

**BUZZANGLE MUSIC**

**2016**

**U.S. MUSIC INDUSTRY REPORT**

A REPORT ON 2016 U.S. MUSIC INDUSTRY CONSUMPTION

# CONTENTS

01

INTRODUCTION  
P. 3

06

INDUSTRY  
CONSUMPTION BY  
**DAY OF WEEK**  
P. 24

02

HIGHLIGHTS  
P. 4

07

INDUSTRY TITLE  
**DISTRIBUTION**  
P. 31

03

INDUSTRY  
CONSUMPTION  
**OVERVIEW**  
P. 14

08

INDUSTRY  
**CHARTS**  
P. 34

04

INDUSTRY  
CONSUMPTION  
BY **GENRE**  
P. 17

09

**DISTRIBUTOR  
& LABEL  
PERFORMANCE**  
P. 60

05

INDUSTRY  
CONSUMPTION BY  
**RELEASE PERIOD**  
P. 20

10

CLOSING  
P. 67

## 01

# WELCOME TO THE BUZZANGLE 2016 YEAR-END REPORT

Welcome to BuzzAngle Music's 2016 report on U.S. music consumption, our first-ever yearly report. 2016 was another successful year in music, with overall consumption rising 4.2% over 2015, marking the second year in a row with solid growth.

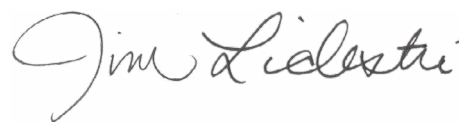
The continued explosion of audio stream consumption, which increased 82.6% to 250B streams, fueled this increase. Both album sales and song sales continued to decline but the transition to these new access methods has shown to provide overall growth and a sustainable business model for the future. Breaking down the tremendous streaming growth shows what is perhaps the most important stat of the year: the percentage of subscription streams rose from 62% of the total in 2015 to 76% of the total in 2016. The number of 2016 subscription streams grew over 2.25x the 2015 subscription streams amount. So not only is streaming growing nicely, but the overall composition is also shifting to subscription-based consumption. The combination of these two trends will result in higher average revenue per user and

more profitability for the industry.

In addition to providing the industry with a great business model, streaming services offer music lovers a much wider selection of music at their fingertips. In 2016, there were over 28M unique songs played via a streaming service compared to 7M songs that were purchased. An average day's audio-streaming volume in 2016 (1.2B) was much larger than the entire year's volume of song sales (734M). More music is being listened to by more people than ever before.

The BuzzAngle 2016 U.S. music report is filled with stats on consumption, top artists, albums and songs, as well as a number of interesting and fun highlights. We hope you enjoy it and we welcome any feedback.

Best wishes for a healthy, happy and prosperous 2017!



# 2016

## U.S. HIGHLIGHTS

### OVERALL MUSIC CONSUMPTION

for the year was

# 4.9%

OVER 2015

(413.9 million project units in 2016 vs. 394.5 million album project units in 2015).

### AUDIO STREAMS

reached a new

RECORD HIGH OF

# 250.7 BILLION

up 82.6% over 2015.

### SONG CONSUMPTION

for the year was

# 27.2%

OVER 2015

(2.4 million song project units in 2016 vs. 1.9 billion song project units in 2015).

### THERE WERE MORE STREAMS

on any given day during 2016 (daily average of 1.2 billion) than there were

### SONG DOWNLOADS

FOR THE ENTIRE YEAR

(734 million).

#### Calculation Notes:

- The 2016 measurement period is 1/1/2016 through 12/29/2016. The 2015 measurement period is 12/29/2014 through 12/31/2015.
- Album Consumption is calculated as follows: Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500).
- BuzzAngle Music does not provide any weighting factors on the physical album sales market. All units are exactly as reported from the retailers.
- Song Consumption is calculated as follows: Total Song Project Units = Song Sales + (On-Demand Audio Streams/150).
- Album Sales Consumption is calculated as follows: Total Album Sales Units = Album Sales + (Song Sales/10).

