

Albums - Compilations

Top 20 Budget Albums Jan - Oct 2007

1	Andrew Lloyd Webber - Essential	Demon Music Group	54,254
2	Children's Favourites - Party Time Songs	Rolled Gold	49,601
3	Forever Love	Demon Music Group	48,791
4	Disco Fever - The Essential Collection	Demon Music Group	46,174
5	Heartbeat - Love Songs	EMI Music	37,823
6	The Best Of Bond James Bond	EMI Music	37,662
7	I Love You Mum	Demon Music Group	28,961
8	Hits Of The 60s	Demon Music Group	25,938
9	Children's Favourites - Sing-A-Long	Rolled Gold	24,947
10	No 1 Hits Of The 70s	Delta	24,194
11	A Tribute To Abba	Demon Music Group	22,472
12	Rugby Anthems	Demon Music Group	19,846
13	The Look Of Love	Demon Music Group	19,344
14	20 Soul Sensations	Delta	19,036
15	Hits Of The 80s	Demon Music Group	18,855
16	Super Pop Karaoke Party - Love	Demon Music Group	18,691
17	100 Favourite Nursery Rhymes & Songs	Pickwick	18,601
18	Hits Of The 80s - The Essential	Demon Music Group	18,509
19	Children's Favourites - Nursery Rhymes	Rolled Gold	17,957
20	Disney's Love Songs	EMI Music	17,426

Source: OCC



Some of the best selling compilation titles from Demon's budget range

Compilations Analysis by Price Category

Sales of lower price titles drive compilation sales in 2007

As the table below clearly shows, the turnaround in the fortunes of the compilations sector this year has been largely due to increasing sales in the lower price sectors, particularly budget.

Budget sales have increased by more than 30%, representing sales of more than 850,000 units. Mid price albums have also recorded moderate growth and both have combined to more than compensate for losses of 800,000 units in the full price sector.

The company responsible for a large proportion of sales in the budget market is Demon Music Group, who account for 49 of the Top 100 budget albums so far this year.

Their titles are spread across three main labels: Ground Floor, Crimson, and Red Box. It is the latter two which have been most significant in terms of boosting sales:

- **Red Box** - this is a relatively new series of releases (launched September 2006) priced at a 'super budget level' - generally retailing at £1 for a single disc to £4 for multi-disc sets. The titles are exclusive to Sainsburys and Woolworths and have collectively sold more than 1m units since their launch
- The **Crimson** label is a familiar one within the budget sector, but the number of releases on this imprint has accelerated over the year and this, combined with strong new material (much of which has been licensed from Sony BMG and Warner Music), has resulted in a very strong sales performance

The Absolute range has made an impact in the artist album sector too with titles released by artists such as Primal Scream, Nina Simone, Wham and Bob Dylan.

Pricing

Pricing by release type - 12m ending Q3 2007

Single CD - Compilation	£7.16
Single CD - Artist	£8.28
Double CD - Compilation	£11.77
Double CD - Artist	£9.69

Source: TNS

The average price of single CD compilations is noticeably lower than that for artist albums, possibly due to the greater share of sales that budget titles account for in the former market.

Compilation Sales by Price Category

	Budget	Mid Price	Full Price	Total
Jan - Oct 2006	2.727	2.232	15.259	20.219
Jan - Oct 2007	3.579	2.397	14.458	20.435
% change 06/07	+31.2%	+7.4%	-5.2%	+1.1%

Definitions: Full price: PPD of £6.00+. Mid Price £3.76-£5.99, Budget £3.75 & under

