

2009 U.S. MUSIC PURCHASES UP 2.1% OVER 2008; MUSIC SALES EXCEED 1.5 BILLION FOR SECOND CONSECUTIVE YEAR

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2009 Overall Music Sales, Digital Track Sales, Vinyl LP Sales, Set New Plateaus

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2009 Digital Music Accounts for 40% of Total U.S. Music Purchases

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More than 10 Billion Music Purchases in the U.S. for the Decade

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The Nielsen Company 2009 Year-End Music Industry Report

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Nielsen SoundScan, the entertainment industry's data information system that tracks point-of-purchase sales of recorded music product, Nielsen BDS, the music industry's leading music performance monitoring service, and Nielsen RingScan, which tracks mobile ringtone purchases, have announced their 2009 U.S. year-end sales and performance monitoring data for the 52-week period January 5, 2009 through January 3, 2010.

OVERALL MUSIC SALES (1/5/2009 – 1/3/2010) (ALBUMS, SINGLES, MUSIC VIDEO, DIGITAL TRACKS – IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	*1,545	1,513	2.1%

OVERALL ALBUM SALES (1/5/09 – 1/3/2010) (INCLUDES ALL ALBUMS & TRACK EQUIVALENT ALBUMS - IN

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	489.8	535.4	- 8.5%

TOTAL ALBUM SALES (1/5/09 – 1/3/10) (INCLUDES CD, CS, LP, DIGITAL ALBUMS - IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	373.9	428.4	-12.7%

INTERNET ALBUM SALES (1/5/09 – 1/3/10) (PHYSICAL ALBUM PURCHASES VIA E-COMMERCE SITES, IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	25.3	27.5	- 8.0%

DIGITAL TRACK SALES (1/5/2009 – 1/3/10 - IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	*1,159	1,070	8.3%

DIGITAL ALBUM SALES (1/5/2009 – 1/3/2010 - IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	*76.4	65.8	16.1%

TOTAL LP ALBUM SALES (1/5/09 – 1/3/10) (LP/VINYL ALBUMS - IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	*2.5	1.88	33.0%

HOLIDAY SEASON ALBUM SALES (11/9/09 – 12/27/09) (Physical & Digital ALBUM SALES DURING HOLIDAY SEASON: IN MILLIONS)

UNITS SOLD	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
	80.2	80.1	0.01%

*Denotes a Nielsen SoundScan sales record

2009 GENRE ALBUM SALES REPORT

(1/5/09-1/3/10 – IN THOUSANDS)

<u>Genre</u>	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
Alternative	68,195	80,919	-15.7%
Christian/Gospel+	27,822	29,793	-6.6%
Classical	12,140	13,323	-8.9%
Country	46,130	47,657	-3.2%
Jazz	11,779	11,791	-0.1%
Latin	16,496	25,125	-34.3%
Metal	38,734	50,476	-23.3%
New Age	2,354	2,943	-20.0%
R&B	69,889	77,014	-9.3%
Rap	26,441	33,410	-20.9%
Rock	124,164	139,666	-11.1%
Soundtrack	18,980	20,847	-8.9%

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

+Sales figures tracked by Christian SoundScan

CURRENT VS. CATALOG ALBUM SALES

(1/5/09-1/3/10 - IN MILLIONS)

<u>Overall Albums</u>	<u>2009</u>	<u>2008</u>	<u>% Chg.</u>
Current	209.9	249.6	-15.9%
Catalog	163.9	178.8	-8.3%
Deep Catalog	123.4	128.9	-4.3%
Physical Albums:	2009	2008	% Chg.
Current	170.8	215.3	-20.7%
Catalog	126.6	147.3	-14.1%
Deep Catalog	95.9	106.2	-9.7%
Digital Albums:	2009	2008	% Chg.
Current	39.1	34.3	14.0%
Catalog	37.3	31.5	18.4%
Deep Catalog	27.5	22.7	21.1%

2009 YEAR-TO-DATE RECORD COMPANY MARKET SHARE (12/29/08 - 1/3/10)

(reflects the market share for the entire entity including sub-distributed companies for the 53 week year)

<u>TOTAL ALBUMS</u> (Catalog & Current Titles)			<u>CURRENT ALBUMS</u>		<u>CATALOG ALBUMS</u>			
	<u>2009</u>	<u>2008</u>		<u>2009</u>	<u>2008</u>		<u>2009</u>	<u>2008</u>
UMG	30.20%	31.52%	UMG	33.95%	34.75%	UMG	25.41%	27.02%
SME	28.58%	25.30%	SME	27.40%	24.69%	SME	30.10%	26.15%
WMG	20.55%	21.38%	WMG	20.05%	20.86%	WMG	21.19%	22.10%
EMI	9.20%	8.97%	EMI	7.83%	7.67%	EMI	10.94%	10.77%
OTHERS	11.47%	12.83%	OTHERS	10.77%	12.03%	OTHERS	12.36%	13.95%