## Drake

IS

### ARTIST OF THE YEAR

with over 6.1 million in total album consumption units, Views is the album of the year with 3.9 million total album units and One Dance is the song of the year with 5.6 million total song consumption units.

### PHYSICAL ALBUM SALES

WERE DOWN

## 11.7%

(89.4 million in 2016 vs. 101.3 million in 2015). Physical album sales accounted for 51.6% of all album sales in 2016.

OVER  
**28 MILLION**

UNIQUE SONGS

were streamed in 2016, 7.3 million unique songs were purchased and 1.4 million unique albums were purchased.

### VINYL ALBUM SALES

WERE UP

## 25.9%

over 2015 while CD album sales were down 14.0%. Vinyl albums accounted for 8.0% of all physical album sales.

### OVERALL ALBUM SALES

WERE DOWN

## 15.6%

compared to 2015 (173.4 million in 2016 vs. 205.4 million in 2015).

### SONG SALES

(DOWNLOADS) IN 2016 WERE DOWN

## 24.8%

compared to 2015 (734.2 million in 2016 vs. 975.8 million in 2015).

### DIGITAL ALBUM SALES

IN 2016 WERE DOWN

## 19.4%

were down over the previous year. (83.9 million in 2016 vs. 104.1 million in 2015).

## INDUSTRY TRENDS • GENRE

- **Pop** (14.6% of total) was the top genre in terms of **total album consumption**, edging out Hip-Hop/Rap (14.4%). Dance was the top-growing genre, gaining 35% versus 2015.
- **Hip-Hop/Rap** (18.2%) was the top genre in terms of **total song consumption**, with Pop (15.3%) second.
- Consistent with 2015, **Urban songs** (Hip-Hop/Rap and R&B) were the **most streamed** songs in 2016, accounting for **30%** of all streams. 22% were from titles in the combined Rock genres (Rock, Alternative, Metal, Indie Rock, Punk, Folk) and 13% were Pop songs.
- **34%** of all **album sales** in 2016 were from the combined **Rock genres** with more than 52 million sales. 16% were Urban titles, 15% were Pop albums and 13% were Country albums.
- **63%** of **vinyl albums** sold in 2016 were from the combined **Rock genres**. 12% were Urban titles and 7% were Pop titles.
- **25%** of **Song sales** in 2016 were titles from the combined **Rock genres**, 24% were Urban songs, 19% were Pop and 13% were Country songs.

## INDUSTRY TRENDS • RELEASE PERIOD

- Approximately **50%** of **all forms of consumption** (physical/digital album sales, song sales and audio streams) in 2016 was from **Deep Catalog** titles, those released over three years ago. For video streams, it is over 60%.
- **New Releases**, less than eight weeks old, represented 8.5% of audio streams, but over **20%** of **album sales**.

## INDUSTRY TRENDS • DAY OF WEEK

- **Friday** was the biggest day of the week for **Album sales** (20% of the total) as well as both **digital** (22%) and **physical album sales** (18%).
- **Friday** (new release day) was the day of the week that saw the largest **increase in album sales** compared to 2015, going from 17.7% to 20.0% of the total in 2016.
- **Friday** and **Saturday** were the largest **vinyl album sales** days of the week, each at **17%**.
- **Tuesday** showed the **largest drop**, going from 14.0% of the total in 2015 to 12.3% in 2016.

- **Vinyl album sales** experienced a **unit increase** of 38% on **Fridays** compared to 2015.
- **Friday** was the largest day for **audio streaming** activity (15.2% of the total), while **Saturday** was the largest day for **video streams** (16.1% of the total).
- **Audio** and **Video streaming** saw the largest unit growth on **Saturday**.

