY THE NUMBERS

# 8.8 MILLION

**U.S. STREAMS** for the song the week ending March 7, when “Old Town Road” debuted at No. 83 on the Billboard Hot 100 fueled by the TikTok viral challenge

# 1.3 BILLION

**TOTAL ON-DEMAND STREAMS YTD** for “Old Town Road,” making it the year’s most-consumed song

# 7.4 MILLION

**YTD AUDIENCE AT COUNTRY RADIO**, where the song has picked up listeners for its popular remix featuring **Billy Ray Cyrus**



Lil Nas X and Billy Ray Cyrus 2019 Stagecoach Festival at Empire Polo Field  
(Photo by Frazer Harrison/Getty Images)

### OTHER TIKTOK HITS:

**Ava Max, “Sweet But Psycho”**  
TikTok’s “Sweet But Psycho” Challenge

## 310 MILLION

on-demand streams YTD

## 1.3 BILLION

total airplay audience

**Joji, “Slow Dancing In The Dark”**  
TikTok’s “Microwave Challenge”

## 165 MILLION

on-demand streams YTD

## 650,000

total airplay audience

## COUNTRY'S GIRL GROWTH

**FEMALE ARTISTS MADE A STRONG SHOWING IN COUNTRY AIRPLAY DURING THE FIRST HALF OF 2019, FOLLOWING AN ALL-TIME LOW TURNOUT ON BILLBOARD'S COUNTRY AIRPLAY CHART IN DECEMBER 2018.**



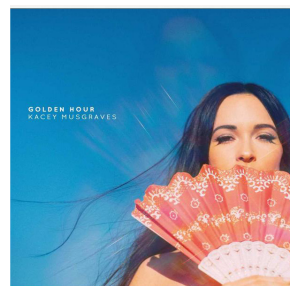
### 538 MILLION

**TOTAL AUDIENCE AT COUNTRY RADIO**  
for Kelsea Ballerini's "Miss Me More,"  
the year's second most consumed song  
by a country female solo artist



### 414 MILLION

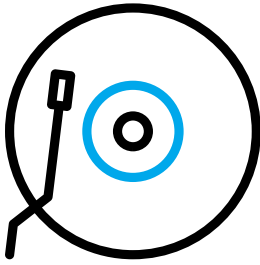
**TOTAL AUDIENCE AT COUNTRY RADIO**  
for Carrie Underwood's "Love Wins,"  
the year's third most consumed song by a  
country female solo artist



### 58 MILLION

**TOTAL AUDIENCE AT COUNTRY RADIO**  
for Kacey Musgraves' "Rainbow,"  
which was released to the format on Feb. 11,  
the day after the singer took home the  
2019 Grammy for Album of the Year





## RECORD STORE DAY

Record Store Day 2019 scored an all-time high for the 12-year-old retail event, with a record 827,000 vinyl albums sold industry-wide during the week ending April 18. This year's haul was up 12.8% compared to vinyl album sales during the previous one-week high from Record Store Day week 2018, when 733,000 vinyl albums were sold in the week ending April 26, 2018.

Not only was Record Store Day week the third-highest on record for vinyl sales since Nielsen Music began tracking the format in 1991, it was also the biggest week ever for independent retailers, with 633,000 vinyl albums sold at indie stores, a 16% increase from the same period in 2018 (533,000 albums.)

The historic total for indie retailers was buoyed by exclusive pressings of albums by iconic rock acts, led by the Grateful Dead (*Warfield: San Francisco, California, October 9th, 1980 / October 10th, 1980*), Bob Dylan (*Blood On The Tracks: Test Pressing*), Green Day (*Green Day Live! Woodstock 1994*), Greta Van Fleet (*From the Fires*) and Pink Floyd (*A Saucerful of Secrets*).

### 9.6%

**YTD INCREASE  
IN VINYL SALES**  
during the first six  
months of 2019, to  
7.7 million units

### 23%

**VINYL LPS'**  
YTD share of physical  
album sales

### 7.7 MILLION

**VINYL ALBUMS**  
sold at independent stores during  
Record Store Day 2019, the biggest  
week ever for indie retailers



## STREAMING'S WINDOW BEGINS TO CLOSE

### LANDMARK RELEASES FROM TAYLOR SWIFT, BEYONCÉ AND PRINCE HIGHLIGHT SHIFTS IN EXCLUSIVITY

Beyoncé's *Lemonade*, a streaming exclusive with Tidal upon its release in 2016, became available on Spotify and Apple Music to celebrate its three-year anniversary on April 23. The set re-entered the Billboard 200 at No. 9 during the week ending April 25, with album-equivalent sales of 30,000 copies.

Taylor Swift's single "ME!" (featuring Brandon Urie) marked the start of album cycle for the singer's upcoming album *Lover*, out August 23. The song surged from No. 100 to No. 2 on the Billboard Hot 100 the week ending May 2, with on-demand streams of 50.7 million.

Prince proved to be one of the few artists still experimenting with streaming windows with the June 7 release of previously unreleased demo collection *The Originals*, which collected over 1 million combined on-demand streams during its first week as a Tidal exclusive.



