

# THE NIELSEN COMPANY & BILLBOARD'S 2011 MUSIC INDUSTRY REPORT

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## Album Sales Up for the First Time Since 2004 Digital Track & Digital Album Sales Reach New Highs Overall Music Sales Break 1.6 Billion Mark for First Time

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Nielsen SoundScan, the entertainment industry's data information system that tracks unit point-of-purchase sales of recorded music product and Nielsen BDS, the music industry's leading music performance monitoring service- which power many of the Billboard charts- have announced the 2011 calendar year sales and airplay monitoring data for the 52-week period January 3, 2011 through January 1, 2012.

### OVERALL MUSIC SALES (1/3/11 – 1/1/12) (ALBUMS, SINGLES, MUSIC VIDEO, DIGITAL TRACKS – IN MILLIONS)

UNITS SOLD	2011	2010	% Chg.
	*1,611	1,507	6.9%

### OVERALL ALBUM SALES (1/3/11 – 1/1/12) (INCLUDES ALL ALBUMS & TRACK EQUIVALENT ALBUMS – IN MILLIONS)

UNITS SOLD	2011	2010	% Chg.
	457.7	443.4	3.2%

### TOTAL ALBUM SALES (1/3/11 – 1/1/12) (INCLUDES CD, CS, LP, DIGITAL ALBUMS - IN MILLIONS)

UNITS SOLD	2011	2010	% Chg.
	330.6	326.2	1.3%

### INTERNET ALBUM SALES (1/3/11 – 1/1/12) (PHYSICAL ALBUM PURCHASES VIA E-COMMERCE SITES, IN MILLIONS)

UNITS SOLD	2011	2010	% Chg.
	29.3	24.9	17.7%

### DIGITAL TRACK SALES

(1/3/11 – 1/1/2012 - IN MILLIONS)

UNITS SOLD	2011	2010	% Chg.
	*1,271	1,172	8.5%

### DIGITAL ALBUM SALES

(1/3/2011 – 1/1/2012 - IN MILLIONS)

UNITS SOLD	2011	2010	% Chg.
	*103.1	86.3	19.5%

### TOTAL CD ALBUM SALES (1/3/11 – 1/1/12)

(CD ALBUMS - IN MILLIONS)

UNITS SOLD	2011	2010	% Chg.
	223.5	236.9	- 5.7%

### TOTAL LP ALBUM SALES (1/3/11 – 1/1/12)

(LP/VINYL ALBUMS - IN MILLIONS)

UNITS SOLD	2011	2010	% Chg.
	*3.9	2.8	36.3%

### HOLIDAY SEASON ALBUM SALES (11/7/11 – 1/1/12)

(Physical & Digital ALBUM SALES DURING HOLIDAY SEASON: IN MILLIONS)

UNITS SOLD	2011	2010	% Chg.
	75.1	78.7	- 4.6%

### HOLIDAY SEASON TRACK SALES (11/7/11 – 1/1/12)

(Digital Track SALES DURING HOLIDAY SEASON: IN MILLIONS)

UNITS SOLD	2011	2010	% Chg.
	216.0	214.6	0.7%

### TOTAL NEW ALBUM RELEASES

(Based on new albums released 1/3/11 - 1/1/12)

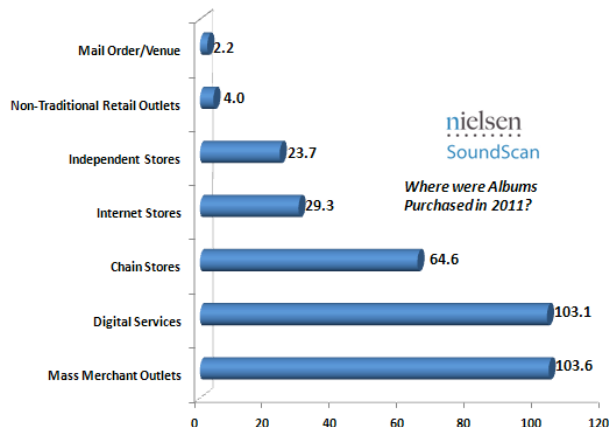
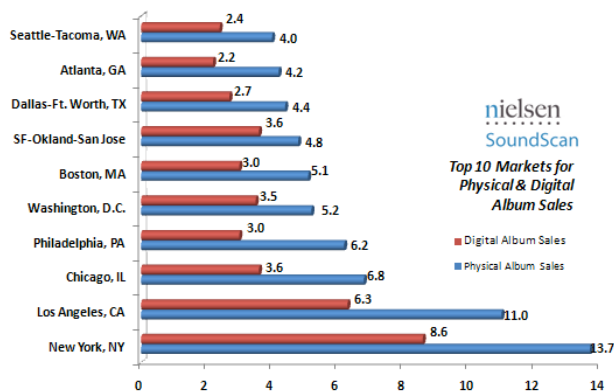
# OF ALBUMS	2011	2010
	76,875	75,159

### ALBUM SALES PLATEAUS

(Based on all albums sold 1/3/11 – 1/1/12)