## LARGEST SINGLE DAYS OR WEEKS OF THE YEAR FOR MUSIC PURCHASING AND LISTENING

### STREAMING ACTIVITY

- The biggest single day for total on-demand streams in 2016 was **Christmas Eve, December 24** – 1,588,455,616, also the biggest day for video streams, with 734,801,008 streams.
- The biggest single day for audio on-demand streams in 2016 was **December 9** with **922,260,438** streams (the release of J.Cole's album).
- **J. Cole** had 10 out of the top 12 songs streamed on **December 9**, accounting for 56.9 million streams (27 songs total) for that one day.
- **The Weeknd** was the next most streamed artist on **December 9** with 19 million streams (25 songs).
- **December 7** was the first time there were **more than 900 million audio streams** in one day (908,346,094).
- The week of **November 18** was the first time that the combined **audio and video streams surpassed 9 billion**.

- The week of **December 9** was the **largest streaming week of the year** with a combined audio/video total of 9.6 billion.
- **Juju on the Beat** by **Zayion McCall** and **Black Beatles** by **Rae Sremmurd** videos were the **top two videos streamed** with 3.8 million and 2.9 million respectively on **December 24**.

### ALBUM SALES

- The biggest single day for album sales (and digital album sales) in 2016 was Friday April 29 with 1,215,248 albums sold (931,749 digital album sales). This was the release day of Drake's *Views*, which sold 575,000 digital albums on the first day.
- **Friday, December 23** was the biggest single day for **physical album sales** with 845,183 sales.
- Black Friday, **November 25** was the next biggest day for **physical album sales** with more than 808,000 sales.
- Record Store Day, **Saturday April 16** was the biggest single day for **vinyl album sales** with more than 97,000 sold.

## SONG SALES

- Christmas Day, **Sunday December 25**, was the biggest single day for **song downloads** with 5,072,142 song downloads.
- The **most downloaded song** on Christmas Day was **Black Beatles** by **Rae Sremmurd** with 49,791 sales.

## HOLIDAY SEASON HIGHLIGHTS (2016 HOLIDAY SEASON = NOV. 18 THROUGH DEC. 29)

### ALBUM SALES

- **Album sales** during the 2016 Holiday Season were **down 21.7%** over 2015.
- **Physical album sales** during the 2016 Holiday season were **down 16%** compared to 2015.
- **68% of albums purchased** during the 2016 Holiday Season were **physical albums** (either CDs, vinyl albums or cassettes).
- **Vinyl album sales** during the 2016 Holiday Season were **up 28%** compared vinyl album sales in 2015 (1.99M vs. 1.56M).
- There were **11,489 cassettes** purchased during the Holiday Season (an **increase of 140%** over 2015).
- The **biggest selling album** (as well as top Christmas album) during the 2016 holiday season was **A Pentatonix Christmas** with 712,534 sales and the **biggest selling vinyl album** was **Blurryface** by **twenty one pilots** with 22,006 sales. The **Artist** with the **most album sales** during the holiday season was **Pentatonix** with 1,041,030 sales.
- **Garth Brooks** was **second** with 655,740 album sales (if you include the *Christmas Together* album with Trisha Yearwood, the total jumps to 882,167 sales); 98% of the sales were physical.
- Interestingly, **Elvis Presley** was the **#8 most purchased artist** (albums) during the holiday season with 256,707 album sales.

### STREAMING ACTIVITY

- On-demand **audio streams** during the 2016 Holiday Season were **up 62%** compared to 2015 with 34.3 billion streams.
- The **most streamed artist** during the holiday season was **The Weeknd** with 807.7 million streams (85% of those streams were audio streams). **Drake** is **#2** with 606 million streams.
- **Starboy** by **The Weeknd** was the **most (on-demand audio) streamed song** during the holiday season with 92.3 million and **Black Beatles** by **Rae Sremmurd** was the **most streamed video** with more than 139.2 million streams during the holiday season.
- The **most streamed Christmas song** during the holiday season was **All I Want for Christmas is You** by **Mariah Carey** with more than 59.2 million streams (overall the #15 most streamed song during the holiday season).



