

# Albums Market - Additional Analyses

## Analysis by Sales Threshold

### Recovery of big selling albums in 2008

The number of albums selling in excess of 100,000 copies rose to 216 in 2008, the first time this annual total has increased in the past four years.

There were gains in both of the upper sales brackets, with those selling 750k-1m rising to four, from a record low of one in 2007.

Gains were most noticeable at the lower end of the scale where albums selling between 100-250k rose by 30% to 154 titles.

There were, however, significant losses in the other two sectors - the number of albums selling 250-500k fell back to the 2004 level of 43, while only nine titles reached the 500-750k tier, the joint lowest total since 1998.

## Top 100 Album Sales

### Sales across the Top 100 down in 2008

Sales of the Top 100 albums fell by 2.5% in 2008, thereby outperforming the total album market which declined by 3.2%. This is in stark contrast to 2007, when the Top 100 sales fell by 18%, against an overall market decline of 11%.

As can be seen in the graph below, the two chart sectors showing an upturn in sales were positions 1-10 and 11-20. The sharpest increase was at the top of the chart - combined sales of the Top 10 albums of the year rose by 10.2% to almost

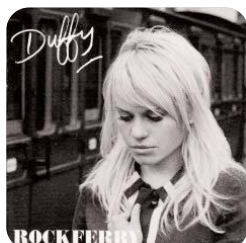
## Number of Albums Sold by Sales Threshold

	100,000-249,999	250,000-499,999	500,000-749,999	750,000-999,999	1m+	Total 100k+
1998	103	34	12	8	7	164
1999	125	40	12	4	7	188
2000	139	29	13	5	13	199
2001	139	55	9	14	4	221
2002	141	48	18	7	6	220
2003	178	39	19	10	7	253
2004	174	43	19	13	7	256
2005	138	55	14	13	8	228
2006	129	56	19	9	6	219
2007	118	54	12	1	5	190
2008	154	43	9	4	6	216

11m units, almost enough to re-establish itself as the biggest sector of those presented here - the 51-100 group has outsold the Top 10 since 2001.

Despite steep losses in the 51-100 group in the past two years, this sector is still collectively selling more albums than it did 10 years ago - the only tier to do so last year.

The biggest selling album of the year,



Duffy's *Rockferry*, accounted for 1.3% of all albums sold in 2008, the highest annual share since James Blunt's *Back To Bedlam* accounted for

1.5% of annual sales in 2005 with 2.4m copies.

## Comparison With US Market

Data released by Nielsen SoundScan has shown that although digital sales are continuing to demonstrate strong growth, music sales in America fell in 2008. This is the seventh time in the past eight years that album sales have shrunk in the US market.

Although the general directional trends in the US market are similar to those in the UK, it is true to say that overall losses in the UK were substantially smaller than in the US:

### USA:

- Total albums down by 14% to 428m
- Digital albums up 32% to 66m
- Physical album sales down by 18%
- Single tracks up 27% to 1.07bn

Among the other data made available;

- Classical sales fell more steeply than any other genre - by 26%.
- 71 tracks sold in excess of 1m copies via download
- Leona Lewis' *Bleeding Love* was the biggest selling track with 3.42m sales
- L'il Wayne's *Tha Carter III* was the biggest selling album with 2.87m sales (Coldplay were second)
- *Viva La Vida* was the biggest selling download album of the year
- Radiohead's *In Rainbows* was the biggest selling vinyl album in a market that recorded almost 90% growth in 2008

## Breakdown of Top 100 Album Sales 1998 - 2008 (Units millions)