# OF ALBUMS	2011	2010
1 million Or More	13	13
500,000 – 999,999	35	35

\*Denotes a Nielsen SoundScan sales record



## 2011 GENRE ALBUM SALES REPORT

(Based on total album sales 1/3/11-1/1/12 – IN THOUSANDS)

Genre	2011	2010	% Chg.
<b>Alternative</b>	<b>55,032</b>	<b>53,727</b>	<b>2.4%</b>
Christian/Gospel+	23,734	24,226	-2.0%
<b>Classical</b>	<b>9,566</b>	<b>8,957</b>	<b>6.8%</b>
Country	42,923	43,718	-1.8%
<b>Jazz</b>	<b>11,077</b>	<b>8,780</b>	<b>26.2%</b>
Latin	11,814	12,350	-4.3%
Metal	32,206	32,554	-1.1%
<b>New Age</b>	<b>1,929</b>	<b>1,660</b>	<b>16.2%</b>
R&B	55,435	57,871	-4.2%
<b>Rap</b>	<b>28,251</b>	<b>27,328</b>	<b>3.4%</b>
<b>Rock</b>	<b>105,685</b>	<b>103,709</b>	<b>1.9%</b>
Soundtrack	13,232	16,412	-19.4%
<b>Electronic</b>	<b>10,049</b>	<b>8,735</b>	<b>15.0%</b>

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

+Sales figures tracked by Christian SoundScan

## CURRENT VS. CATALOG ALBUM SALES

(1/3/11-1/1/12 - IN MILLIONS)

	2011	2010	% Chg.
<b>Overall Albums</b>			
Current	179.4	187.3	- 4.2%
Catalog	151.2	138.9	8.9%
Deep Catalog	119.4	106.1	12.5%
<b>Physical Albums:</b>	<b>2011</b>	<b>2010</b>	<b>% Chg.</b>
Current	126.5	143.0	- 11.5%
Catalog	101.0	97.0	4.1%
Deep Catalog	81.0	74.9	8.1%
<b>Digital Albums:</b>	<b>2011</b>	<b>2010</b>	<b>% Chg.</b>
Current	52.9	44.3	19.4%
Catalog	50.2	41.9	19.8%
Deep Catalog	38.4	31.2	23.1%

## 2011 GENRE DIGITAL ALBUM SALES REPORT

(Based on digital album sales 1/3/11-1/1/12 – IN THOUSANDS)

Genre	2011	2010	% Chg.
<b>Alternative</b>	<b>24,674</b>	<b>20,932</b>	<b>19.9%</b>
Christian/Gospel+	4,781	3,971	20.4%
<b>Classical</b>	<b>2,409</b>	<b>2,016</b>	<b>19.5%</b>
Country	8,181	6,437	27.1%
<b>Jazz</b>	<b>2,636</b>	<b>2,191</b>	<b>20.3%</b>
Latin	1,128	917	23.0%
<b>Metal</b>	<b>9,752</b>	<b>8,090</b>	<b>20.5%</b>
<b>New Age</b>	<b>574</b>	<b>529</b>	<b>8.5%</b>
R&B	14,922	11,731	27.2%
<b>Rap</b>	<b>9,882</b>	<b>6,969</b>	<b>41.8%</b>
<b>Rock</b>	<b>38,593</b>	<b>33,186</b>	<b>16.3%</b>
Soundtrack	5,543	5,678	-2.4%
<b>Electronic</b>	<b>4,936</b>	<b>3,468</b>	<b>42.3%</b>

## DIGITAL TRACK SALES BY DECADE

(1/3/11-1/1/12 – IN THOUSANDS)

Decade	2011	2010	% Chg.	% Tot Sales
2010's	541,981	251,000	116%	43%
2000's	535,170	742,700	- 28%	43%
1990's	87,092	85,141	2%	7%
1980's	40,506	38,316	6%	3%
1970's	32,589	30,966	5%	3%
1960's	18,236	16,933	8%	1%
1950's	2,712	2,977	-9%	0.2%
1940's	601	652	- 8%	0.04%

## CURRENT VS. CATALOG DIGITAL TRACK SALES

(1/3/11-1/1/12 – IN MILLIONS)

Sales	2011	2010	% Chg.
Current	552.4	523.0	6%
Catalog	718.4	648.5	11%

## DIGITAL TRACK SALES BY CORE GENRE

(1/3/11-1/1/12 – IN THOUSANDS)

Genre	2011	% Tot Sales	Genre	2011	% Tot Sales
Blues	2,423	0.2%	Latin	20,613	1.6%
Children	4,238	0.3%	New Age	1,398	0.1%
Christian/Gospel	32,248	2.5%	<b>Pop</b>	<b>305,606</b>	<b>24.0%</b>
Classical	6,692	0.5%	<b>R&amp;B/Hip Hop</b>	<b>262,058</b>	<b>20.6%</b>
Comedy	6,650	0.5%	<b>Rock</b>	<b>291,655</b>	<b>22.9%</b>
<b>Country</b>	<b>143,694</b>	<b>11.3%</b>	World	4,125	0.3%
Dance/Electronic	39,095	3.1%			
Holiday/Seasonal	13,700	1.1%			
Jazz	9,231	0.7%			