## BLACK FRIDAY & CYBER MONDAY HIGHLIGHTS

### BLACK FRIDAY

- There were **1.1 million album sales** on Black Friday (11/25/16), which was **down 26%** compared to Black Friday 2015 (11/27/15).
- Approximately **75% of albums** purchased on Black Friday (73%) were either a **CD** or a **vinyl album**.
- **Starboy** by **The Weeknd** was the **biggest selling album** on Black Friday; 77,956 sales (all digital).
- **The Ultimate Collection** (10 disc box set) by **Garth Brooks** was the **biggest selling physical album** on Black Friday with 43,857 sales.
- **Vinyl album** sales on Black Friday (11/25/16) were **up 29%** compared to 2015 (11/27/15) and accounted for just over 6% of all album sales on Black Friday (up from 3.6% in 2015).
- **2.4 million album sales** purchased during Black Friday Weekend (11/25 - 11/27/16) **down 26%** compared to 2015.
- Black Friday **album sales** at independent music stores were **up 1%** compared to 2015.
- Black Friday **vinyl album sales** at independent music stores were **up 15%** compared to 2015.

- Nearly **65% albums** purchased on Black Friday at independent music stores were **vinyl albums**.

- **Facelift** by **Alice In Chains** was the **biggest selling album** and **vinyl album** on Black Friday at independent music stores.

### CYBER MONDAY

- Overall **online album sales** (physical & digital) on Cyber Monday (11/28/16) were **down 28%** compared to Cyber Monday 2015.
- **Physical online album sales** on Cyber Monday (11/28/16) were **down 11.6%** compared to 2015 and accounted for **55%** of all Cyber Monday album sales.
- **Vinyl online album sales** on Cyber Monday (11/28/16) were **up 27%** compared to 2015 with nearly 27,000 vinyl albums sold.
- The biggest selling **physical album online** on Cyber Monday was **A Pentatonix Christmas** by **Pentatonix** with 2,972 sales.
- The biggest selling **vinyl album online** on Cyber Monday was **Blurryface** by **twenty one pilots**. **A Charlie Brown Christmas** by Vince Guaraldi was the second best selling vinyl album on Cyber Monday.

## RECORD STORE DAY HIGHLIGHTS

- Nearly **75%** of albums purchased on Record Store Day at independent music stores were **vinyl albums**.
- There were more than **114,000** albums purchased at independent music stores on RSD with **82,332** of those sales being **vinyl albums**.
- The biggest selling **vinyl album** on RSD at independent music stores was **Star Wars: The Force Awakens "March of the Resistance"**.
- The biggest selling **vinyl single** on RSD at independent music stores was **Double Sided** by **twenty one pilots**.

## TOP OF THE CHARTS

### ALBUMS

- **Top album** of 2016 is **Views** by **Drake** with 3,962,768 total project consumption units.
- **Top-selling Album** of the year (as well as Top Pop Album Project of 2016) is **25** by **Adele** with 1,550,584 album sales with **Views** by Drake coming in at #2 with 1,510,987 album sales.
- **Top Rap/Hip Album** of 2016 is **Views** by **Drake** with 3,962,770 album project units.
- **Top R&B Album** of 2016 is **Lemonade** by **Beyoncé** with 2,143,666 album project units.
- **Top Country Album** of 2016 is **Traveller** by **Chris Stapleton** with 1,371,552 album project units.
- **Top Stage & Screen (Soundtrack) Album** of 2016 is **Hamilton** with 1,322,524 album project units.
- **Top Christian Album** of 2016 is **How Can It Be** by **Lauren Daigle** with 376,033 album project units.
- **Top Children's Album** of 2016 is **Kidz Bop 31** by **Kidz Bop Kids** with 224,049 album project units.
- **Top EDM Album** of 2016 is **Chainsmokers** by **The Chainsmokers** with 637,905 album project units.
- **Top-selling vinyl Album** of the year is **Blurryface** by **twenty one pilots** with 49,004 sales.
- **Top Digital Album** of 2016 is **Views** by **Drake** with 1,301,161 digital sales.