DIGITAL ALBUMS

	<u>2009</u>	<u>2008</u>
UMG	26.92%	27.80%
SME	24.21%	21.30%
WMG	22.80%	23.48%
EMI	9.92%	10.91%
OTHERS	16.14%	16.50%

DIGITAL TRACKS

	<u>2009</u>	<u>2008</u>
UMG	32.99%	31.77%
SME	24.95%	23.54%
WMG	20.23%	20.87%
EMI	7.85%	8.36%
OTHERS	13.42%	15.35%

2009 TOP TEN SELLING ALBUMS

(12/29/2008-1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Fearless/ Taylor Swift</u>	3,217,000
2	<u>I Dreamed A Dream/ Susan Boyle</u>	3,104,000
3	<u>Number Ones/ Michael Jackson</u>	2,355,000
4	<u>Fame/ Lady Gaga</u>	2,238,000
5	<u>My Christmas/ Andrea Bocelli</u>	2,207,000
6	<u>Hannah Movie Sndtrk/ Hannah Montana</u>	1,823,000
7	<u>E.N.D. (Energy Never Dies)/ Black Eyed Peas</u>	1,787,000
8	<u>Relapse/ Eminem</u>	1,735,000
9	<u>Blueprint 3/ Jay-Z</u>	1,515,000
10.	<u>Only By the Night/ Kings of Leon</u>	1,398,000

2009 TOP TEN SELLING ARTISTS

(based on Album sales from 12/29/2008-1/3/2010)

	<u>Artist</u>	<u>Units Sold</u>
1	Michael Jackson	8,286,000
2	Taylor Swift	4,643,000
3	Beatles	3,282,000
4	Susan Boyle	3,104,000
5	Lady Gaga	2,813,000
6	Andrea Bocelli	2,668,000
7	Michael Buble	2,280,000
8	Eminem	2,166,000
9	Carrie Underwood	1,895,000
10.	Black Eyed Peas	1,881,000

2009 TOP TEN SELLING DIGITAL SONGS

(combines all versions of the same Song:12/29/2008-1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Boom Boom Pow/ Black Eyed Peas</u>	4,762,000
2	<u>I Gotta Feeling/ Black Eyed Peas</u>	4,426,000
3	<u>Poker Face/ Lady Gaga</u>	4,381,000
4	<u>Right Round/ Flo Rida feat. Ke\$ha</u>	4,135,000
5	<u>Just Dance/ Lady Gaga feat. Colby O'Donis</u>	3,200,000
6	<u>Party In The U.S.A./ Miley Cyrus</u>	3,165,000
7	<u>Down/ Jan Sean feat. Lil Wayne</u>	3,052,000
8	<u>Gives You Hell/ All-American Rejects</u>	2,880,000
9	<u>Fireflies/ Owl City</u>	2,748,000
10.	<u>Whatcha Say/ Jason Derulo</u>	2,712,000

2009 TOP TEN SELLING DIGITAL ARTISTS

(based on digital track sales from 12/29/2008 – 1/3/2010)

	<u>Artist</u>	<u>Units Sold</u>
1	Lady Gaga	15,297,000
2	Black Eyed Peas	12,988,000
3	Michael Jackson	12,355,000
4	Taylor Swift	12,302,000
5	Beyonce	9,261,000
6	Flo Rida	8,402,000
7	Miley Cyrus	8,327,000
8	Britney Spears	7,424,000
9	Eminem	6,283,000
10.	T.I.	6,277,000

2009 TOP TEN SELLING DIGITAL TRACKS

(12/29/08 – 1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Boom Boom Pow/ Black Eyed Peas</u>	4,661,000
2	<u>I Gotta Feeling/ Black Eyed Peas</u>	4,392,000
3	<u>Poker Face/ Lady Gaga</u>	4,143,000
4	<u>Right Round/ Flo Rida feat. Ke\$ha</u>	4,112,000
5	<u>Party In the U.S.A./ Miley Cyrus</u>	3,156,000
6	<u>Down/ Jay Sean feat. Lil Wayne</u>	3,019,000
7	<u>Just Dance/ Lady Gaga feat. Colby O'Donis</u>	2,965,000
8	<u>Gives You Hell/ All-American Rejects</u>	2,869,000
9	<u>Fireflies/ Owl City</u>	2,748,000
10.	<u>Use Somebody/ Kings Of Leon</u>	2,679,000

