

The Classical Market

Digital fails to offset declining CD sales

Classical sales recorded a sharp decline in 2013, falling by 18.5% to stand at 2.523m units, more than half a million down on the total recorded in 2012. Artist album sales were especially hard hit, falling by 26%, and full price albums' share of sales dropped to less than 60% for the first time since 2007. In terms of formats, gains recorded in the digital market (which grew by 15%) were countered by falling demand for CDs (-26%). Digital now accounts for 25% of Classical album sales, a significant increase from 2012's level of 18%, but it is still some way behind the album market average of almost 35%.

Along with digital, one of the sector's bright spots was the performance of compilation albums. Compilation sales totalled 596,000 units last year, a rise of more than 22% on the previous year and the highest annual total since 2007. **Classical Voices** was the overall best seller of the year and was one of several various artist titles featuring at the top end of the annual chart.

The value of Classical sales held up a little better than volumes did in 2013. The retail value of all Classical album sales fell by 15.5% to stand at £22.1m, down from £25.1m in 2012. This was explained by higher average retail prices paid in 2013: the average Classical CD, for example, cost £8.97 compared to £8.37 in 2012.

CLASSICAL ARTIST/COMPILATION SALES SPLIT

Artist	76.4%
Compilations	23.6%

Source: Official Charts Company

CLASSICAL ALBUMS: DIGITAL/PHYSICAL SPLIT (% VOL)



CLASSICAL SALES & MARKET SHARE

	Unit Sales (m)	Market Share
2005	5.089	3.3%
2006	5.155	3.4%
2007	4.721	3.6%
2008	4.689	3.7%
2009	3.864	3.2%
2010	3.828	3.5%
2011	3.415	3.3%
2012	3.097	3.7%
2013	2.523	3.2%

DIGITAL'S SHARE OF CLASSICAL ALBUM SALES (% UNITS)

2009	6.3%
2010	7.7%
2011	12.9%
2012	17.9%
2013	25.2%

Source: Official Charts Company

PROFILE

LSO Live



LSO Live is the in-house label for the London Symphony Orchestra. The label launched in 2000 and enabled the orchestra to take ownership of its recordings and to reflect their artistic initiatives.

The label has two main goals: to reflect the high quality stage performances and to attract new Classical audiences. As a result, every recording is made in Direct Stream Digital (DSD) and made available on high-resolution audio formats.

As LSO's range of conductors and composers has broadened, so has their variety of artists and repertoire. In 2013, there were nine new releases including a premiere recording of Turnage **Speranza** and debuts by Daniel Harding and Richard Farnes.

Two important cycles conducted by the late Sir Colin Davis; Nielsen **Symphonies 1 and 6** and Berlioz **Grande Messe des Morts** were also completed. The latter sold especially well and touched many Classical music lovers, particularly when Sir Colin passed away in April 2013. His loss to the music world resulted in a greater interest in his recorded legacy on LSO Live, especially performances of **The Planets** and **Enigma Variations**.

Although CD sales are declining, independent stores remain crucial for LSO and their imaginative, limited edition products help to stimulate catalogue sales. The digital audience is evolving and there was significant growth in high-quality download sales last year, through independent platforms as well as Mastered For iTunes. Streaming services are valuable for LSO Live both as a route of discovery and in cultivating their social media audience.

Best Sellers and Market Share – Classical

Classical Voices tops chart in 2013

As mentioned on the previous page, Classical compilation sales showed impressive growth in 2013, rising by 22% – a noteworthy achievement in a contracting overall market.

This is evident in the annual chart presented on this page, where three of the top 10 (and six of the top 20) titles of the year were credited to various artist collections. The biggest seller of the year was **Classical Voices**, a compilation featuring artists such as Susan Boyle, Katherine Jenkins, Alfie Boe and Il Divo and was the only Classical title to sell more than 100,000 copies.

Andre Rieu’s enduring popularity was again reflected in the bestsellers list – 12 of his albums featured in the top 100 for the year, including three in the top 10. His labelmate Ludovico Einaudi also enjoyed another successful year, with two titles in the top five.

Decca titles dominated the top 10 for the year but parent group Universal’s share fell below 50% for the first time since 2007. By contrast Warner recorded their best result yet, helped by the success of compilations such as **Classical Voices** and **The Instant Classical Collection** as well as a Katherine Jenkins Christmas album and the acquisition of EMI Classics. Sony’s share was also its best so far, rising to 13.2%, thanks in part to its joint share on **Classical Voices** but also the presence of two other compilations in the top 10. There were also increases for HNH, Hyperion and LSO among others.

CLASSICAL MARKET SHARE BY RECORD COMPANY (% UNITS)

	2009	2010	2011	2012	2013
Universal Music	58.0	60.4	56.4	52.2	45.4
Sony Music	11.9	10.3	6.2	7.4	13.2
Warner Music	1.8	2.2	3.0	6.0	9.8
HNH	7.2	5.8	6.1	5.7	6.8
EMI Music	9.2	8.4	13.4	11.3	5.3
Hyperion	1.5	1.5	1.8	1.8	2.2
Delta	0.1	0.2	1.2	3.2	1.8
X5	-	0.3	0.9	0.9	1.2
Chandos	0.9	0.9	1.1	1.1	1.1
LSO	0.6	0.6	1.0	0.9	1.1
harmonia mundi	0.8	0.9	0.8	1.0	0.9
The Sixteen Productions/CORO	0.3	0.4	0.6	0.5	0.8
Demon Music Group	1.6	1.6	0.7	1.1	0.7
Union Square Music	1.5	1.4	0.9	0.6	0.6
ECM	0.3	0.5	0.4	0.5	0.5
Cobra Entertainment	-	-	-	-	0.5
Foreign Media Group	0.1	0.1	0.3	0.3	0.4
Collegium	0.3	0.3	0.3	0.3	0.3
Signum	0.1	0.1	0.2	0.3	0.3
Monteverdi Productions	0.3	0.3	0.2	0.2	0.3
Linn	0.2	0.3	0.2	0.2	0.3
Gimell	0.2	0.1	0.2	0.2	0.3
BIS	0.1	0.2	0.2	0.1	0.3
Colosseum	-	0.1	0.1	0.1	0.3
PIAS	-	-	-	-	0.3

Source: Official Charts Company

TOP 10 CLASSICAL ALBUMS 2013

	1 VARIOUS ARTISTS Classical Voices Rhino (Warners)/Sony CG
	2 ANDRE RIEU & JOHANN STRAUSS ORCHESTRA Magic Of The Movies Decca
	3 LUDOVICO EINAUDI In A Time Lapse Decca
	4 LUDOVICO EINAUDI Islands – Essential Einaudi Decca
	5 ANDRE RIEU December Lights Decca
	6 ANDRE RIEU Rieu Royale Decca
	7 RICHARD CLAYDERMAN Romantique Decca
	8 VARIOUS ARTISTS Desert Island Discs Sony Music CG/Virgin EMI
	9 VARIOUS ARTISTS Now That’s What I Call Relaxing Classical Sony Music CG/Virgin EMI
	10 LUCIANO PAVAROTTI The 50 Greatest Tracks Decca

Source: Official Charts Company