### STREAMING ACTIVITY

- In 2016, 2 songs broke the **700 million-stream** mark for the first time ever: **Panda** by **Designer** (736.8M) and **Work** by **Rihanna** (716.6M). The most-streamed song in 2015 was Trap Queen by Fetty Wap (612.8M).
- There were **6 songs** that were streamed more than **500 million** times in 2016; there were only 2 in 2015.
- The **most-streamed song** in 2016 was **Panda** by **Designer** with 736,813,212 streams.

- **Panda** by **Desiigner** was also the **most-streamed video** in 2016 with 420,281,844 million streams.
- There were **twice as many songs** that streamed more than **100 million** times in 2016 compared to 2015 (226 songs in 2016 vs 111 songs in 2015).
- The top 1,000 streamed songs in 2016 accounted for **91.8 billion** streams, **23%** of all streams for the entire year.
- **70%+** (65+ billion) of the Top 1,000 streamed songs in 2016 were either **Urban** or **Pop** songs.
- Almost **50%** of the Top 1,000 streamed songs were **Urban** songs (Rap/Hip-Hop at 35% and R&B at 13%).
- The **Top Pop streamed Song** of 2016 is **Sorry** by **Justin Bieber** with 479,224,787 streams.
- The **Top Rock streamed song** of 2016 is **Stressed Out** by twenty one pilots with 454,005,148 streams.
- The **Top Rap/Hip-Hop streamed song** of 2016 is **Panda** by **Desiigner** with 736,813,212 streams.
- The **Top R&B streamed song** of 2016 is **Work** by **Rihanna** with 716,636,471 streams.
- The **Top Country streamed song** of 2016 is **H.O.L.Y.** by **Florida Georgia Line** with 178,735,221 streams.
- The **Top Latin streamed song** of 2016 is **Hasta el Amanecer** by **Nicky Jam** with 115,953,507 streams.
- The **Top Christian** streamed song of 2016 is **Monster** by **Skillet** with 112,411,454 streams.

- The **Top Electronica streamed song** of 2016 is **Cold Water** by **Major Lazer** with 331,168,796 streams.
- The **Top Dance streamed song** of 2016 is **Closer** by **The Chainsmokers** with 616,482,817 streams.

## SONG SALES

- There were **5 songs** that had more than **2 million song downloads** in 2016 compared to 16 in 2015 (top 5 sold between 3-5+ million each).
  - There were **36 songs** that sold more than **1 million song downloads** in 2016 compared to 60 songs in 2015.
  - **Can't Stop The Feeling!** by **Justin Timberlake** was the most downloaded song in 2016 with 2,488,419 sales.
- The **#10 selling song** in 2015 had **more song downloads** than the #1 song in 2016.
- **29%** of the **top 1,000 songs downloaded** in 2016 were **Pop** songs (70.1M), **18%** (43.8M) were **Rap/Hip-Hop**, **17%** (40.5M) **Country** and **11%** (27.9M) **R&B** songs.
  - The **Top 1,000 Song sales** accounted for **243 million** sales, **33%** of all song sales for the year.

## RECOGNIZING THOSE WHO HAVE PASSED...

- Most of the following artists who passed away during 2016 wound up being in the **Top 100 Artists** for the entire year (based on album sales) with a couple making the Top 10. **Prince** (#2), **David Bowie** (#7), **Joey + Rory** (#18), **Merle Haggard** (#58), **Leonard Cohen** (#94), **Juan Gabriel** (#74) and **George Michael** (#488).
- In 2016, there were a combined total of more than **5.3 million** album sales, **9.4 million** songs downloaded and **1.7 Billion** songs streamed from these recognized award winning artists: **Prince, David Bowie, Merle Haggard, Joey + Rory, Juan Gabriel, Leonard Cohen, Glenn Frey/Eagles, Maurice White/Earth, Wind & Fire** and **George Michael**.

