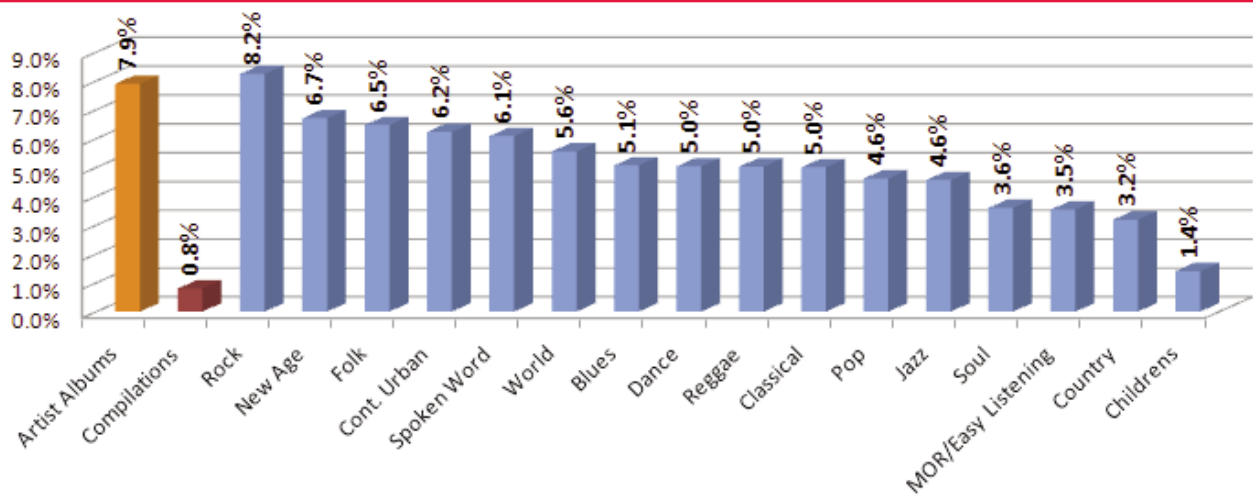


Digital Album Sales by Genre

Digital's Share by Genre - January - September 2008



Digital's Share by Genre

Digital's appeal spread across many genres

The analysis presented here is based on albums for which a genre has been assigned. The number of unassigned albums means that digital's share is slightly understated, illustrated by the fact that for the year to date digital's share of the album market is 8.5%, higher than for any genre.

As in the whole album market, Rock is the leading genre:

- Digital's share is highest within the **Rock** classification, accounting for 8.2% of sales in the first nine months of 2008.
- Rock's sales are a key contributor to the success of digital albums, accounting for more than 50% of all download sales this year.
- Coldplay's *Viva La Vida* is the leading Rock title as well as being the best selling digital release of the year so far and the only one to sell more than 100,000 units. Following Rock in the analysis are two minority genres:
- Digital accounts for 6.7% of **New Age** sales, which represents almost 5,000 of the genre's 74,000 total sales over the period under review. Enya dominates the best selling New Age digital albums, accounting for seven of the genre's Top 20.



- Downloads claimed a similar proportion of **Folk's** sales as well, where Seth Lakeman had the best selling title.

The only other genres recording a digital share in excess of 6% were **Urban** and **Spoken Word**. In the

Top Digital Album For Each Genre

Genre	Title	Artist	Digital Sales
Rock	Viva La Vida	Coldplay	102,324
New Age	Paint The Sky With Stars	Enya	1,549
Folk	Poor Man's Heaven	Seth Lakeman	3,698
Urban	Back To Black	Amy Winehouse	27,247
Spoken Word	Glorious	Eddie Izzard	1,083
World	Rodrigo y Gabriela	Rodrigo y Gabriela	2,151
Blues	Doghouse Music	Seasick Steve	6,143
Dance	Version	Mark Ronson	17,093
Reggae	Legend	Bob Marley & The Wailers	14,908
Classical	Music Of The Spheres	Mike Oldfield	3,984
Pop	19	Adele	34,228
Jazz	Michael Buble	Call Me Irresponsible	9,515
Soul	Respect - The Best Of	Aretha Franklin	4,186
MOR	Sweeney Todd - Demon Barber	Stephen Sondheim	7,322
Country	The Very Best Of	Dolly Parton	3,267
Childrens	My First Album	Various Artists	1,103

Source: OCC

former, Amy Winehouse is the best seller with more than 27,000 download sales so far this year and in the latter, Eddie Izzard's *Glorious* is the best seller with almost 1,100 sales.



At the other end of the scale, **Soul**, **MOR** and **Country** all recorded digital shares of less than 4%, while for hardware/playback reasons, **Children's** repertoire has the smallest digital share, accounting for only 1.4% of total sales.

Compilations

The biggest discrepancy between digital best sellers and the overall market is in the compilations sector. As can be seen in the graph above only a very small percent of compilations sales are accounted for by

digital due primarily to licensing and pricing reasons. There are signs though that the market is developing - iTunes promoted *Now 70* at a price point of £9.99 upon release and also offered exclusive videos.

Best Sellers by Genre

Within the genres listed above, the best sellers are a mixture of recent releases and some catalogue titles such as those by Aretha Franklin and Dolly Parton. Most achieved high digital shares -



- Rodrigo y Gabriela's self titled release issued on Irish label Ruby Works, for example, recorded a 16.3% digital share on 2008 sales.

- Downloads have accounted for 13.9% of sales this year of Bob Marley's *Legend*.