2009 TOP TEN SELLING DIGITAL ALBUMS

(12/29/2008-1/3/2010)

	<u>Artist</u>	<u>Units Sold</u>
1	<u>Fame/ Lady Gaga</u>	461,000
2	<u>Only By the Night/ Kings Of Leon</u>	428,000
3	<u>Soundtrack/ Twilight</u>	350,000
4	<u>Fearless/ Taylor Swift</u>	343,000
5	<u>E.N.D.(Energy Never Dies)/Black Eyed Peas</u>	309,000
6	<u>Blueprint 3/ Jay-Z</u>	308,000
7	<u>Big Whiskey & the.../Dave Matthews Band</u>	286,000
8	<u>Relapse/ Eminem</u>	277,000
9	<u>No Line On the Horizon/ U2</u>	261,000
10	<u>Fray/ Fray</u>	259,000

TOP TEN ALBUMS DURING 2009 HOLIDAY SEASON

(based on album sales from 11/15/2009-12/27/2009)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>I Dreamed A Dream/ Susan Boyle</u>	2,981,000
2	<u>My Christmas/ Andrea Bocelli</u>	2,041,000
3	<u>Fearless/ Taylor Swift</u>	1,059,000
4	<u>Play On/ Carrie Underwood</u>	832,000
5	<u>Fame/ Lady Gaga</u>	701,000
6	<u>Element of Freedom/ Alicia Keys</u>	697,000
7	<u>Michael Jackson This Is It/ Michael Jackson</u>	692,000
8	<u>My World/ Justin Bieber</u>	676,000
9	<u>Battle Studies/ John Mayer</u>	666,000
10.	<u>Crazy Love/ Michael Buble</u>	619,000

TOP TEN DIGITAL SONGS DURING HOLIDAY SEASON

(based on digital song sales from 11/15/2009-12/27/2009)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Tik Tok/ Ke\$ha</u>	1,634,000
2	<u>Bad Romance/ Lady Gaga</u>	1,553,000
3	<u>Empire State of Mind/Jay-Z & Alicia Keys</u>	1,279,000
4	<u>Fireflies/ Owl City</u>	1,241,000
5	<u>Replay/ Iyaz</u>	1,191,000
6	<u>Whatcha Say/ Jason Derulo</u>	899,000
7	<u>Meet Me Halfway/ Black Eyed Peas</u>	825,000
8	<u>Down/ Jay Sean feat. Lil Wayne</u>	795,000
9	<u>Sexy Chick/ David Guetta feat. Akon</u>	774,000
10	<u>Party In The U.S.A./ Miley Cyrus</u>	765,000

2009 TOP TEN SEASONAL ALBUMS

(12/29//2008-1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>My Christmas/ Andrea Bocelli</u>	2,207,000
2	<u>If On A Winter's Night/ Sting</u>	521,000
3	<u>The Holiday Collection/ Taylor Swift</u>	445,000
4	<u>Noel/ Josh Groban</u>	393,000
5	<u>Gold and Green/ Sugarland</u>	256,000
6	<u>Christmas 25th/ Mannheim Steamroller</u>	233,000
7	<u>Christmas From the Heart/ David Archuleta</u>	210,000
8	<u>Winter Came/ Enya</u>	201,000
9	<u>Let It Snow EP/ Michael Buble</u>	192,000
10.	<u>Christmas Cheers/ Straight No Chaser</u>	183,000

2009 TOP TEN INTERNET ALBUMS

(12/29/2008-1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>I Dreamed A Dream/ Susan Boyle</u>	405,000
2	<u>My Christmas/ Andrea Bocelli</u>	151,000
3	<u>Fearless/ Taylor Swift</u>	121,000
4	<u>Thriller/ Michael Jackson</u>	110,000
5	<u>Crazy Love/ Michael Buble</u>	106,000
6	<u>Big Whiskey & the.../Dave Matthews Band</u>	98,000
7	<u>Beatles In Stereo/ Beatles</u>	95,000
8	<u>No Line On the Horizon/ U2</u>	79,000
9	<u>Off the Wall/ Michael Jackson</u>	75,000
10.	<u>Fame/ Lady Gaga</u>	74,000

2009 TOP TEN VINYL ALBUMS

(12/29//2008-1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Abbey Road/ Beatles</u>	34,800
2	<u>Thriller/ Michael Jackson</u>	29,800
3	<u>Merriwether Post Pavilion/Animal Collective</u>	14,000
4	<u>Wilco/ Wilco</u>	13,200
5	<u>Fleet Foxes/ Fleet Foxes</u>	12,700
6	<u>Backspacer/ Pearl Jam</u>	12,500
7	<u>Veckatimest/ Grizzly Bear</u>	11,600
8	<u>Appetite for Destruction/ Guns N' Roses</u>	11,500
9	<u>Big Whiskey & the.../Dave Matthews Band</u>	11,500
10.	<u>In Rainbows/ Radiohead</u>	11,400