### PRINCE • RIP April 21, 2016

- The day that Prince passed away (4/21/16) there were more than **1 million** Prince **songs downloaded** and **230,000 album sales**.
- **Total Prince Song Sales** from April 21 through April 24, 2016: **3,072,893** compared to only 18,821 song sales the week prior to his death and 437,442 song sales in all of 2015.  
**Total Prince Album Sales** from April 21 through April 24, 2016: **654,861** compared to only 4,263 album sales the week prior to his death and 206,935 sales in all of 2015.

### DAVID BOWIE • RIP January 10, 2016

The day after David Bowie passed away (1/11/16) there were **177,912** of his **albums sold**, **206,209 song sales** and **47.8 million streams** of his songs.

- **Total David Bowie Album sales** for the 4 days following his death were **413,058** compared to 121,000 album sales in all of 2015.

**Total David Bowie Streams** of all his songs the 4 days following his death were **93.4 million** compared to 6.7 million streams the week before and 141.7 million in all of 2015.

- **Total David Bowie Song sales** the 4 days following his death were **389,303** compared to 9,800 sales the week before and 467,243 song sales in all of 2015.

### MERLE HAGGARD • RIP April 6, 2016

- The day Merle Haggard passed away (4/6/16) there were **9,478** of his **albums sold**, **43,978 song sales** and **9,782,409 streams**.
- **Total Merle Haggard Album sales** for the 4 days following his death were **31,218** compared to 2,500 sales the week before and 70,154 sales in all of 2015.
- **Total Merle Haggard Song sales** the 4 days following his death were **109,097** compared to 3,882 sales the week before and 235,177 song sales in all of 2015.
- **Total Merle Haggard Streams** the 4 days following his death were **21,061,800** compared to 1,232,435 the week before and 31.5 million in all of 2015.

**JOEY FEEK** • RIP March 4, 2016

- The week that Joey Feek passed away (3/4/16), **50,901** of their **albums were sold** (up 47%), **34,813 song sales** (up 254%) and **5,302,670 streams** (up 268%).

**LEONARD COHEN** • RIP November 10, 2016

- The week that Leonard Cohen passed away (11/10/16) there were **62,614** of his **albums sold** (up 374%), **71,604 song sales** (up 625%) and **17,804,873 streams** (up 407%).

**GLENN FREY** • RIP January 17, 2016

- The week that Glenn Frey passed away (1/17/16) there were **53,790 sales of all Eagles albums** (up 597%), **159,660 song sales** (up 684%) and **13,01,868 streams** (up 297%).

**JUAN GABRIEL** • RIP August 28, 2016

- The week that Juan Gabriel passed away (8/28/16) there were **34,289** of his **albums sold** (#6 most purchased artist for the week; up 1,140%), **57,780 song sales** (up 3,251%) and **56,048,717 streams** (#5 most streamed artist for the week; up 1,072%).

**GEORGE MICHAEL** • RIP December 25, 2016

- The week that George Michael passed away (12/25/16) there were **40,484** of his **albums sold** (up 7,116%), **323,333 song sales** (#1 best selling artist for song sales for the week; up 6,906%) and **37,253,944 streams** (up 1,453%).

**MAURICE WHITE** • RIP February 4, 2016

- The week that Maurice White passed away (2/4/16) there were **18,651 of Earth, Wind & Fire albums sold** (up 367%), **52,823 song sales** (up 260%) and **10,232,170 streams** (up 154%).

