

# NIELSEN ENTERTAINMENT & BILLBOARD'S 2014 MID-YEAR MUSIC INDUSTRY REPORT

## *Overall Music Consumption – Sales & Streaming Activity – Down 3.3% from Last Year*

**New York** – Nielsen, the entertainment industry's leading music data information provider, reveals 2014 mid-year U.S. music sales, airplay and streaming data for the six-month period of Dec. 30, 2013 through June 29, 2014. **Nielsen SoundScan** measures U.S. point-of-sale of recorded music product. **Nielsen BDS** captures U.S. radio airplay and music streams. Both systems power many of the **Billboard** charts.

For the first six months of 2014, sales of albums were down 14.9 percent vs. the first six months of 2013. Vinyl Album Sales and On-Demand streaming continue to show strong gains: Vinyl LP sales were up 40.4 percent and overall On-Demand streaming was up 42 percent over last year, with on-demand audio up 50.1 percent and on-demand video up 35.2 percent.

“With On-Demand streams surpassing 70 billion songs in the first six months of 2014, streaming continues to be an increasingly significant portion of the music industry,” said David Bakula, SVP Nielsen Entertainment. “Streaming’s 42 percent year-over-year growth and Vinyl LP’s 40 percent increase over last year’s record-setting pace shows interest in buying and consuming music continues to be robust, with two very distinct segments of the industry expanding substantially.”

### OVERALL ALBUM SALES WITH TRACK EQUIVALENT AND ON-DEMAND STREAMING EQUIVALENT ALBUMS

(TOTAL ALBUMS + TRACK EQUIVALENT ALBUMS + ON-DEMAND STREAMING EQUIVALENT ALBUMS – IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
UNITS SOLD	227.1	235.0	-3.3%

NOTE: TRACK EQUIVALENT ALBUMS ARE CALCULATED AT A RATIO OF 10 TRACKS TO 1 EQUIVALENT ALBUM. STREAM EQUIVALENT ALBUMS ARE AT A RATE OF 2000 TO 1 FOR 2013 AND 1500 TO 1 FOR 2014

### OVERALL ALBUM SALES WITH TRACK EQUIVALENT ALBUMS

(TOTAL ALBUMS + TRACK EQUIVALENT ALBUMS – IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
UNITS SOLD	180.2	210.2	-14.3%

NOTE: TRACK EQUIVALENT ALBUMS ARE CALCULATED AT A RATIO OF 10 TRACKS TO 1 EQUIVALENT ALBUM

### TOTAL ALBUM SALES

(INCLUDES CDS, CASSETTES, LPS, DIGITAL ALBUMS - IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
UNITS SOLD	120.9	142.0	-14.9%

### DIGITAL TRACK SALES

(IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
UNITS SOLD	593.6	682.2	-13.0%

### DIGITAL ALBUM SALES

(IN MILLIONS)

	2014	2013	% CHG.
UNITS SOLD	53.8	60.8	-11.6%

### CD ALBUM SALES

(CD ALBUMS – IN MILLIONS)

	2014	2013	% CHG.
UNITS SOLD	62.9	78.2	-19.6%

### ON-DEMAND STREAMS

(IN MILLIONS – ON-DEMAND AUDIO AND VIDEO STREAMS)

	2014	2013	% CHG.
TOTAL ON-DEMAND	70,295.0	49,515.1	+42.0%
AUDIO ON-DEMAND	33,653.5	22,415.6	+50.1%
VIDEO ON-DEMAND	36,641.7	27,099.5	+35.2%

### LP ALBUM SALES

(LP/VINYL ALBUMS – IN MILLIONS)