## IN MEMORIAM: NIPSEY HUSSLE

### LATE RAPPER ENJOYS "VICTORY LAP" ON MULTIPLE CHARTS, CATALOG SEES MAJOR GAINS

The murder of 33-year-old rapper and community activist Nipsey Hussle (born Erias Asghedom) sparked a 2,776% spike in consumption of his catalog on March 31, the day of his death.

**66,000**

**EQUIVALENT UNITS EARNED** of 2018's *Victory Lap*, his most recent album at time of death, which re-entered the Billboard 200 at No. 2 the week ending April 4

**579,000 VIEWERS**

**RATINGS** for BET's live telecast of Nipsey Hussle's memorial service on April 11

**176 MILLION**

**ON-DEMAND STREAMS** for and 755,000 song consumption year-to-date for "Racks in the Middle," Nipsey Hussle's most-consumed song of 2019



# THE YEAR SO FAR IN POP (JANUARY 4, 2019-JUNE 20, 2019)

## TOP 5 GENRE ARTISTS

|   | ARTIST        | ALBUM + TEA + ON-DEMAND AUDIO SEA |
|---|---------------|-----------------------------------|
| 1 | Ariana Grande | 2,270,000                         |
| 2 | Billie Eilish | 2,021,000                         |
| 3 | BTS           | 979,000                           |
| 4 | Taylor Swift  | 916,000                           |
| 5 | Ed Sheeran    | 807,000                           |

## TOP 5 ALBUMS

|   | ARTIST                     | TITLE                                    | ALBUM + TEA + ON-DEMAND AUDIO SEA |
|---|----------------------------|--|-----------------------------------|
| 1 | Ariana Grande              | thank u, next                            | 1,553,000                         |
| 2 | Billie Eilish              | When We All Fall Asleep, Where Do We Go? | 1,304,000                         |
| 3 | Lady Gaga & Bradley Cooper | A Star Is Born Soundtrack                | 889,000                           |
| 4 | Jonas Brothers             | Happiness Begins                         | 663,000                           |
| 5 | Various Artists            | The Greatest Showman Soundtrack          | 511,000                           |

## TOP 5 SONGS

|   | ARTIST                     | SONG                          | SONGS W/ SES ON-DEMAND |
|---|----------------------------|-------------------------------|------------------------|
| 1 | Ariana Grande              | 7 Rings                       | 3,596,000              |
| 2 | Halsey                     | Without Me                    | 2,682,000              |
| 3 | Ariana Grande              | thank u, next                 | 2,033,000              |
| 4 | Lady Gaga & Bradley Cooper | Shallow                       | 2,020,000              |
| 5 | Ariana Grande              | Break Up With Your Girlfriend | 1,906,000              |

## TOP 5 RADIO SONGS (Ranked by Airplay Audience)

|   | ARTIST                        | SONG                    | AUDIENCE      | SPINS   |
|---|-------------------------------|-------------------------|---------------|---------|
| 1 | Halsey                        | Without Me              | 2,147,406,000 | 539,000 |
| 2 | benny blanco, Halsey & Khalid | Eastside                | 1,803,927,000 | 447,000 |
| 3 | Sam Smith & Normani           | Dancing With A Stranger | 1,528,954,000 | 403,000 |
| 4 | Maroon 5                      | Girls Like You          | 1,455,520,000 | 326,000 |
| 5 | Ariana Grande                 | 7 Rings                 | 1,435,132,000 | 378,000 |

# THE YEAR SO FAR IN ROCK (JANUARY 4, 2019-JUNE 20, 2019)

## TOP 5 GENRE ARTISTS

|   | ARTIST              | ALBUM + TEA + ON-DEMAND AUDIO SEA |
|---|---------------------|-----------------------------------|
| 1 | Queen               | 1,577,000                         |
| 2 | Imagine Dragons     | 878,000                           |
| 3 | Beatles             | 818,000                           |
| 4 | Panic! At the Disco | 772,000                           |
| 5 | Twenty One Pilots   | 541,000                           |

## TOP 5 ALBUMS

|   | ARTIST              | TITLE                        | ALBUM + TEA + ON-DEMAND AUDIO SEA |
|---|---------------------|------------------------------|-----------------------------------|
| 1 | Queen               | Bohemian Rhapsody Soundtrack | 705,000                           |
| 2 | Queen               | Greatest Hits 1              | 385,000                           |
| 3 | Panic! At the Disco | Pray for the Wicked          | 354,000                           |
| 4 | Elton John          | Diamonds                     | 334,000                           |
| 5 | Imagine Dragons     | Evolve                       | 289,000                           |

## TOP 5 SONGS

|   | ARTIST              | SONG              | SONGS W/ SES ON-DEMAND |
|---|---------------------|-------------------|------------------------|
| 1 | Panic! At the Disco | High Hopes        | 1,494,000              |
| 2 | Queen               | Bohemian Rhapsody | 998,000                |
| 3 | Imagine Dragons     | Natural           | 899,000                |
| 4 | Imagine Dragons     | Believer          | 825,000                |
| 5 | Imagine Dragons     | Thunder           | 751,000                |