## 2011 YEAR-TO-DATE RECORD COMPANY MARKET SHARE (1/3/11 - 1/1/12)

(Reflects the market share for the entire entity including sub-distributed companies for the 52 week year)

### TOTAL ALBUMS (Catalog & Current Titles)

	2011	2010
UMG	29.85%	30.84%
SME	29.29%	27.95%
WMG	19.13%	20.01%
EMI	9.62%	10.18%
OTHERS	12.11%	11.02%

### CURRENT ALBUMS

	2011	2010
UMG	31.85%	34.61%
SME	29.56%	27.48%
WMG	17.39%	18.44%
EMI	9.07%	9.62%
OTHERS	12.14%	9.85%

### CATALOG ALBUMS

	2011	2010
UMG	27.43%	25.77%
SME	28.97%	28.59%
WMG	21.18%	22.12%
EMI	10.34%	10.93%
OTHERS	12.07%	12.60%

**PHYSICAL ALBUMS** (Catalog & Current Titles) **DIGITAL ALBUMS** (Catalog & Current Titles)**DIGITAL TRACKS**

	<u>2011</u>	<u>2010</u>		<u>2011</u>	<u>2010</u>		<u>2011</u>	<u>2010</u>
UMG	30.53%	32.06%	UMG	28.35%	27.47%	UMG	32.97%	33.30%
SME	31.08%	29.31%	SME	25.36%	24.18%	SME	26.21%	25.28%
WMG	18.78%	19.07%	WMG	19.91%	22.60%	WMG	17.74%	19.58%
EMI	9.44%	9.99%	EMI	10.00%	10.71%	EMI	8.26%	8.36%
OTHERS	10.17%	9.57%	OTHERS	16.37%	15.03%	OTHERS	12.97%	12.51%

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**BILLBOARD'S TOP SELLING ALBUMS & ARTISTS, BASED ON NIELSEN SOUNDSCAN DATA**

\*for the 2011 Calendar Year

**2011 TOP TEN SELLING ALBUMS**

(1/3/2011-1/1/2012)



	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>21/ Adele</u>	5,824,000
2	<u>Christmas/ Michael Buble</u>	2,452,000
3	<u>Born This Way/ Lady Gaga</u>	2,101,000
4	<u>Tha Carter IV/ Lil' Wayne</u>	1,917,000
5	<u>My Kinda Party/ Jason Aldean</u>	1,576,000
6	<u>Sigh No More/ Mumford &amp; Sons</u>	1,420,000
7	<u>Take Care/ Drake</u>	1,247,000
8	<u>Under the Mistletoe/ Justin Bieber</u>	1,245,000
9	<u>Watch the Throne/ Jay Z &amp; Kayne West</u>	1,232,000
10.	<u>Own the Night/ Lady Antebellum</u>	1,204,000

**2011 TOP TEN SELLING ARTISTS**

(Based on Album sales from 1/3/2011-1/1/2012)



	<u>Artist</u>	<u>Units Sold</u>
1	Adele	6,744,000
2	Justin Bieber	3,393,000
3	Michael Buble	2,985,000
4	Lady Gaga	2,828,000
5	Lil' Wayne	2,651,000
6	Lady Antebellum	2,180,000
7	Glee Cast	2,104,000
8	Jason Aldean	1,884,000
9	Taylor Swift	1,847,000
10.	Drake	1,591,000

**2011 TOP TEN SELLING DIGITAL SONGS**

(Combines all versions of same Song:1/3/2011-1/1/2012)



	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Rolling In the Deep/ Adele</u>	5,813,000
2	<u>Party Rock Anthem/ LMFAO feat. Lauren Bennett &amp; G</u>	5,468,000
3	<u>E.T./ Katy Perry</u>	4,829,000
4	<u>Moves Like Jagger/ Maroon 5 feat Christina Aguilera</u>	4,111,000
5	<u>Give Me Everything/ Pitbull feat Ne-yo, Afrojack</u>	3,875,000
6	<u>Pumped Up Kicks/ Foster the People</u>	3,843,000
7	<u>Someone Like You/ Adele</u>	3,750,000
8	<u>F**k You (Forget You)/ Cee Lo Green</u>	3,724,000
9	<u>Super Bass/ Nicki Minaj</u>	3,608,000
10.	<u>Born This Way/ Lady Gaga</u>	3,476,000

**2011 TOP TEN SELLING DIGITAL ARTISTS**

(Based on digital track sales from 1/3/2011 - 1/1/2012)

	<u>Artist</u>	<u>Units Sold</u>
1	Katy Perry	15,187,000
2	Adele	14,247,000
3	Rihanna	13,918,000
4	Glee Cast	13,580,000
5	Lady Gaga	12,768,000
6	Lil Wayne	12,335,000
7	LMFAO	10,507,000
8	Bruno Mars	10,443,000
9	Eminem	9,264,000
10.	Chris Brown	8,770,000