	2014	2013	% CHG.
UNITS SOLD	4.0	2.9	+ 40.4%

## BILLBOARD'S TOP ALBUMS & SONGS BASED ON NIELSEN ENTERTAINMENT DATA

### 2014 YTD TOP TEN SELLING ALBUMS

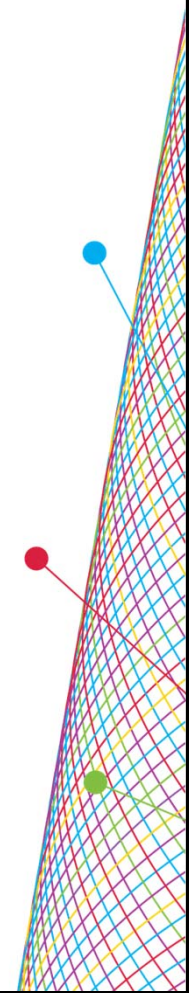
Week Ending: 06/29/2014

Rank	Lbl	Artist	Title	YTD Sales
1	DBV	VARIOUS ARTISTS	FROZEN	2,696,000
2	COL	BEYONCE	BEYONCE	702,000
3	ENAS	CHURCH*ERIC	OUTSIDERS	642,000
4	R-LA	LORDE	PURE HEROINE	641,000
5	ATLG	COLDPLAY	GHOST STORIES	589,000
6	NOW	VARIOUS	NOW 49	482,000
7	CAPN	BRYAN*LUKE	CRASH MY PARTY	455,000
8	CAP	PERRY*KATY	PRISM	453,000
9	NOW	VARIOUS	NOW 50	452,000
10	COL	WILLIAMS*PHARRELL	G I R L	452,000

### 2014 YTD TOP TEN SELLING ALBUMS W/TEA

(INCLUDES ALL ALBUMS & TRACK EQUIVALENT ALBUMS)

Rank	Label	Artist	Title	Total wTEA
1	DBV	VARIOUS ARTISTS	FROZEN	3,379,000
2	CAP	PERRY*KATY	PRISM	1,073,000
3	COL	WILLIAMS*PHARRELL	G I R L	1,059,000
4	R-LA	LORDE	PURE HEROINE	1,036,000
5	COL	BEYONCE	BEYONCE	1,018,000
6	ENAS	CHURCH*ERIC	OUTSIDERS	755,000
7	CAPN	BRYAN*LUKE	CRASH MY PARTY	746,000
8	INT	IMAGINE DRAGONS	NIGHT VISIONS	727,000
9	INT	EMINEM	MARSHALL MATHERS LP2	719,000
10	R-RN	FLORIDA GEORGIA LINE	HERE'S TO THE GOOD TIMES	712,000



**2014 YTD TOP 10 SELLING PHYSICAL ALBUMS**

Week Ending: 06/29/2014

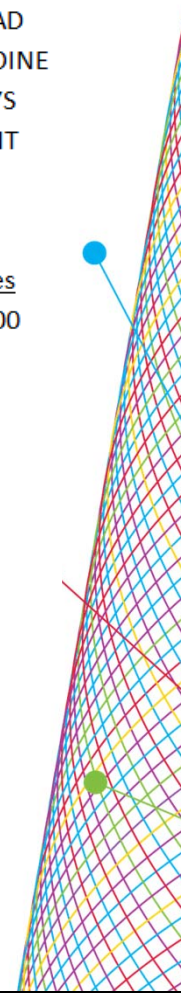
<u>Rank</u>	<u>Lbl</u>	<u>Artist</u>	<u>Title</u>	<u>YTD Sales</u>
1	DBV	VARIOUS ARTISTS	FROZEN	1,694,000
2	NOW	VARIOUS	NOW 49	406,000
3	NOW	VARIOUS	NOW 50	386,000
4	ENAS	CHURCH*ERIC	OUTSIDERS	373,000
5	COL	BEYONCE	BEYONCE	355,000
6	R-LA	LORDE	PURE HEROINE	295,000
7	COL	WILLIAMS*PHARRELL	G I R L	286,000
8	CAP	PERRY*KATY	PRISM	281,000
9	CAPN	BRYAN*LUKE	CRASH MY PARTY	277,000
10	VALO	GILBERT*BRANTLEY	JUST AS I AM	275,000