2009 TOP TEN VINYL ARTISTS

(based on vinyl album sales from 12/29/2008-1/3/2010)

	<u>Artist</u>	<u>Units Sold</u>
1	<u>Radiohead</u>	45,700
2	<u>Beatles</u>	38,800
3	<u>Michael Jackson</u>	30,400
4	<u>Metallica</u>	30,200
5	<u>Wilco</u>	29,600
6	<u>Bob Dylan</u>	24,500
7	<u>Animal Collective</u>	20,600
8	<u>Pearl Jam</u>	19,900
9	<u>Bon Iver</u>	17,100
10.	<u>Iron & Wine</u>	16,600

2009 U.S. Year End Factoids

- Music purchases in 2009 reached the **1.5 Billion** mark, making it the fifth consecutive year music sales have exceeded 1 billion; 1.5 billion (2008), 1.4 billion (2007), 1.2 billion (2006), and 1.01 billion (2005) .
- Music sales exceeded 62 million during week ending December 27, 2009.
- During 2009, once again more vinyl albums were purchased (2.5 million) than any other year in the history of Nielsen SoundScan (since 1991).
 - ✚ Note that similar to a year ago, two out of every three vinyl albums were purchased at an independent music store during the year.

2009 Digital Factoids:

- Digital music accounts for **40%** of all music purchases in 2009; up from 32% in 2008.
- Digital track sales break the **ONE BILLION** sales mark for the 2nd straight year with 1,160,000 digital track sales in 2009. The previous record was 1,070,000 digital track purchases during 2008; an increase of 8% over 2008.
- Flo Rida's "Right Round" song set a new one week sales record with 636,000 downloads during week ending 2/15/09; marking the first time a song broke the 500,000 sales mark.
 - ✚ Ke\$ha's "Tik Tok" song registered 610,000 downloads during week ending 12/27/2009 which was the second song to break the 500,000 barrier for one week.
- Digital album sales reached an all-time high with more than 76 million sales up from 65 million in 2008; an increase of 16% over the previous year.
 - ✚ Note that digital album sales accounted for 20% of total album sales in 2009 compared to 15% in 2008, 10% in 2007 and 5.5% in 2006.
- For the December 27th reporting week of 2009 the following digital sales records were broken:
 - ✚ Digital album sales this week set a new high with sales of 2.6 million sales; breaking the previous record of 2.4 million (12/28/08).
 - ✚ The top 200 digital songs for the week posted an all-time high with 14.3 million sales; breaking the previous record of 13.6 million during the last week of 2008.
- 2009 is the first time a digital song broke the four million sales mark in a single year. There were four songs that achieved this milestone; Black Eyed Peas' "Boom Boom Pow" (4.8 million) and "I Got A Feeling" (4.42 million), Lady Gaga's "Poker Face" (4.4 million) and Flo Rida's "Right Round" (4.1 million).
- In 2009, there are 31 different digital songs with sales that exceeded two million, compared to 19 in 2008 and nine in 2007.
- 89 Digital Songs exceeded the one million sales mark for the year compared to 71 digital songs in 2008, 41 in 2007, 22 in 2006, and only two digital songs in 2005.
- Lady Gaga is the biggest selling digital artist in 2009 with more than 15 million track sales.
 - ✚ In 2008, Rihanna was the biggest selling digital artist with 9.9 million track sales.
- In 2009, four artists sold more than ten million track sales (*Lady Gaga, Black Eyed Peas, Michael Jackson and Taylor Swift*) marking the first time that an artist broke ten million track sales.
- There are more than 397,000 different physical albums that sold at least one copy over the Internet during 2009 compared to 450,000 in 2008 and 390,000 in 2007.

2009 Best Seller Album Factoids:

- Taylor Swift's *Fearless* ends the year as the biggest selling album with just more than 3.2 million sales; just more than 100,000 than Susan Boyle's *I Dreamed a Dream* (3.1 million). Susan Boyle's *I Dreamed a Dream* is the best selling album released in 2009.
- Michael Jackson is the biggest selling artist for 2009 with more than 8.2 million album sales for the year.
 - ✚ Taylor Swift comes in as the second biggest selling artist for 2009 with 4.6 million album sales and the second straight year of 4 million or more album sales.
- The Beatles is the biggest selling group for 2009 with 3.3 million album sales.
- Susan Boyle's *I Dreamed a Dream* is the best selling Internet album for the year with 405,000 sales as well as the biggest selling album during the "holiday season".
- Susan Boyle's *I Dreamed a Dream* album marks the first time in the history of Nielsen SoundScan that an album release sold more than 500,000 copies in each of its first five weeks of release.