**2011 TOP TEN SELLING DIGITAL TRACKS**

(1/3/2011 - 1/1/2012)



	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Rolling In The Deep/ Adele</u>	5,756,000
2	<u>Party Rock Anthem/ LMFAO feat. Lauren Bennett &amp; G</u>	5,006,000
3	<u>Moves Like Jagger/ Maroon 5 feat Christina Aguilera</u>	4,012,000
4	<u>Give Me Everything/ Pitbull feat Ne-yo, Afrojack</u>	3,793,000
5	<u>Pumped Up Kicks/ Foster the People</u>	3,753,000
6	<u>Someone Like You/ Adele</u>	3,750,000
7	<u>E.T./ Katy Perry</u>	3,424,000
8	<u>Sexy and I Know It/ LFMAO</u>	3,355,000
9	<u>Born This Way/ Lady Gaga</u>	3,346,000
10.	<u>Super Bass/ Nicki Minaj</u>	3,005,000

**2011 TOP TEN SELLING DIGITAL ALBUMS**

(1/3/2011-1/1/2012)



	<u>Artist</u>	<u>Units Sold</u>
1	<u>21/ Adele</u>	1,801,000
2	<u>Born This Way/ Lady Gaga</u>	877,000
3	<u>Sigh No More/ Mumford &amp; Sons</u>	761,000
4	<u>Watch the Throne/ Jay Z &amp; Kayne West</u>	608,000
5	<u>Tha Carter IV/ Lil' Wayne</u>	603,000
6	<u>Mylo Xyloto/ Coldplay</u>	573,000
7	<u>Take Care/ Drake</u>	467,000
8	<u>Christmas/ Michael Buble</u>	348,000
9	<u>Teenage Dream/ Katy Perry</u>	299,000
10	<u>Torches/ Foster The People</u>	294,000

## TOP TEN ALBUMS DURING 2011 HOLIDAY SEASON

(Based on album sales from 11/7/2011-1/1/2012)



	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Christmas/ Michael Buble</u>	2,223,000
2	<u>21/ Adele</u>	1,507,000
3	<u>Take Care/ Drake</u>	1,246,000
4	<u>Under the Mistletoe/ Justin Bieber</u>	1,035,000
5	<u>Here And Now/ Nickelback</u>	586,000
6	<u>Now 40/ Various</u>	550,000
7	<u>Talk That Talk/ Rihanna</u>	514,000
8	<u>Concerto:Live Central Park/ Andrea Bocelli</u>	460,000
9	<u>Own The Night/ Lady Antebellum</u>	455,000
10.	<u>Mylo Xyloto/ Coldplay</u>	454,000

## TOP TEN DIGITAL SONGS DURING HOLIDAY SEASON

(Based on digital song sales from 11/7/2011-1/1/2012)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Sexy And I Know It/ LMFAO</u>	1,873,000
2	<u>We Found Love/ Rihanna feat Calvin Harris</u>	1,703,000
3	<u>It Will Rain/ Bruno Mars</u>	1,465,000
4	<u>Good Feeling/ Flo Rida</u>	1,272,000
5	<u>One That Got Away/ Katy Perry</u>	1,263,000
6	<u>Someone Like You/ Adele</u>	1,068,000
7	<u>Ni**as In Paris/ Jay-Z &amp; Kayne West</u>	1,005,000
8	<u>Party Rock Anthem/ LMFAO feat. Lauren Bennett</u>	996,000
9	<u>Moves Like Jagger/ Maroon 5 feat Christina Aguilera</u>	993,000
10	<u>Without You/ David Guetta feat Usher</u>	904,000

## 2011 TOP TEN SEASONAL ALBUMS

(1/3/2011-1/1/2012)



	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Christmas/ Michael Buble</u>	2,452,000
2	<u>Under the Mistletoe/ Justin Bieber</u>	1,245,000
3	<u>Heavenly Christmas/ Jackie Evancho</u>	310,000
4	<u>Glee: The Music, The Christmas/ Glee Cast</u>	306,000
5	<u>Very She &amp; Him Christmas/ She &amp; Him</u>	288,000
6	<u>My Christmas/ Andrea Bocelli</u>	247,000
7	<u>The Gift/ Susan Boyle</u>	233,000
8	<u>Christmas Symph./ Mannheim Steamroller</u>	184,000
9	<u>Noel/ Josh Groban</u>	178,000
10.	<u>Charlie Brown Christmas/ Vince Guaraldi</u>	170,000

## 2011 TOP TEN INTERNET ALBUMS

(1/3/2011-1/1/2012)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>21/ Adele</u>	321,000
2	<u>Christmas/ Michael Buble</u>	168,600
3	<u>Duets II/ Tony Bennett</u>	97,200
4	<u>Sigh No More/ Mumford &amp; Sons</u>	96,700
5	<u>Born This Way/ Lady Gaga</u>	77,800
6	<u>19/ Adele</u>	72,800
7	<u>Dream With Me/ Jackie Evancho</u>	72,300
8	<u>King of Limbs/ Radiohead</u>	71,300
9	<u>Il Volo/ Il Volo</u>	63,000
10.	<u>Mylo Xyloto/ Coldplay</u>	60,700