## 03

INDUSTRY  
CONSUMPTION  
OVERALL

	2016	2015	% GROWTH
ALBUM CONSUMPTION	413,928,604	394,506,916	4.9%
ALBUM SALES	173,358,201	205,402,512	-15.6%
SONG SALES	734,191,554	975,771,900	-24.8%
ON-DEMAND AUDIO STREAMS	250,726,872,016	137,290,820,350	82.6%

ALBUM  
CONSUMPTION4.9%  
GROWTH

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

SONG  
CONSUMPTION27.2%  
GROWTH

	2016	2015	% GROWTH
SONG CONSUMPTION	2,405,704,034	1,891,044,036	27.2%
SONG SALES	734,191,554	975,771,900	-24.8%
ON-DEMAND AUDIO STREAMS	250,726,872,016	137,290,820,350	82.6%
ON-DEMAND VIDEO STREAMS	181,311,825,117	168,589,696,593	7.5%

Song Consumption is calculated as follows:

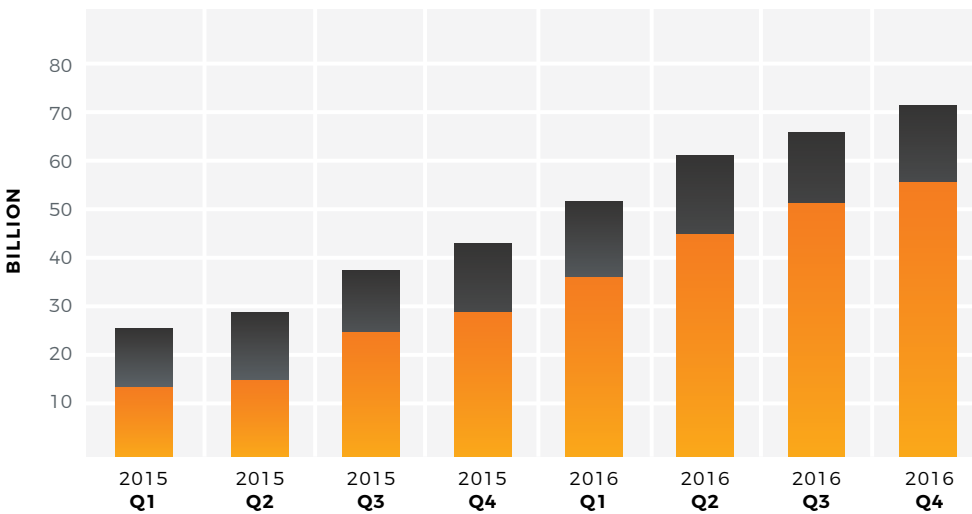
Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# ALBUM SALES

**-15.6%**  
GROWTH

	2016	2015	% GROWTH
ALBUM SALES	173,358,201	205,402,512	-15.6%
DIGITAL ALBUM SALES	83,950,764	104,115,049	-19.4%
PHYSICAL ALBUM SALES	89,407,437	101,287,463	-11.7%
ALBUM CD SALES	82,170,808	95,542,784	-14.0%
ALBUM VINYL SALES	7,194,531	5,714,074	25.9%

BuzzAngle Music does not provide any weighting factors on the physical album sales market. All units are exactly as reported from the retailers.