2009 Holiday Season Factoids: (11/15/2009-12/27/2009).

- Overall album sales during the 2009 holiday season were up slightly (0.1%) over 2008, with sales of 80.2 million.
- Album sales during the holiday season accounted for 21% of all album sales for the year.

2009 Strata Factoids:

- Album sales at Non-Traditional music outlets (digital, internet, mail order, venue, non-traditional retailers) hit an all-time high in 2009 with sales reaching 110 million. Non-Traditional is the only strata that experienced album growth over the previous year; with an increase of 11% over 2008.
 - ✚ Non-traditional outlets accounted for nearly 30% of all album sales, compared to 25% in 2008, 18% in 2007, 12% in 2006, 9% in 2005 and 5% in 2004 (4% in 2003).
 - ✚ Digital album sales accounted for 70% of the Non-Traditional album sales.
- The last two weeks of the year produced the two biggest album sales weeks for Non-Traditional outlets; 3.9 and 3.4 million sales.
- In 2009, **36%** of all albums purchased were at a Mass Merchant outlet; 29% at Chain outlets and 6% at Independent music stores.

Nielsen Broadcast Data Systems (Nielsen BDS), the music industry's leading music performance monitoring service, has announced the most played songs at radio, at video, as well as Internet music streams for 2009.

Nielsen BDS: 2009 Top 10 Most Played Songs

	<u>Title/Artist</u>	<u>Detection</u> <u>S</u>
1	<u>You Belong With Me/ Taylor Swift</u>	465,100
2	<u>Love Story/ Taylor Swift</u>	413,100
3	<u>You Found Me/ Fray</u>	412,900
4	<u>Use Somebody/ Kings of Leon</u>	383,500
5	<u>Boom Boom Pow/ Black Eyed Peas</u>	379,400
6	<u>Blame It/ Jamie Foxx feat. T-Pain</u>	376,100
7	<u>I Gotta Feeling/ Black Eyed Peas</u>	375,100
8	<u>Second Chance/ Shinedown</u>	374,600
9	<u>Knock You Down/ Keri Hilson feat. Kayne West & Ne-Yo</u>	372,300
10.	<u>Poker Face/ Lady Gaga</u>	370,900

Nielsen BDS: 2009 Top 10 Artist Airplay

	<u>Artist</u>	<u>Detections</u>
1	Taylor Swift	1,291,000
2	Beyonce	1,125,000
3	Black Eyed Peas	923,000
4	Toby Keith	888,000
5	Nickelback	864,000
6	Pink	862,000
7	Lady Gaga	859,000
8	Kelly Clarkson	850,000
9	Rascal Flatts	768,000
10.	Tim McGraw	752,000

Nielsen BDS: 2009 Top 10 Holiday Songs Airplay

	<u>Title/Artist</u>	<u>Detection</u> <u>S</u>
1	<u>Rockin' Around the Christmas.../Brenda Lee</u>	31,800
2	<u>A Holy Jolly Christmas/ Burl Ives</u>	31,200
3	<u>The Christmas Song/ Nat King Cole</u>	31,000
4	<u>Jingle Bell Rock/ Bobby Helms</u>	30,300
5	<u>Feliz Navidad/ Jose Feliciano</u>	29,700
6	<u>All I Want for Christmas Is.../Mariah Carey</u>	28,500
7	<u>It's the Most Wonderful.../Andy Williams</u>	26,900
8	<u>White Christmas/ Bing Crosby</u>	24,900
9	<u>Happy X-Mas (War Is Over)/ John Lennon</u>	23,800
10.	<u>Wonderful Christmas Time/ Paul McCartney</u>	21,400

Nielsen BDS: 2009 Top 10 Artists - Internet Streams

	<u>Artist</u>	<u>Streams</u>
1	Taylor Swift	46,135,000
2	Beyonce	42,962,000
3	Michael Jackson	39,358,000
4	Nickelback	35,290,000
5	Mariah Carey	33,696,000
6	Britney Spears	32,381,000
7	Pink	28,925,000
8	Lady Gaga	27,580,000
9	Kelly Clarkson	26,204,000
10.	Ne-Yo	24,624,000