## 2011 TOP TEN VINYL ALBUMS

(1/3/2011-1/1/2012)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>Abbey Road/ Beatles</u>	41,000
2	<u>Helplessness Blues/ Fleet Foxes</u>	29,700
3	<u>Bon Iver/ Bon Iver</u>	27,200
4	<u>Sigh No More/ Mumford &amp; Sons</u>	26,800
5	<u>King Of Limbs/ Radiohead</u>	20,800
6	<u>21/ Adele</u>	16,500
7	<u>For Emma Forever Ago/ Bon Iver</u>	16,200
8	<u>Whole Love/ Wilco</u>	14,900
9	<u>Brothers/ Black Keys</u>	14,200
10.	<u>El Camino/ Black Keys</u>	13,800

## 2011 TOP TEN VINYL ARTISTS

(Based on vinyl album sales from 1/3/2011-1/1/2012)

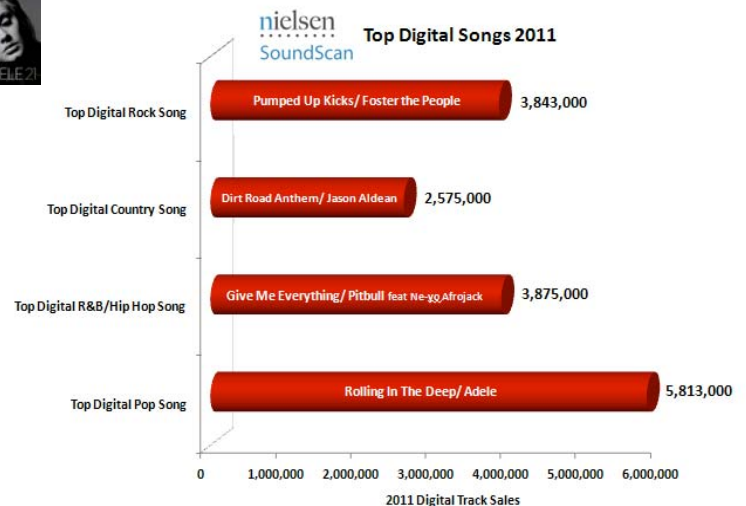
	<u>Artist</u>	<u>Units Sold</u>
1	Radiohead	64,000
2	Black Keys	58,200
3	Bon Iver	47,100
4	Beatles	43,300
5	Fleet Foxes	42,600
6	Tom Waits	30,200
7	Wilco	30,100
8	Jimi Hendrix	29,700
9	Bob Dylan	27,400
10.	Nirvana	27,000

## 2011 TOP TEN PHYSICAL ALBUMS

(Based on CD, Cassette and LP album sales from 1/3/2011-1/1/2012)



	<u>Title/Artist</u>	<u>Units Sold</u>
1	<u>21/ Adele</u>	4,023,000
2	<u>Christmas/ Michael Buble</u>	2,104,000
3	<u>My Kinda Party/ Jason Aldean</u>	1,326,000
4	<u>Tha Carter IV/ Lil' Wayne</u>	1,314,000
5	<u>Born This Way/ Lady Gaga</u>	1,223,000
6	<u>Under the Mistletoe/ Justin Bieber</u>	1,094,000
7	<u>Own the Night/ Lady Antebellum</u>	966,000
8	<u>4/ Beyonce</u>	845,000
9	<u>Take Care/ Drake</u>	780,000
10.	<u>Speak Now/ Taylor Swift</u>	774,000



# BILLBOARD'S MOST PLAYED TITLES AND ARTISTS, BASED ON NIELSEN BDS DATA

\*for the 2011 Calendar Year

## Top 10 Most Played Songs

	<u>Title/Artist</u>	<u>Detection</u> <u>S</u>
1	<u>Rolling In The Deep/ Adele</u>	658,000
2	<u>Give Me Everything/ Pitbull feat Ne-yo,Afrojack</u>	620,000
3	<u>Party Rock Anthem/ LMFAO feat. Lauren Bennett &amp; G</u>	571,000
4	<u>E.T./ Katy Perry</u>	526,000
5	<u>Firework/ Katy Perry</u>	509,000
6	<u>F**kin' Perfect/ P!nk</u>	501,000
7	<u>Grenade/ Bruno Mars</u>	483,000
8	<u>Moves Like Jagger/ Maroon 5 feat Christina Aguilera</u>	465,000
9	<u>Just Can't Get Enough/ Black Eyed Peas</u>	457,000
10.	<u>Last Friday Night (T.G.I.F.)/ Katy Perry</u>	450,000

## Top 10 Artist Airplay

	<u>Artist</u>	<u>Detections</u>
1	Katy Perry	1,457,000
2	Bruno Mars	1,440,000
3	Lady Gaga	1,261,000
4	P!nk	1,182,000
5	Rihanna	1,127,000
6	Adele	1,118,000
7	Taylor Swift	1,094,000
8	Black Eyed Peas	955,000
9	Lady Antebellum	916,000
10.	Britney Spears	900,000