## TOP 5 RADIO SONGS (Ranked by Airplay Audience)

|   | ARTIST              | SONG                   | AUDIENCE      | SPINS   |
|---|---------------------|------------------------|---------------|---------|
| 1 | Panic! At the Disco | High Hopes             | 2,140,071,900 | 522,000 |
| 2 | lovelytheband       | Broken                 | 607,317,300   | 174,000 |
| 3 | Portugal. the Man   | Feel It Still          | 503,801,000   | 136,000 |
| 4 | Imagine Dragons     | Thunder                | 437,664,400   | 104,000 |
| 5 | Panic! At the Disco | Hey Look Ma, I Made It | 419,565,400   | 141,000 |

# THE YEAR SO FAR IN R&B/HIP-HOP (JANUARY 4, 2019-JUNE 20, 2019)

## TOP 5 GENRE ARTISTS

|   | ARTIST      | ALBUM + TEA + ON-DEMAND AUDIO SEA |
|---|-------------|-----------------------------------|
| 1 | Drake       | 2,078,000                         |
| 2 | Post Malone | 1,842,000                         |
| 3 | Khalid      | 1,422,000                         |
| 4 | Juice WRLD  | 1,284,000                         |
| 5 | Future      | 1,109,000                         |

## TOP 5 ALBUMS

|   | ARTIST                 | TITLE                | ALBUM + TEA + ON-DEMAND AUDIO SEA |
|---|------------------------|----------------------|-----------------------------------|
| 1 | Khalid                 | Free Spirit          | 929,000                           |
| 2 | A Boogie Wit Da Hoodie | Hoodie Szn           | 810,000                           |
| 3 | Post Malone            | Beerbongs & Bentleys | 756,000                           |
| 4 | Drake                  | Scorpion             | 718,000                           |
| 5 | Juice WRLD             | Death Race for Love  | 675,000                           |

## TOP 5 SONGS

|   | ARTIST                 | SONG          | SONGS W/ SES ON-DEMAND |
|---|------------------------|---------------|------------------------|
| 1 | Lil Nas X              | Old Town Road | 5,215,000              |
| 2 | Post Malone & Swae Lee | Sunflower     | 3,679,000              |
| 3 | Post Malone            | Wow.          | 3,298,000              |
| 4 | J. Cole                | Middle Child  | 2,895,000              |
| 5 | Meek Mill feat. Drake  | Going Bad     | 2,439,000              |

## TOP 5 RADIO SONGS (Ranked by Airplay Audience)

|   | ARTIST                 | SONG       | AUDIENCE      | SPINS   |
|---|------------------------|------------|---------------|---------|
| 1 | Post Malone            | Wow.       | 1,512,182,500 | 424,000 |
| 2 | Post Malone & Swae Lee | Sunflower  | 1,392,798,300 | 366,000 |
| 3 | Khalid                 | Better     | 1,018,521,300 | 300,000 |
| 4 | Travis Scott           | Sicko Mode | 933,315,400   | 245,000 |
| 5 | Cardi B & Bruno Mars   | Please Me  | 902,827,600   | 212,000 |



# THE YEAR SO FAR IN COUNTRY (JANUARY 4, 2019-JUNE 20, 2019)

## TOP 5 GENRE ARTISTS

|   | ARTIST               | ALBUM + TEA + ON-DEMAND AUDIO SEA |
|---|----------------------|-----------------------------------|
| 1 | Luke Combs           | 750,000                           |
| 2 | Florida Georgia Line | 591,000                           |
| 3 | Thomas Rhett         | 567,000                           |
| 4 | Jason Aldean         | 563,000                           |
| 5 | Chris Stapleton      | 552,000                           |

## TOP 5 ALBUMS

|   | ARTIST               | TITLE                     | ALBUM + TEA + ON-DEMAND AUDIO SEA |
|---|----------------------|---------------------------|-----------------------------------|
| 1 | Luke Combs           | This One's for You        | 605,000                           |
| 2 | Dan + Shay           | Dan + Shay                | 387,000                           |
| 3 | Chris Stapleton      | Traveller                 | 292,000                           |
| 4 | Florida Georgia Line | Can't Say I Ain't Country | 284,000                           |
| 5 | Kacey Musgraves      | Golden Hour               | 274,000                           |

## TOP 5 SONGS

|   | ARTIST               | SONG            | SONGS W/ SES ON-DEMAND |
|---|----------------------|-----------------|------------------------|
| 1 | Luke Combs           | Beautiful Crazy | 1,337,000              |
| 2 | Dan + Shay           | Tequila         | 1,196,000              |
| 3 | Bebe Rexha & Florida | Meant To Be     | 1,117,000              |
| 4 | Dan + Shay           | Speechless      | 1,161,000              |
| 5 | Morgan Wallen        | Whiskey Glasses | 1,035,000              |

## TOP 5 RADIO SONGS (Ranked by Airplay Audience)

|   | ARTIST          | SONG            | AUDIENCE    | SPINS   |
|---|-----------------|-----------------|-------------|---------|
| 1 | Luke Combs      | Beautiful Crazy | 867,553,200 | 226,000 |
| 2 | Dan + Shay      | Tequila         | 861,966,700 | 223,000 |
| 3 | Jason Aldean    | Girl Like You   | 732,438,400 | 182,000 |
| 4 | Scotty McCreery | This Is It      | 724,039,600 | 196,000 |
| 5 | Dan + Shay      | Speechless      | 694,103,700 | 191,000 |