Nielsen BDS: 2009 Top 10 Internet Streamed Songs

	<u>Title/Artist</u>	<u>Streams</u>
1	<u>You Belong With Me/ Taylor Swift</u>	10,651,000
2	<u>You Found Me/ Fray</u>	10,446,000
3	<u>Use Somebody/ Kings of Leon</u>	9,390,000
4	<u>Poker Face/ Lady Gaga</u>	9,271,000
5	<u>Gives You Hell/ All-American Rejects</u>	9,242,000
6	<u>Love Story/ Taylor Swift</u>	9,172,000
7	<u>I'm Yours/ Jason Mraz</u>	8,456,000
8	<u>Just Dance/ Lady Gaga feat. Colby O'Donis</u>	7,850,000
9	<u>Halo/ Beyonce</u>	7,840,000
10.	<u>Second Chance/ Shinedown</u>	7,557,000

Nielsen BDS: 2009 Top 10 Music Video Internet Streams

	<u>Title/Artist</u>	<u>Streams</u>
1	<u>Single Ladies (Put A Ring On It)/ Beyonce</u>	3,272,000
2	<u>Love Story/ Taylor Swift</u>	2,232,000
3	<u>Circus/ Britney Spears</u>	1,771,000
4	<u>Just Dance/ Lady Gaga feat. Colby O'Donis</u>	1,667,000
5	<u>Poker Face/ Lady Gaga</u>	1,621,000
6	<u>Live Your Life/ T.I. feat. Rihanna</u>	1,575,000
7	<u>Hot N Cold/ Katy Perry</u>	1,454,000
8	<u>Heartless/ Kanye West</u>	1,433,000
9	<u>Whatever You Like/ T.I.</u>	1,351,000
10.	<u>Womanizer/ Britney Spears</u>	1,350,000

Nielsen BDS: Inception-to-Date Top 10 Internet Streamed Songs

(based on streams captured from August 2005 – 1/3/2010)

	<u>Title/Artist</u>	<u>Streams</u>
1	<u>Hips Don't Lie/</u> Shakira feat. Wyclef Jean	85,586,000
2	<u>Because Of You/</u> Kelly Clarkson	43,872,000
3	<u>Run It!/</u> Chris Brown	40,993,000
4	<u>Girlfriend/</u> Avril Lavigne	38,919,000
5	<u>Irreplaceable/</u> Beyonce	38,192,000
6	<u>Check On It/</u> Beyonce feat. Slim Thug	37,838,000
7	<u>Buttons/</u> Pussycat Dolls	36,354,000
8	<u>You're Beautiful/</u> James Blunt	35,178,000
9	<u>My Humps/</u> Black Eyed Peas	34,642,000
10.	<u>Promiscuous/</u> Nelly Furtado feat. Timbaland	34,638,000

TOP SELLERS OF THE NIELSEN SOUNDSCAN ERA

TOP TEN SELLING ARTISTS OF SOUNDSCAN ERA

(based on album sales from 1991-1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	Garth Brooks	68,363,000
2	Beatles	60,370,000
3	Mariah Carey	52,388,000
4	Metallica	52,160,000
5	Celine Dion	50,933,000
6	George Strait	41,843,000
7	Tim McGraw	38,677,000
8	Alan Jackson	37,447,000
9	Pink Floyd	35,867,000
10.	Eminem	35,326,000

TOP TEN SELLING ALBUMS OF SOUNDSCAN ERA

(1991 – 1/3/2010)

	<u>Artist</u>	<u>Units Sold</u>
1	<u>Metallica/</u> Metallica	15,500,000
2	<u>Come On Over/</u> Shania Twain	15,487,000
3	<u>Jagged Little Pill/</u> Alanis Morissette	14,642,000
4	<u>Millennium/</u> Backstreet Boys	12,109,000
5	<u>Soundtrack/</u> Bodyguard	11,815,000
6	<u>Supernatural/</u> Santana	11,687,000
7	<u>Beatles 1/</u> Beatles	11,564,000
8	<u>Human Clay/</u> Creed	11,547,000
9	<u>No Strings Attached/</u> N Sync	11,113,000
10.	<u>Falling Into You/</u> Celine Dion	10,781,000

TOP TEN SELLING DIGITAL SONGS OF SOUNDSCAN ERA

ERA

(7/4/2004-1/3/2010)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Low/</u> Flo Rida Feat. T-Pain	5,344,000
2	<u>Just Dance/</u> Lady Gaga feat. Colby O'Donis	4,943,000
3	<u>I'm Yours/</u> Jason Mraz	4,787,000
4	<u>Boom Boom Pow/</u> Black Eyed Peas	4,762,000
5	<u>Poker Face/</u> Lady Gaga	4,551,000
6	<u>Apologize/</u> Timbaland feat. One Republic	4,513,000
7	<u>I Gotta Feeling/</u> Black Eyed Peas	4,426,000
8	<u>Crank That/</u> Soulja Boy Tell'Em	4,370,000
9	<u>Viva La Vida/</u> Coldplay	4,261,000
10.	<u>Love Story/</u> Taylor Swift	4,254,000