## Top 10 Holiday Songs Airplay

	<u>Title/Artist</u>	<u>Detection</u> <u>S</u>
1	<u>Rockin' Around the Christmas/Brenda Lee</u>	40,000
2	<u>A Holly Jolly Christmas/ Burl Ives</u>	38,900
3	<u>Jingle Bell Rock/ Bobby Helms</u>	38,000
4	<u>Feliz Navidad/ Jose Feliciano</u>	36,800
5	<u>The Christmas Song/ Nat King Cole</u>	36,300
6	<u>All I Want for Christmas Is.../Mariah Carey</u>	34,000
7	<u>It's the Most Wonderful.../Andy Williams</u>	33,500
8	<u>Happy X-Mas(War is Over)/ John Lennon</u>	31,500
9	<u>Do They Know It's Christmas/ Band Aid</u>	30,200
10.	<u>White Christmas/ Bing Crosby</u>	28,500

## Nielsen BDS: Top 10 Artists - Streams

	<u>Artist</u>	<u>Streams</u>
1	Lady Gaga	135,606,000
2	Rihanna	131,351,000
3	Nicki Minaj	126,244,000
4	Adele	123,642,000
5	Taylor Swift	123,585,000
6	Eminem	114,023,000
7	Beyonce	104,002,000
8	Britney Spears	82,738,000
9	Katy Perry	78,789,000
10.	LMFAO	71,371,000

## Nielsen BDS: Top 10 Streamed Songs

	<u>Title/Artist</u>	<u>Streams</u>
1	<u>Super Bass/ Nicki Minaj</u>	84,892,000
2	<u>Party Rock Anthem/ LMFAO feat. Lauren Bennett &amp; G</u>	71,371,000
3	<u>Rolling In The Deep/ Adele</u>	53,173,000
4	<u>Sexy and I Know It/ LFMAO</u>	50,196,000
5	<u>Someone Like You/ Adele</u>	40,853,000
6	<u>Born This Way/ Lady Gaga</u>	36,580,000
7	<u>Look at Me Now/ Chris Brown feat Lil Wayne &amp; Busta</u>	33,909,000
8	<u>Give Me Everything/ Pitbull feat Ne-yo,Afrojack</u>	32,616,000
9	<u>On the Floor/ Jennifer Lopez feat Pitbull</u>	31,909,000
10.	<u>Love You Like.../Selena Gomez &amp; The Scene</u>	30,928,000

## Nielsen BDS:Top 10 Music Video Streams

	<u>Title/Artist</u>	<u>Streams</u>
1	<u>Super Bass/ Nicki Minaj</u>	70,956,000
2	<u>Party Rock Anthem/ LMFAO feat. Lauren Bennett &amp;</u>	56,428,000
3	<u>Sexy and I Know It/ LFMAO</u>	45,800,000
4	<u>Someone Like You/ Adele</u>	31,196,000
5	<u>Rolling In The Deep/ Adele</u>	30,064,000
6	<u>Love You Like.../Selena Gomez &amp; The Scene</u>	26,124,000
7	<u>Born This Way/ Lady Gaga</u>	25,130,000
8	<u>Look at Me Now/ Chris Brown feat Lil Wayne &amp;</u>	24,218,000
9	<u>We Found Love/ Rihanna feat Calvin Harris</u>	22,819,000
10.	<u>On the Floor/ Jennifer Lopez feat Pitbull</u>	21,960,000

# BILLBOARD'S TOP TITLES & ARTISTS OF THE NIELSEN SOUNDSCAN ERA

## TOP TEN SELLING ARTISTS

(Based on album sales from 1991-1/1/2012)

	<u>Title/Artist</u>	<u>Units Sold</u>
1	Garth Brooks	68,561,000
2	Beatles	63,299,000
3	Mariah Carey	53,612,000
4	Metallica	53,170,000
5	Celine Dion	51,492,000
6	George Strait	43,310,000
7	Eminem	41,166,000
8	Tim McGraw	40,169,000
9	Alan Jackson	38,860,000
10.	Pink Floyd	37,228,000

## TOP TEN SELLING ALBUMS

(1991 - 1/1/2012)

	<u>Artist</u>	<u>Units Sold</u>
1	<u>Metallica/ Metallica</u>	15,735,000
2	<u>Come On Over/ Shania Twain</u>	15,513,000
3	<u>Jagged Little Pill/ Alanis Morissette</u>	14,714,000
4	<u>Millennium/ Backstreet Boys</u>	12,168,000
5	<u>Beatles 1/ Beatles</u>	11,985,000
6	<u>Soundtrack/ Bodyguard</u>	11,829,000
7	<u>Supernatural/ Santana</u>	11,772,000
8	<u>Human Clay/ Creed</u>	11,574,000
9	<u>No Strings Attached/ N Sync</u>	11,122,000
10.	<u>Falling Into You/ Celine Dion</u>	10,790,000

### **TOP TEN SELLING DIGITAL SONGS**

(7/4/2004-1/1/2012)