# THE YEAR SO FAR IN LATIN (JANUARY 4, 2019-JUNE 20, 2019)

## TOP 5 GENRE ARTISTS

|   | ARTIST       | ALBUM + TEA + ON-DEMAND AUDIO SEA |
|---|--------------|-----------------------------------|
| 1 | Bad Bunny    | 525,000                           |
| 2 | Ozuna        | 450,000                           |
| 3 | Maluma       | 192,000                           |
| 4 | Daddy Yankee | 184,000                           |
| 5 | Romeo Santos | 158,000                           |

## TOP 5 ALBUMS

|   | ARTIST     | TITLE                | ALBUM + TEA + ON-DEMAND AUDIO SEA |
|---|------------|----------------------|-----------------------------------|
| 1 | Bad Bunny  | X 100PRE             | 425,000                           |
| 2 | Ozuna      | Aura                 | 161,000                           |
| 3 | Ozuna      | Odisea               | 139,000                           |
| 4 | Luis Fonsi | Vida                 | 126,000                           |
| 5 | Anuel AA   | Real Hasta La Muerte | 123,000                           |

## TOP 5 SONGS

|   | ARTIST                                       | SONG              | SONGS W/ SES ON-DEMAND |
|---|--|-------------------|------------------------|
| 1 | Bad Bunny Feat. Drake                        | Mia               | 986,000                |
| 2 | Dj Snake Feat. Selena Gomez, Ozuna & Cardi B | Taki Taki         | 802,000                |
| 3 | Daddy Yankee & Katy Perry Feat. Snow         | Con Calma         | 836,000                |
| 4 | Anuel AA & Romeo Santos                      | Ella Quiere Beber | 600,000                |
| 5 | Anuel AA & Karol G                           | Secreto           | 579,000                |

## TOP 5 RADIO SONGS (Ranked by Airplay Audience)

|   | ARTIST                                       | SONG              | AUDIENCE    | SPINS   |
|---|--|-------------------|-------------|---------|
| 1 | Bad Bunny Feat. Drake                        | Mia               | 927,804,200 | 193,000 |
| 2 | Dj Snake Feat. Selena Gomez, Ozuna & Cardi B | Taki Taki         | 555,955,400 | 135,000 |
| 3 | Daddy Yankee & Katy Perry Feat. Snow         | Con Calma         | 486,807,700 | 121,000 |
| 4 | Anuel AA & Romeo Santos                      | Ella Quiere Beber | 247,146,200 | 52,000  |
| 5 | Pedro Capo x Farruko                         | Calma Remix       | 241,143,600 | 55,000  |

# 2019 BILLBOARD MID-YEAR CHARTS

## POWERED BY NIELSEN MUSIC

### TOP 10 ARTISTS

| Rank | Artist                     | Total Album Equivalent Consumption | Album Sales | Digital Songs | Streaming On-Demand Audio |
|------|----------------------------|------------------------------------|-------------|---------------|---------------------------|
| 1    | Ariana Grande              | 2,270,000                          | 285,000     | 1,089,000     | 2,592,600,000             |
| 2    | Drake                      | 2,078,000                          | 75,000      | 442,000       | 2,655,318,000             |
| 3    | Billie Eilish              | 2,021,000                          | 410,000     | 970,000       | 2,232,944,000             |
| 4    | Post Malone                | 1,842,000                          | 71,000      | 1,293,000     | 2,349,242,000             |
| 5    | Queen                      | 1,577,000                          | 731,000     | 1,309,000     | 983,735,000               |
| 6    | Khalid                     | 1,422,000                          | 193,000     | 612,000       | 1,616,947,000             |
| 7    | Juice WRLD                 | 1,284,000                          | 63,000      | 250,000       | 1,908,600,000             |
| 8    | Future                     | 1,109,000                          | 51,000      | 219,000       | 1,391,725,000             |
| 9    | YoungBoy Never Broke Again | 1,084,000                          | 9,000       | 137,000       | 1,639,875,000             |
| 10   | Travis Scott               | 1,082,000                          | 39,000      | 325,000       | 1,427,854,000             |

### TOP 10 ARTISTS RANKED BY ON-DEMAND AUDIO STREAMS

| Rank | Artist                     | Streaming On-Demand Audio |
|------|----------------------------|---------------------------|
| 1    | Drake                      | 2,655,318,000             |
| 2    | Ariana Grande              | 2,592,600,000             |
| 3    | Post Malone                | 2,349,242,000             |
| 4    | Billie Eilish              | 2,232,944,000             |
| 5    | Juice WRLD                 | 1,908,600,000             |
| 6    | Xxxtentacion               | 1,661,459,000             |
| 7    | YoungBoy Never Broke Again | 1,639,875,000             |
| 8    | Khalid                     | 1,616,947,000             |
| 9    | A Boogie Wit Da Hoodie     | 1,588,088,000             |
| 10   | Travis Scott               | 1,427,854,000             |