**2014 YTD TOP 10 SELLING VINYL ALBUMS**

<u>Rank</u>	<u>Lbl</u>	<u>Artist</u>	<u>Title</u>
1	COL	WHITE*JACK	LAZARETTO
2	DOMI	ARCTIC MONKEYS	AM
3	CAP	BECK	MORNING PHASE
4	WAR	BLACK KEYS*THE	TURN BLUE
5	INT	DEL REY*LANA	BORN TO DIE
6	ISL	MARLEY*BOB & THE WAILERS	LEGEND
7	CAP	BEATLES	ABBAY ROAD
8	R-LA	LORDE	PURE HEROINE
9	CPTK	DEMARCO*MAC	SALAD DAYS
10	R-RR	ST. VINCENT	ST. VINCENT

**2014 YTD Top Ten Selling Digital Albums**

<u>Rank</u>	<u>Lbl</u>	<u>Artist</u>	<u>Title</u>	<u>YTD Sales</u>
1	DBV	VARIOUS ARTISTS	FROZEN	1,003,000
2	COL	BEYONCE	BEYONCE	347,000
3	R-LA	LORDE	PURE HEROINE	345,000
4	ATLG	COLDPLAY	GHOST STORIES	334,000
5	ENAS	CHURCH*ERIC	OUTSIDERS	269,000
6	INT	IMAGINE DRAGONS	NIGHT VISIONS	239,000
7	VRGN	BASTILLE	BAD BLOOD	186,000
8	CAPN	BRYAN*LUKE	CRASH MY PARTY	178,000
9	INT	EMINEM	MARSHALL MATHERS LP2	176,000
10	CAP	PERRY*KATY	PRISM	172,000



### 2014 YTD Top Ten Selling Digital SONGS

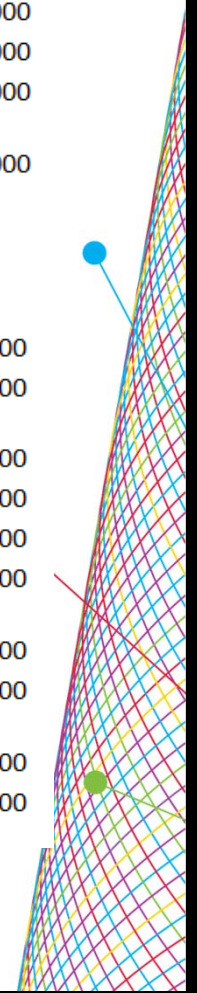
<u>RK</u>	<u>Artist</u>	<u>Title</u>	<u>YTD Sales</u>
1	WILLIAMS*PHARRELL	HAPPY	5,633,000
2	PERRY*KATY FEAT. JUICY J	DARK HORSE	4,004,000
3	LEGEND*JOHN	ALL OF ME	3,854,000
4	DERULO*JASON FEAT. 2 CHAINZ	TALK DIRTY	3,657,000
5	MENZEL*IDINA	LET IT GO	2,854,000
6	DJ SNAKE & LIL JON	TURN DOWN FOR WHAT	2,573,000
7	AZALEA*IGGY FEAT. CHARLI XCX	FANCY	2,533,000
8	BASTILLE	POMPEII	2,321,000
9	BLACC*ALOE	MAN	2,263,000
10	PITBULL FEAT. KE\$HA	TIMBER	2,189,000

### 2014 YTD STREAMS – AUDIO

<u>Rank</u>	<u>Label</u>	<u>Artist</u>	<u>Song</u>	<u>Streams</u>
1	Capitol	Katy Perry Feat. Juicy J	Dark Horse	65,454,000
2	Columbia	John Legend	All Of Me	59,380,000
3	Back Lot/Columbia	<u>Pharrell Williams</u>	Happy	54,152,000
4	Virgin/Capitol Beluga Heights/Warner	Bastille	Pompeii	50,733,000
5	Bros.	<u>Jason Derulo Feat. 2 Chainz</u>	Talk Dirty	50,083,000
6	<u>Parkwood/Columbia</u>	<u>Beyonce Feat. Jay Z</u>	Drunk In Love	43,692,000
7	Lava/Republic	<u>Lorde</u>	Team	42,916,000
8	<u>Mosley/Interscope</u>	<u>OneRepublic</u>	Counting Stars	42,692,000
9	Lava/Republic Mr. 305/Polo	<u>Lorde</u>	Royals	42,108,000
10	Grounds/RCA	<u>Pitbull Feat. Ke\$ha</u>	Timber	42,017,000