	<b><u>Title/Artist</u></b>	<b><u>Units Sold</u></b>
1	<u>I Gotta Feeling/ Black Eyed Peas</u>	7,688,000
2	<u>Poker Face/ Lady Gaga</u>	6,529,000
3	<u>Just Dance/ Lady Gaga feat. Colby O'Donis</u>	6,458,000
4	<u>Boom Boom Pow/ Black Eyed Peas</u>	6,267,000
5	<u>Low/ Flor Rida Feat. T-Pain</u>	6,152,000
6	<u>Tik Tok/ Ke\$ha</u>	6,149,000
7	<u>Rolling In The Deep/ Adele</u>	5,921,000
8	<u>I'm Yours/ Jason Mraz</u>	5,919,000
9	<u>Hey, Soul Sister/ Train</u>	5,741,000
10.	<u>Dynamite/ Taio Cruz</u>	5,719,000

### **TOP TEN SELLING DIGITAL ALBUMS**

(7/4/2004 – 1/1/2012)

	<b><u>Artist</u></b>	<b><u>Units Sold</u></b>
1	<u>21/ Adele</u>	1,801,000
2	<u>Sigh No More/ Mumford &amp; Sons</u>	1,103,000
3	<u>Recovery/ Eminem</u>	1,081,000
4	<u>Fame/ Lady Gaga</u>	1,010,000
5	<u>Born This Way/ Lady Gaga</u>	877,000
6	<u>Viva La Vida/ Coldplay</u>	841,000
7	<u>Fearless/ Taylor Swift</u>	785,000
8	<u>Only By the Night/ Kings Of Leon</u>	710,000
9	<u>Soundtrack/ Twilight</u>	682,000
10.	<u>Speak Now/ Taylor Swift</u>	681,000

### **TOP TEN SELLING DIGITAL ARTISTS**

(Based on digital track sales from 7/4/2004-1/1/2012)

	<b><u>Artist</u></b>	<b><u>Units Sold</u></b>
1	Rihanna	47,571,000
2	Black Eyed Peas	42,405,000
3	Eminem	42,290,000
4	Lady Gaga	42,078,000
5	Taylor Swift	41,821,000
6	Katy Perry	37,620,000
7	Lil' Wayne	36,788,000
8	Beyonce	30,439,000
9	Kanye West	30,242,000
10.	Britney Spears	28,665,000

- For the first time, total music purchases reached the **1.6 Billion** mark for the year.
- Overall Album sales (including Albums and Track Equivalent Album sales) were up 3.2% compared to 2010.
- Total Album sales were up for the first time since 2004 (1.3%) with sales totaling 330.6 million compared to 326.2 million in 2010.
- There were 228 million physical album sales in 2011; a decline of 5% over 2010. This is significantly less than the 19% decline in 2010.
- During 2011 there were 76,875 new albums released that sold at least one copy, that's up slightly from 2010 when there were just over 75,000 new albums released.
  - The nearly 77,000 new album releases accounted for 113.2 million sales or **34%** of ALL album sales for the entire year.
  - The top 1,500 best selling new album releases accounted for over 100 million (nearly 90%) of the 113 million sales generated by new releases.
- Similar to a year ago, there were 11 albums that sold 1 million or more copies and 35 albums that sold 500,000 – 999,999 copies.
- While there were a number of album genres that had saw growth over the previous year, 3 smaller genres experienced double digital growth in 2011. Jazz, New Age and Electronic grew by 26%, 16% and 15% respectively.
- The genre that experienced the biggest decline for 2011 was Soundtracks; down nearly 20% over 2010.
- For the fourth consecutive year, more vinyl albums were purchased than any other year in the history of Nielsen SoundScan.
  - In 2011, vinyl album sales nearly reached the 4 million mark with 3.9 million sales. That shattered the previous record of 2.8 million LP album sales in 2010.
  - Note that 67% of all vinyl albums were purchased at an independent music store during 2011.
  - Vinyl album sales in 2011 were up 36% compared to 2010 and accounted for 1.2% of all album sales.
  - Nearly 3 out of every 4 vinyl albums purchased were a Rock album in 2011.