## TOP 10 ALBUMS

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

| Rank | Artist                     | Title                                       | Total Album Equivalent Consumption | Album Sales | Song Sales | On-Demand Audio Streams |
|------|----------------------------|---|------------------------------------|-------------|------------|-------------------------|
| 1    | Ariana Grande              | Thank U, Next                               | 1,553,000                          | 228,000     | 825,000    | 1,702,135,000           |
| 2    | Billie Eilish              | When We All Fall Asleep, Where Do We Go?    | 1,304,000                          | 343,000     | 589,000    | 1,295,504,000           |
| 3    | Khalid                     | Free Spirit                                 | 929,000                            | 148,000     | 495,000    | 1,000,189,000           |
| 4    | Lady Gaga & Bradley Cooper | A Star Is Born Soundtrack                   | 889,000                            | 404,000     | 1,216,000  | 479,995,000             |
| 5    | A Boogie Wit Da Hoodie     | Hoodie Szn                                  | 810,000                            | 7,000       | 176,000    | 1,190,466,000           |
| 6    | Post Malone                | Beerbongs & Bentleys                        | 756,000                            | 55,000      | 309,000    | 953,094,000             |
| 7    | Drake                      | Scorpion                                    | 718,000                            | 38,000      | 184,000    | 907,442,000             |
| 8    | Queen                      | Bohemian Rhapsody (The Original Soundtrack) | 705,000                            | 253,000     | 633,000    | 532,885,000             |
| 9    | Juice WRLD                 | Death Race For Love                         | 675,000                            | 56,000      | 105,000    | 939,629,000             |
| 10   | Jonas Brothers             | Happiness Begins                            | 663,000                            | 374,000     | 474,000    | 326,554,000             |

## TOP 10 ALBUMS

(TOTAL SALES)

| Rank | Artist                     | Title                                       | Sales   |
|------|----------------------------|---|---------|
| 1    | Lady Gaga & Bradley Cooper | A Star is Born Soundtrack                   | 404,000 |
| 2    | Jonas Brothers             | Happiness Begins                            | 374,000 |
| 3    | Billie Eilish              | When We All Fall Asleep, Where Do We Go?    | 343,000 |
| 4    | BTS                        | Map Of The Soul: PERSONA                    | 343,000 |
| 5    | Backstreet Boys            | Dna   | 299,000 |
| 6    | Queen                      | Bohemian Rhapsody (The Original Soundtrack) | 253,000 |
| 7    | Ariana Grande              | Thank U, Next                               | 228,000 |
| 8    | Various Artists            | The Greatest Showman: Original Soundtrack   | 181,000 |
| 9    | P!nk                       | Hurts 2b Human                              | 158,000 |
| 10   | Lauren Daigle              | Look Up Child                               | 154,000 |

## TOP 10 DIGITAL ALBUMS

| Rank | Artist                     | Title                                       | Sales   |
|------|----------------------------|---|---------|
| 1    | Lady Gaga & Bradley Cooper | A Star Is Born Soundtrack                   | 171,000 |
| 2    | Billie Eilish              | When We All Fall Asleep, Where Do We Go?    | 158,000 |
| 3    | Ariana Grande              | Thank U, Next                               | 146,000 |
| 4    | Various Artists            | The Greatest Showman: Original Soundtrack   | 88,000  |
| 5    | Tyler, The Creator         | Igor  | 83,000  |
| 6    | Weezer                     | Weezer (Teal Album)                         | 79,000  |
| 7    | P!nk                       | Hurts 2b Human                              | 78,000  |
| 8    | Jonas Brothers             | Happiness Begins                            | 66,000  |
| 9    | Queen                      | Bohemian Rhapsody (The Original Soundtrack) | 59,000  |
| 10   | Lauren Daigle              | Look Up Child                               | 57,000  |

## TOP 10 PHYSICAL ALBUMS

| Rank | Artist                     | Title                                       | Sales   |
|------|----------------------------|---|---------|
| 1    | BTS                        | Map Of The Soul: Perona                     | 312,000 |
| 2    | Jonas Brothers             | Happiness Begins                            | 308,000 |
| 3    | Backstreet Boys            | Dna   | 273,000 |
| 4    | Lady Gaga & Bradley Cooper | A Star Is Born Soundtrack                   | 233,000 |
| 5    | Queen                      | Bohemian Rhapsody (The Original Soundtrack) | 194,000 |
| 6    | Billie Eilish              | When We All Fall Asleep, Where Do We Go?    | 185,000 |
| 7    | Vampire Weekend            | Father Of The Bride                         | 128,000 |
| 8    | Khalid                     | Free Spirit                                 | 113,000 |
| 9    | Hillsong United            | People (Live)                               | 111,000 |
| 10   | Hozier                     | Wasteland, Baby!                            | 103,000 |