TOP TEN SELLING DIGITAL ALBUMS OF SOUNDSCAN

(7/4/2004 – 1/3/2010)

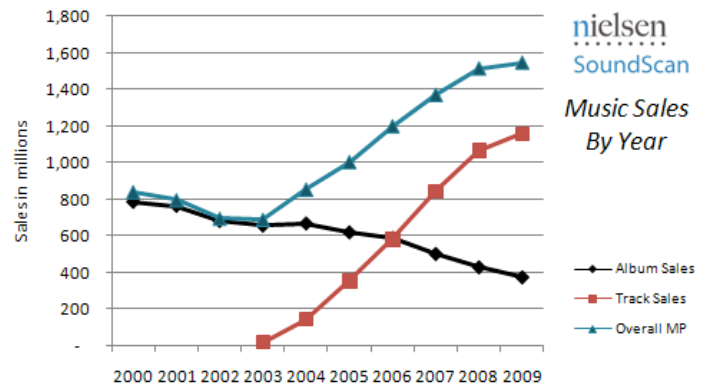
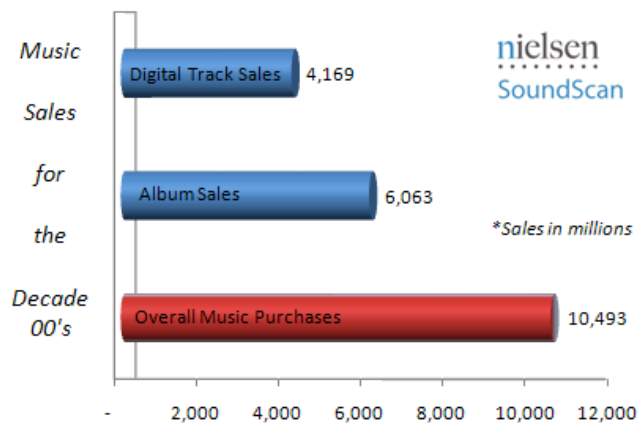
	<u>Artist</u>	<u>Units Sold</u>
1	<u>Viva La Vida/</u> Coldplay	761,000
2	<u>Fearless/</u> Taylor Swift	568,000
3	<u>Soundtrack/</u> Twilight	564,000
4	<u>Only By the Night/</u> Kings Of Leon	533,000
5	<u>Fame/</u> Lady Gaga	511,000
6	<u>Continuum/</u> John Mayer	442,000
7	<u>Daughtry/</u> Daughtry	387,000
8	<u>Back To Black/</u> Amy Winehouse	378,000
9	<u>Sleep Through the Static/</u> Jack Johnson	362,000
10.	<u>In Between Dreams/</u> Jack Johnson	358,000

TOP TEN SELLING DIGITAL ARTISTS OF SOUNDSCAN ERA

(based on digital track sales from 7/4/2004-1/3/2010)

	<u>Artist</u>	<u>Units Sold</u>
1	Taylor Swift	24,329,000
2	Rihanna	23,577,000
3	Black Eyed Peas	22,493,000
4	Kanye West	21,842,000
5	Beyonce	21,637,000
6	Nickelback	20,366,000
7	Michael Jackson	19,225,000
8	Britney Spears	18,961,000
9	Eminem	17,941,000
10.	T.I.	18,153,000

DECADE AT A GLANCE (2000 – 2009)



TOP SELLERS OF THE DECADE

DECADE TOP TEN SELLING ALBUMS

(01/01/2000-1/3/2010) ~ SoundScan

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Beatles 1/Beatles</u>	11,564,000
2	<u>No Strings Attached/N'Sync</u>	11,113,000
3	<u>Come Away With Me/Norah Jones</u>	10,579,000
4	<u>Marshall Mathers LP/Eminem</u>	10,216,000
5	<u>Eminem Show/Eminem</u>	9,818,000
6	<u>Confessions/Usher</u>	9,730,000
7	<u>Hybrid Theory/Linkin Park</u>	9,697,000
8	<u>Human Clay/Creed</u>	9,495,000
9	<u>Oops!...I Did It Again/Britney Spears</u>	9,185,000
10.	<u>Country Grammar/Nelly</u>	8,464,000