### 2014 YTD STREAMS – VIDEO

<u>Rank</u>	<u>Label</u>	<u>Artist</u>	<u>Song</u>	<u>Streams</u>
1	Capitol	Katy Perry Feat. Juicy J	Dark Horse	122,781,000
2	Walt Disney Beluga Heights/Warner	<u>Idina Menzel</u>	Let It Go	93,488,000
3	Bros.	<u>Jason Derulo Feat. 2 Chainz</u>	Talk Dirty	92,395,000
4	Columbia	John Legend	All Of Me	85,288,000
5	Back Lot/Columbia	<u>Pharrell Williams</u>	Happy	81,045,000
6	<u>Def Jam</u>	<u>Iggy Azalea Feat. Charlie XCX</u>	Fancy	71,052,000
7	Columbia	DJ Snake & Lil Jon	Turn Down For What	69,055,000
8	YG/ <u>SchoolBoy/Republic</u> Mr. 305/Polo	PSY	Gangnam Style	68,803,000
9	Grounds/RCA	<u>Pitbull Feat. Ke\$ha</u>	Timber	64,064,000
10	RCA	Miley Cyrus	Wrecking Ball	62,840,000



**2014 YTD TOP 10 STREAMED SONGS – OVERALL**  
(COMBINES VIDEO AND AUDIO STREAMS)

<u>Rank</u>	<u>Label</u>	<u>Artist</u>	<u>Song</u>	<u>Streams</u>
1	Capitol	Katy Perry Feat. Juicy J	Dark Horse	188,236,000
2	Columbia Beluga Heights/Warner	John Legend	All Of Me	144,669,000
3	Bros.	Jason <u>Derulo</u> Feat. 2 <u>Chainz</u>	Talk Dirty	142,478,000
4	Back Lot/Columbia	<u>Pharrell Williams</u>	Happy	135,197,000
5	Walt Disney	<u>Idina Menzel</u>	Let It Go	129,128,000
6	Def Jam Mr. 305/Polo	Iggy Azalea Feat. Charlie XCX	Fancy	111,911,000
7	Grounds/RCA	<u>Pitbull</u> Feat. <u>Ke\$ha</u>	Timber Turn Down For	106,081,000
8	Columbia	DJ Snake & Lil Jon	What	102,340,000
9	<u>Parkwood/Columbia</u>	<u>Beyonce</u> Feat. Jay Z	Drunk In Love	92,694,000
10	Mosley/ <u>Interscope</u>	<u>OneRepublic</u>	Counting Stars	91,494,000

**2014 YTD MOST PLAYED SONGS**

(RADIO AIRPLAY FOR ALL BDS-MONITORED U.S. TERRESTRIAL RADIO STATIONS)

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Spins</u>	<u>Audience</u>
1	<u>Pharrell Williams</u>	Happy	571,000	3,365,676,000
2	John Legend	All Of Me	555,000	3,167,258,000
3	Katy Perry Feat. Juicy J	Dark Horse	554,000	3,220,610,000
4	<u>Lorde</u>	Team	456,000	2,401,101,000
5	<u>OneRepublic</u>	Counting Stars	420,000	2,538,228,000
6	Bastille	Pompeii	405,000	2,229,522,000
7	Jason <u>Derulo</u> Feat. 2 <u>Chainz</u>	Talk Dirty	386,000	2,041,202,000
8	American Authors	Best Day Of My Life	326,000	1,629,687,000
9	<u>Pitbull</u> Feat. <u>Ke\$ha</u>	Timber	316,000	1,695,138,000
10	One Direction	Story Of My Life	301,000	1,721,916,000

**ABOUT NIELSEN**

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

**CONTACT INFORMATION**

Scoop Marketing: Anna Loynes  
(818) 761-7159; [aloynes@solters.com](mailto:aloynes@solters.com)  
Nielsen: [soundscan@nielsen.com](mailto:soundscan@nielsen.com)