## TOP 10 LP VINYL ALBUMS

| Rank | Artist                             | Title                                       | Sales  |
|------|------------------------------------|---|--------|
| 1    | Queen                              | Bohemian Rhapsody (The Original Soundtrack) | 61,000 |
| 2    | Queen                              | Greatest Hits 1                             | 49,000 |
| 3    | Billie Eilish                      | When We All Fall Asleep, Where Do We Go?    | 47,000 |
| 4    | Soundtrack-Guardians Of The Galaxy | Guardians Of The Galaxy: Awesome Mix        | 33,000 |
| 5    | Beatles                            | Abbey Road                                  | 33,000 |
| 6    | Pink Floyd                         | Dark Side Of The Moon                       | 32,000 |
| 7    | Bob Marley & The Wailers           | Legend                                      | 30,000 |
| 8    | Fleetwood Mac                      | Rumours                                     | 29,000 |
| 9    | Michael Jackson                    | Thriller                                    | 29,000 |
| 10   | Billie Eilish                      | dont smile at me                            | 28,000 |

## TOP 10 DIGITAL SONG CONSUMPTION

(SONG SALES + ON-DEMAND AUDIO SES)

| Rank | Artist                     | Song          | Song Sales w/SES On-Demand Audio | Song Sales | Streaming On-Demand Audio |
|------|----------------------------|---------------|----------------------------------|------------|---------------------------|
| 1    | Lil Nas X                  | Old Town Road | 5,214,620                        | 958,000    | 596,135,000               |
| 2    | Post Malone & Swae Lee     | Sunflower     | 3,678,883                        | 488,000    | 458,481,000               |
| 3    | Ariana Grande              | 7 Rings       | 3,596,097                        | 420,000    | 433,930,000               |
| 4    | Post Malone                | Wow.          | 3,298,379                        | 381,000    | 416,245,000               |
| 5    | J. Cole                    | Middle Child  | 2,894,896                        | 167,000    | 395,877,000               |
| 6    | Halsey                     | Without Me    | 2,682,098                        | 388,000    | 319,894,000               |
| 7    | Meek Mill                  | Going Bad     | 2,439,267                        | 128,000    | 337,031,000               |
| 8    | Travis Scott               | Sicko Mode    | 2,083,209                        | 167,000    | 276,810,000               |
| 9    | Ariana Grande              | Thank U, Next | 2,032,975                        | 119,000    | 264,997,000               |
| 10   | Lady Gaga & Bradley Cooper | Shallow       | 2,020,007                        | 684,000    | 178,847,000               |

## TOP 10 SONGS ON-DEMAND STREAMS

(AUDIO + VIDEO)

| Rank | Artist                 | Song              | On-Demand Streams |
|------|------------------------|-------------------|-------------------|
| 1    | Lil Nas X              | Old Town Road     | 1,337,995,000     |
| 2    | Post Malone & Swae Lee | Sunflower         | 850,194,000       |
| 3    | Ariana Grande          | 7 Rings           | 776,696,000       |
| 4    | Travis Scott           | Sicko Mode        | 623,498,000       |
| 5    | Halsey                 | Without Me        | 599,335,000       |
| 6    | J.Cole                 | Middle Child      | 582,748,000       |
| 7    | Post Malone            | Wow.              | 582,633,000       |
| 8    | Blueface               | Thotiana          | 558,277,000       |
| 9    | Marshmello & Bastille  | Happier           | 528,640,000       |
| 10   | YNW Melly              | Murder On My Mind | 498,806,000       |

## TOP 10 SONGS ON-DEMAND AUDIO STREAMS

| Rank | Artist                 | Song              | On-Demand Audio Streams |
|------|------------------------|-------------------|-------------------------|
| 1    | Lil Nas X              | Old Town Road     | 596,113,000             |
| 2    | Post Malone & Swae Lee | Sunflower         | 458,470,000             |
| 3    | Ariana Grande          | 7 Rings           | 433,904,000             |
| 4    | Post Malone            | Wow.              | 416,231,000             |
| 5    | J. Cole                | Middle Child      | 395,872,000             |
| 6    | Meek Mill Feat. Drake  | Going Bad         | 337,025,000             |
| 7    | Halsey                 | Without Me        | 319,879,000             |
| 8    | YNW Melly              | Murder On My Mind | 287,219,000             |
| 9    | Lil Baby & Gunna       | Drip Too Hard     | 284,613,000             |
| 10   | Travis Scott           | Sicko Mode        | 276,802,000             |



## TOP 10 SONGS ON-DEMAND VIDEO STREAMS

| Rank | Artist                   | Song             | On-Demand Video Streams |
|------|--------------------------|------------------|-------------------------|
| 1    | Lil Nas X                | Old Town Road    | 741,881,000             |
| 2    | Pinkfong                 | Baby Shark       | 395,183,000             |
| 3    | Post Malone & Swae Lee   | Sunflower        | 391,724,000             |
| 4    | Travis Scott             | Sicko Mode       | 346,695,000             |
| 5    | Ariana Grande            | 7 Rings          | 342,792,000             |
| 6    | Marshmello & Bastille    | Happier          | 305,322,000             |
| 7    | Blueface                 | Thotiana         | 301,464,000             |
| 8    | Halsey                   | Without Me       | 279,457,000             |
| 9    | Dr. Dre Feat. Snoop Dogg | The Next Episode | 241,542,000             |
| 10   | Maroon 5                 | Girls Like You   | 216,882,000             |