DECADE TOP TEN SELLING ARTISTS

(based on Album sales from 01/01/2000-1/3/2010) ~SoundScan

	<u>Artist</u>	<u>Units Sold</u>
1	Eminem	32,241,000
2	Beatles	30,182,000
3	Tim McGraw	24,769,000
4	Toby Keith	24,469,000
5	Britney Spears	22,969,000
6	Kenny Chesney	22,034,000
7	Linkin Park	21,421,000
8	Nelly	21,232,000
9	Creed	20,594,000
10.	Jay-Z	20,424,000

DECADE TOP TEN MOST PLAYED SONGS

(01/01/2000-1/3/2010) Station Level ~ BDS

	<u>Title/Artist</u>	<u>Spins</u>
1	<u>How You Remind Me/Nickelback</u>	1,218,000
2	<u>Drops Of Jupiter (Tell Me)/Train</u>	1,141,000
3	<u>Hanging By A Moment/Lifehouse</u>	1,104,000
4	<u>Breathe/Faith Hill</u>	1,080,000
5	<u>Kryptonite/3 Doors Down</u>	1,062,000
6	<u>The Way You Love Me/Faith Hill</u>	1,046,000
7	<u>I Hope You Dance/Lee Ann Womack</u>	1,030,000
8	<u>Wherever You Will Go/The Calling</u>	996,000
9	<u>Smooth/Santana Feat. Rob Thomas</u>	985,000
10.	<u>The Reason/Hoobastank</u>	982,000

DECADE TOP TEN MOST PLAYED ARTISTS

(01/01/2000 – 1/3/2010) Station Level ~BDS

	<u>Artist</u>	<u>Spins</u>
1	Tim McGraw	7,965,000
2	Toby Keith	7,862,000
3	George Strait	7,638,000
4	Alan Jackson	6,885,000
5	Nickelback	6,877,000
6	Kenny Chesney	6,492,000
7	Rascal Flatts	5,658,000
8	Brooks & Dunn	5,567,000
9	Garth Brooks	5,519,000
10.	Green Day	5,435,000

2000 – 2009 Nielsen SoundScan & Nielsen BDS Decade Factoids

- There were more than 10.4 billion music purchases over the past ten years from 2000 – 2009, according to Nielsen SoundScan.
- There were more than 6 billion album sales during the decade and more than 4.1 billion digital song downloads purchased over past six years since Nielsen SoundScan began tracking digital music sales, according to Nielsen SoundScan.
- During the past decade there were more than 5.6 billion CD albums purchased, 187 million cassette album sales, 13.8 million LP's and 246 million digital albums downloaded, according to Nielsen SoundScan.
- Ninety-two percent of all albums purchased during the decade were CD's, 3% were cassette's, 4% were digital album sales and less than 1% were LP's, according to Nielsen SoundScan.
- Eminem is the biggest selling artist for the decade with more than 32 million album sales followed by The Beatles (30.2 million), Tim McGraw (24.8 million), Toby Keith (24.5 million) and Britney Spears (22.9 million), according to Nielsen SoundScan.
- The Beatles' Beatles 1 album was the biggest selling album for the decade with 11.6 million album sales. N'Sync's No Strings Attached is the second biggest selling album with 11.1 album sales and Come Away with Me by Norah Jones lands at #3 with 10.6 million sales, according to Nielsen SoundScan.
- Tim McGraw is the artist who received the most airplay in the decade with more than 7.9 million spins at radio, according to Nielsen BDS.
 - 🎵 Note: The top 4 most played artists on the radio for the decade were all country artists; Toby Keith, George Strait and Alan Jackson were all 2, 3 and 4 respectively.
- The Nickelback song "How You Remind Me" is the most played song at radio for the decade with more than 1.2 million spins, according to Nielsen BDS.

Nielsen RingScan has announced the Top Selling Mastertones for 2009.

Nielsen RingScan: Top 10 Mastertones

(12/29/2008-1/3/2010)

	<u>Title/Artist</u>	<u>Sales</u>
1	<u>Kiss Me Thru the Phone/Soullja Boy Tell'em</u>	1,289,000
2	<u>Blame It feat. T-Pain/Jamie Foxx</u>	884,000
3	<u>Dead and Gone feat. Justin Timberlake/T.I.</u>	847,000
4	<u>Day N Nite/ Kid Cudi</u>	757,000
5	<u>Boom Boom Pow/ Black Eyed Peas</u>	740,000
6	<u>All Summer Long/ Kid Rock</u>	672,000
7	<u>Right Round/ Flo Rida</u>	671,000
8	<u>Heartless/ Kanye West</u>	653,000
9	<u>Birthday Sex/ Jeremih</u>	650,000
10.	<u>Big Green Tractor/ Jason Aldean</u>	611,000