## Digital Factoids:

- For the first time, digital music sales are larger than physical sales; accounting for 50.3% of all music purchases in 2011.
- Digital track sales set a new record and break the **1.2 BILLION** sales mark for with 1.27 billion sales in 2011. That's an increase of 100 million sales (8.4%) over 2010's digital track sales total.
- Digital album sales broke the 100 million mark for the first time with a new all-time high of 103.1 million sales (up from 86.3 million in 2010); an increase of nearly 20%.
  - Digital album sales accounted for nearly 1 out of every 3 album purchases (31%) in 2011; compared to 26% in 2010, 20% in 2009, 15% in 2008, 10% in 2007 and 5.5% in 2006.
  - Nearly all digital album genres had a positive year in 2011; except for Soundtracks which were down just over 2% compared to 2010.
  - While total digital album growth was 20% in 2011, there were a number of digital album genres that experienced even higher digital growth.
    - Rap and Electronic digital album sales → up 42%
    - Country and R&B digital album sales → up 27%
    - Latin digital album sales → up 23%
- For the last week of 2011; week ending 1/1/2012, the following digital sales record was broken:
  - Digital album sales this week set a new high with sales of 3.5 million; breaking the previous record which was set the week prior (12/25/11) with 3.2 million sales.
- During the last week of 2011, week ending 1/1/2012, digital track sales compiled the second biggest sales week ever with 46.4 million track downloads. The week with the most digital track downloads ever for one week was during week ending 12/28/2008 with 47.7 million track sales.
- Digital track sales for Pop, Rock, R&B/Hip Hop and Country genres all had double digital growth in 2011; 24%, 23%, 20% and 11% respectively.
- "Rolling In the Deep" by Adele tops the chart for best selling digital song in 2011 with 5.8 million downloads. LMFAO's song "Party Rock Anthem" comes in right behind with 5.5 million sales. This is the first time a digital song had more than 5 million downloads in a year.
- In 2011, there are 38 different digital songs with sales that exceeded 2 million compared to 37 in 2010, 31 in 2009, 19 in 2008 and 9 in 2007.
- For the first time, more than 100 Digital Songs exceeded the 1 million sales mark for the year (112 to be exact).
- Katy Perry is the biggest selling digital artist in 2011 with more than 15.1 million track sales during the year.
- In 2011, 8 different artists broke the 10 million digital track sales mark.

### Best Seller Album Factoids: (being renamed this year as the “Adele Album Factoids”)

- Adele’s 21 finishes the year as the biggest selling album with just more than 5.8 million sales. This is the first time since 2004 that an album sold more than 5 million copies in a year. Usher’s album “Confessions” sold 8 million copies in 2004.
  - Adele held top honors in many sales categories this year and became the first artist to claim the top spot for Best Selling Artist, Album and Digital Song in the same year.
  - Below is a listing of Adele’s top honors for 2011:
    - Best Selling Artist based on Album sales – 6.7 million
    - Best Selling Album (21) – 5.8 million
    - Best Selling Physical Album (21) – 4.0 million
    - Best Selling Digital Album (21) – 1.8 million
    - Best Selling Digital Album of All Time (21) – 1.8 million
    - Best Selling Internet Album (21) – 321,000
    - Best Selling Digital Song (“Rolling In the Deep”) – 5.8 million
    - Best Selling Digital Track (“Rolling In the Deep”) – 5.7 million
    - Most Played Song on the Radio (“Rolling In the Deep”) – 658,000 detections
- For the second straight year, Lady Antebellum finishes the year as the biggest selling group of 2011 with more than 2.1 million album sales.
- Metallica’s self titled album remains on top as the best selling album in the Nielsen SoundScan era with more than 15.7 million album sales; more than 200,000 ahead of Shania Twain’s Come On Over.
- Garth Brooks continues to be comfortably the best selling artist in the Nielsen SoundScan era with more than 68.5 million album sales; 5 million sales ahead of the Beatles.
- Rihanna takes over the top spot as the biggest selling digital artist of all time with digital track sales totaling more than 47.5 million.
- The Columbia label group ends the year with the largest album market share among all label groups with a 9.34 share.

### Most Played and Streamed Factoids:

- Katy Perry ends the year as the most played artist over the airways in 2011 with more than 1.4 million spins; edging out Bruno Mars by 17,000 spins.
- Seven out of the top 10 played artists in 2011 all had more than 1 million detections for the year.
- There were more than **20.5 Billion** streams captured by Nielsen BDS during 2011 from their panel of streaming services.
- Lady Gaga claimed the top spot as the most streamed artist in 2011 with more than 135 million streams.
- Nicki Minaj’s “Super Bass” was the most streamed song and music video in 2011 with 84.9 million audio streams and 71 million video streams.

#### Holiday Season Factoids: (11/7 – 1/1/12).

- Overall album sales during the 2011 holiday season were down 4.6% with sales of 75 million sales.
- Overall track sales during the 2011 holiday season were up just about 1% with sales totaling 216 million.
- Similar to the two previous years, album sales during the “holiday season” accounted for 23% of all album sales for the year.
- Michael Buble’s Christmas album compiled more than 2.4 million sales during the last 10 weeks of the year and wound up being the 2<sup>nd</sup> biggest selling album in 2011 behind Adele’s “21”.
- Michael Buble’s Christmas album was also the biggest selling album during the 2011 holiday season (2.2 million sales) as well as the biggest holiday album since Josh Groban’s Noel (2007) that sold 3.7 million copies.

#### Strata Factoids:

- For more than five years Mass Merchant outlets were the more popular store type for consumers to buy music.
- In 2011, 31% of all albums purchased were through a digital service like iTunes, Amazonmp3 or eMusic, an increase of 5 points from 2010.
- During 2011, 31% of all album purchases occurred at Mass Merchant outlets (Wal-Mart, Target, etc.) as well.
- Album sales at retail Chain stores accounted for 20% of all album sales in 2011 while 7% occurred at Independent music stores.