## TOP 10 SONGS PROGRAMMED AUDIO STREAMS

| Rank | Artist                        | Song                 | Programmed Audio Streams |
|------|-------------------------------|----------------------|--------------------------|
| 1    | Halsey                        | Without Me           | 92,584,000               |
| 2    | Ed Sheeran                    | Perfect              | 68,666,000               |
| 3    | Post Malone                   | Wow.                 | 65,059,000               |
| 4    | Marshmello & Bastille         | Happier              | 62,292,000               |
| 5    | Benny Blanco, Halsey & Khalid | Eastside             | 61,378,000               |
| 6    | Chris Stapleton               | Tennessee Whiskey    | 57,389,000               |
| 7    | Journey                       | Don't Stop Believin' | 55,914,000               |
| 8    | Ariana Grande                 | 7 Rings              | 55,840,000               |
| 9    | Lynyrd Skynyrd                | Sweet Home Alabama   | 54,472,000               |
| 10   | Khalid                        | Better               | 52,255,000               |

## TOP 10 DIGITAL SONG SALES

| Rank | Artist                          | Song             | Sales   |
|------|---------------------------------|------------------|---------|
| 1    | Lil Nas X                       | Old Town Road    | 958,000 |
| 2    | Lady Gaga & Bradley Cooper      | Shallow          | 684,000 |
| 3    | Post Malone & Swae Lee          | Sunflower        | 488,000 |
| 4    | Ariana Grande                   | 7 Rings          | 420,000 |
| 5    | Halsey                          | Without Me       | 388,000 |
| 6    | Post Malone                     | Wow.             | 381,000 |
| 7    | Jonas Brothers                  | Sucker           | 357,000 |
| 8    | Lauren Daigle                   | You Say          | 322,000 |
| 9    | Taylor Swift Feat. Brendon Urie | ME!              | 322,000 |
| 10   | Ava Max                         | Sweet But Psycho | 321,000 |

## TOP 10 RADIO SONGS BASED ON AUDIENCE

| Rank | Artist                        | Song                    | Audience      |
|------|-------------------------------|-------------------------|---------------|
| 1    | Halsey                        | Without Me              | 2,147,406,000 |
| 2    | Panic! At The Disco           | High Hopes              | 2,140,072,000 |
| 3    | Benny Blanco, Halsey & Khalid | Eastside                | 1,803,927,000 |
| 4    | Marshmello & Bastille         | Happier                 | 1,645,997,000 |
| 5    | Sam Smith & Normani           | Dancing With A Stranger | 1,528,954,000 |
| 6    | Post Malone                   | Wow.                    | 1,512,183,000 |
| 7    | Maroon 5                      | Girls Like You          | 1,455,520,000 |
| 8    | Ariana Grande                 | 7 Rings                 | 1,435,132,000 |
| 9    | Post Malone & Swae Lee        | Sunflower               | 1,392,798,000 |
| 10   | Jonas Brothers                | Sucker                  | 1,342,173,000 |

# TOP 10 RADIO FORMATS

(PERSON 6+ SHARE)

| Rank | Genre              | 2018  | 2017 | 2016 |
|------|--------------------|-------|------|------|
| 1    | News/Talk          | 10.0% | 9.9% | 9.6% |
| 2    | AC                 | 8.0%  | 7.7% | 7.5% |
| 3    | Country            | 7.3%  | 7.6% | 7.4% |
| 4    | Pop CHR            | 6.9%  | 7.6% | 8.1% |
| 5    | Classic Hits       | 5.6%  | 5.3% | 5.3% |
| 6    | Hot AC             | 5.5%  | 5.9% | 6.4% |
| 7    | Classic Rock       | 4.9%  | 5.4% | 5.1% |
| 8    | Urban AC           | 4.8%  | 4.8% | 4.8% |
| 9    | All Sports         | 4.4%  | 4.3% | 4.7% |
| 10   | Urban Contemporary | 3.6%  | 3.8% | 3.7% |

Source: Nielsen Audio PPM Markets Radio Format Trends; January-November 2016, 2017 and 2018

