

RIAA Ex. D-102-DP

Statistical handbook 2006



Average retail price of albums

Two thirds of albums purchased for under £10 in 2005

Data from TNS also demonstrates that the percentage of CD albums purchased at £9.99 or under has increased from 40.1% in 2000 to almost 66.0% in 2005. The greatest percentage of albums is sold in the £8-£9.99 price band – 35.9%, with 10.4% of all albums sold at £9.99. Just 10.7% of all CDs bought – including doubles, triples and box sets – were sold for more than £14, compared with 19.4% in 2000, and every price band above £10 saw a smaller percentage of sales than in 2004.

Although consumers pay the lowest average prices at Supermarkets and Internet retailers, prices have dropped at every retail channel in 2005 compared with five years ago.

Average prices paid for albums by type of retailer 2000 – 2005

	2000	2001	2002	2003	2004	2005
Total	£10.98	£10.77	£10.60	£10.20	£10.02	£9.81
Music Specialists	£11.46	£11.20	£10.99	£10.55	£10.42	£10.07
Chains/Multiples	£11.30	£10.99	£11.16	£10.98	£10.57	£10.40
Supermarkets	£10.54	£10.81	£10.67	£10.04	£9.75	£9.65
Mail order & Club	£10.52	£9.55	£9.62	£9.36	£9.91	£10.33
Internet	£10.38	£10.04	£9.89	£9.64	£9.31	£9.21
Other outlets	£7.08	£7.86	£6.75	£7.27	£7.33	£7.34

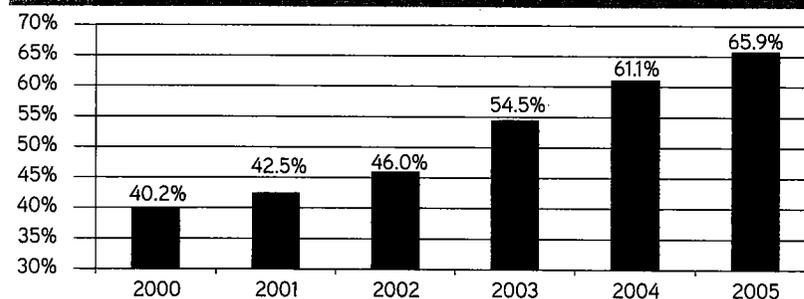
Source: TNS 'Audio Visual Trak Survey'

Album sales breakdown by price group 2000 – 2005 % down

	2000	2001	2002	2003	2004	2005
Under £4.00	6.8	6.4	6.4	7.0	7.1	6.3
£4.00-£5.99	8.1	10.8	10.7	10.8	11.5	12.5
£6.00-£7.99	9.0	8.1	10.0	10.1	11.3	11.2
£8.00-£9.99	16.2	17.2	18.9	26.6	31.2	35.9
£10.00-£11.99	17.5	17.1	17.1	14.5	11.1	10.3
£12.00-£13.99	22.9	22.5	20.2	17.7	14.7	13.0
£14.00-£15.99	15.7	14.5	13.0	10.3	10.0	8.3
£16.00+	3.7	3.4	3.7	3.0	3.2	2.4
Total	100	100	100	100	100	100

Source: TNS 'Audio Visual Trak Survey'

% of CD albums sold for under £10



Number of new album releases

Record number of albums released

The number of new album releases measured by Millward Brown rose to 31,291 in 2005. Not only was this the first time that the total had broken 30,000 but it was also well over twice as many as were released just ten years previously (15,393). Demand for re-issued back catalogue titles as well as new seems to be driving this increase, and for the first time the

important role of digital music in the marketplace was reflected as almost 10,000 new release digital bundles were added to CATCO's database in 2005, many of which were bundles of tracks exclusive to download services. This in turn increased the average number of formats per album release to 1.2.

Album sales by day of week

There was little change from 2004 in the spread of album sales by day of week, with Saturday, Friday and Monday remaining the most important. The proportion of albums bought on Saturday rose slightly to 21.5%, although this is still the second lowest proportion it has accounted for in 10 years.

Number of new releases by format 1996 – 2005

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
LPs	1,792	1,798	1,706	2,185	2,389	2,787	2,778	2,537	2,656	2,237
Cassettes	3,555	3,335	2,495	2,011	1,383	709	711	406	183	80
CDs	14,439	17,430	16,761	17,299	17,958	20,474	23,993	25,793	28,513	25,805
MiniDiscs	–	–	166	241	181	33	6	–	–	–
DVD Audio	–	–	–	–	–	24	59	55	153	53
UMD	–	–	–	–	–	–	–	–	–	2
Digital Bundles	–	–	–	–	–	–	–	–	–	9,699
Total releases	15,393	18,386	17,597	17,865	19,312	21,316	25,048	26,537	29,510	31,291
Total formats	19,786	22,563	21,128	21,736	21,911	24,027	27,547	28,875	31,555	37,876
Av formats per title	1.3	1.2	1.2	1.2	1.1	1.1	1.1	1.1	1.1	1.2

Source: Millward Brown

Album sales by day of week 1996 – 2005 % down

	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Sunday	7.1	8.5	7.9	8.1	8.3	8.9	8.9	9.3	9.5	9.3
Monday	12.4	15.3	14.1	13.8	12.8	13.7	14.2	14.2	14.1	14.1
Tuesday	11.5	13.3	13.0	13.0	11.9	11.9	12.6	13.2	12.8	12.7
Wednesday	12.0	12.6	13.1	13.0	12.5	11.9	11.8	12.6	13.0	12.5
Thursday	13.7	12.9	14.1	14.4	13.7	13.8	13.3	13.1	13.7	13.8
Friday	16.1	14.7	14.9	15.5	15.9	15.7	15.6	15.2	16.1	16.0
Saturday	27.2	22.7	22.9	22.2	24.9	24.1	23.7	22.4	21.0	21.5

Source: Millward Brown