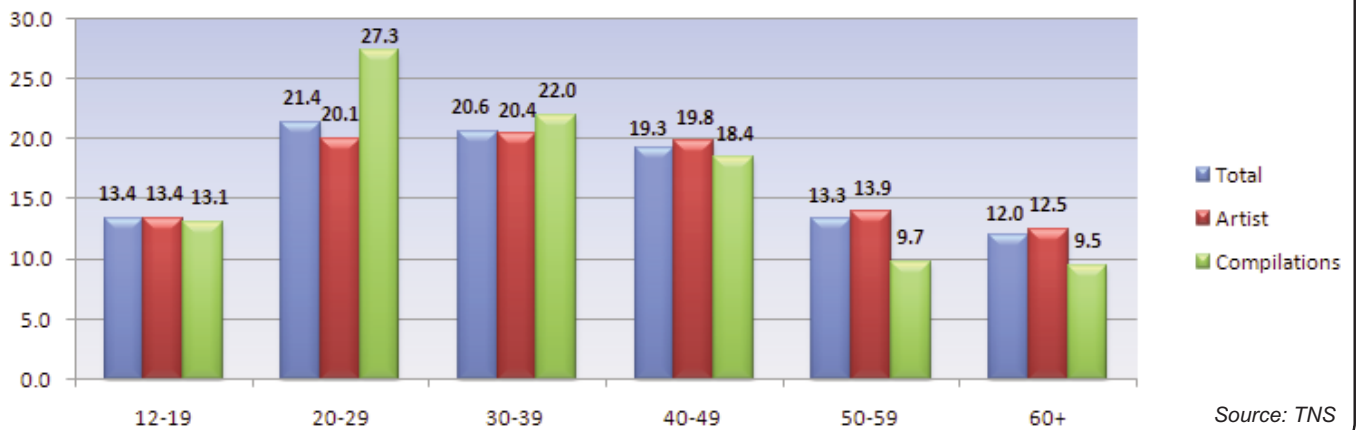


Compilations - Demographics/Pricing

Compilation and Artist Album Sales by Age Group (% expenditure 12m ending June 2008)



Compilations - Demographics

Buyers under 40 more active in compilations market

Expenditure by age

As the chart above shows, expenditure on **compilations** for the 12 month period ending in June was skewed towards the 20-29 year old age group, who accounted for 27.3% of spend in this market. Together with the 30-39 year olds this group was responsible for just under half of all spend on various artist titles.

By contrast only 40.5% of spend on **artist titles** was attributable to these two age groups (20.1% by 20-29 year olds; 20.4% by 30-39 year olds) and the spread of expenditure was more even. The incidence of compilations buying amongst older buyers was much less, however, with purchases made by consumers aged 60 and over only representing 9.5% of the total.

Expenditure by Social Group and Gender

Expenditure on compilations was more heavily weighted towards the C2 and DE groups in the period concerned, with over half (54%) attributable to these buyers. This was an increase of 3.8% on a year earlier.

C1 buyers are becoming more important to the artist albums sector, with 35.8% of expenditure attributable to these consumers, up from 32.4% a year previously. This group is also the most important to the compilations market but they account for a slightly smaller share (30.3%).

For definitions of social classifications click [here](#)

The compilations market for this period also shows a heavier bias towards female spend than within the artist albums sector.

Women accounted for 48.3% in

the 12m ending in June - an increase of 0.9% on a year earlier. Within the artist albums market,

women's spend amounted to 41.3%, although this was an increase of 2.4%.

Pricing

Average Album Prices (12m ending)

	Jun 07	Jun 08
Total Albums	£8.67	£8.32
Compilation Albums	£10.51	£10.04
Artist Albums	£8.46	£8.12

Source: TNS

The average price of compilations is now at its lowest ever - £10.04. This is a 4.5% decrease on 2007 and may well dip below £10 for the first time by the end of 2008. Artist albums now sell for an average of £8.12 and single disc CD titles (both artist and compilations) for £7.80.

Compilation/Artist Album Sales by Social Group (% expenditure)