# SHARE OF TOTAL VOLUME BY FORMAT AND GENRE

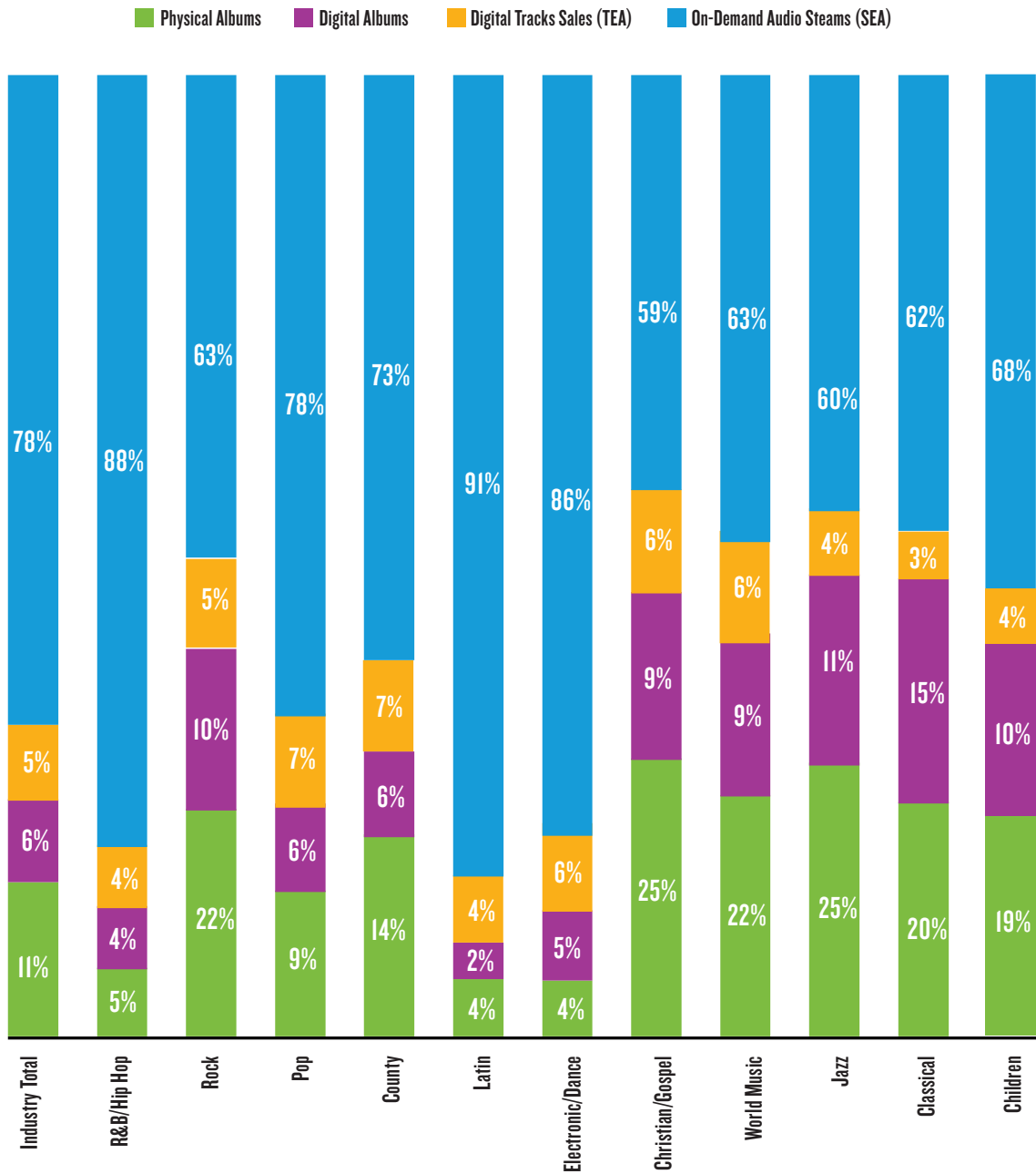
(SELECTED TOP GENRES)

| 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 |
|---------------------------|---------------|-------------------|----------------------|---------------------|--------------------|-------------------------|-------------------------|-------------------------|
| <b>R&amp;B / Hip-Hop</b>  | 26.5%         | 12.6%             | 10.9%                | 15.5%               | 19.7%              | 29.6%                   | 29.8%                   | 29.1%                   |
| <b>Rock</b>               | 19.4%         | 39.5%             | 43.6%                | 32.6%               | 21.3%              | 14.0%                   | 16.2%                   | 9.8%                    |
| <b>Pop</b>                | 13.1%         | 11.2%             | 11.2%                | 11.2%               | 18.3%              | 13.5%                   | 12.7%                   | 15.1%                   |
| <b>Country</b>            | 7.2%          | 9.3%              | 10.0%                | 8.0%                | 11.0%              | 5.8%                    | 7.0%                    | 3.5%                    |
| <b>Latin</b>              | 4.7%          | 1.1%              | 1.2%                 | 1.0%                | 2.3%               | 7.3%                    | 4.2%                    | 13.3%                   |
| <b>Dance / Electronic</b> | 3.1%          | 1.4%              | 1.0%                 | 2.2%                | 3.3%               | 3.4%                    | 3.2%                    | 3.8%                    |
| <b>Christian / Gospel</b> | 2.3%          | 4.9%              | 5.7%                 | 3.5%                | 3.5%               | 1.8%                    | 1.8%                    | 1.7%                    |
| <b>World</b>              | 1.2%          | 2.0%              | 2.2%                 | 1.7%                | 1.2%               | 1.3%                    | 1.0%                    | 1.9%                    |
| <b>Jazz</b>               | 1.0%          | 2.4%              | 2.7%                 | 2.0%                | 0.8%               | 0.6%                    | 0.8%                    | 0.3%                    |
| <b>Classical</b>          | 1.0%          | 2.2%              | 2.0%                 | 2.5%                | 0.6%               | 0.6%                    | 0.8%                    | 0.4%                    |
| <b>Children</b>           | 1.0%          | 1.6%              | 1.7%                 | 1.5%                | 0.7%               | 0.9%                    | 0.8%                    | 1.0%                    |

Read as: 12.6% of Total Album Sales come from R&B/Hip-Hop genre

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

# SHARE OF TOTAL AUDIO ALBUM EQUIVALENT CONSUMPTION BY FORMAT





## ABOUT NIELSEN

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