# ON-DEMAND AUDIO STREAMS

**82.6%**  
GROWTH

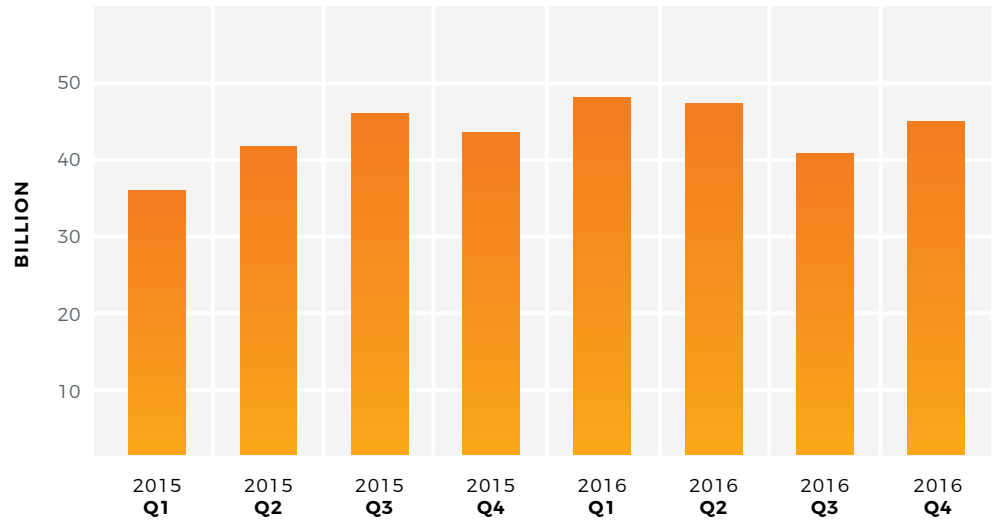
- AD-SUPPORTED STREAMS ▲ 14.3%
- SUBSCRIPTION STREAMS ▲ 124.3%

	2015 · Q1	2015 · Q2	2015 · Q3	2015 · Q4	TOTAL
AD-SUPPORTED	11,955,540,622	13,207,310,045	12,882,223,935	13,912,077,664	51,957,152,265
SUBSCRIPTION	13,769,754,596	16,029,203,385	26,015,898,701	29,518,811,402	85,333,668,085
<b>2015 AUDIO STREAMS</b>					<b>137,290,820,350</b>

	2016 · Q1	2016 · Q2	2016 · Q3	2016 · Q4	TOTAL	% GROWTH
AD-SUPPORTED	14,500,821,301	15,491,404,338	15,253,277,982	14,118,927,505	59,364,431,126	14.3%
SUBSCRIPTION	37,352,054,029	46,125,368,338	51,054,561,582	56,830,456,941	191,362,440,890	124.3%
<b>2016 AUDIO STREAMS</b>					<b>250,726,872,016</b>	<b>82.6%</b>

# ON-DEMAND VIDEO STREAMS

 **7.5%  
GROWTH**



	Q1	Q2	Q3	Q4	TOTAL
2015	35,795,228,143	41,502,244,921	46,599,163,472	44,693,060,057	<b>168,589,696,593</b>
2016	48,187,790,464	47,508,368,460	40,273,888,524	45,341,777,669	<b>181,311,825,117</b>

Starting in the third quarter of 2016, YouTube stopped reporting stream counts for songs that didn't exceed 1,000 streams per day.



## 04

INDUSTRY  
CONSUMPTION  
BY GENRETOP 20  
GENRES BY  
ALBUM  
CONSUMPTION

RANK	GENRE	% OF TOTAL	% GROWTH 2016 VS 2015	GROWTH RANK
1	Pop	14.6%	-4.6%	17
2	Hip-Hop/Rap	14.4%	24.8%	2
3	R&B	9.5%	23.9%	3
4	Rock	8.9%	1.6%	12
5	Country	8.7%	5.8%	8
6	Latin	6.1%	23.6%	4
7	Alternative	5.5%	5.6%	9
8	Indie Rock	4.8%	-0.5%	14
9	Metal	3.6%	7.3%	5
10	Religious	3.2%	-0.8%	15
11	Punk	3.0%	6.6%	6
12	Electronica	2.9%	6.0%	7
13	Stage & Screen	2.7%	-13.2%	20
14	Dance	2.6%	35.0%	1
15	Classical	1.6%	-8.4%	19
16	World	1.5%	2.0%	11
17	Jazz	1.3%	-0.2%	13
18	Children's	0.9%	-1.9%	16
19	Reggae	0.9%	-5.0%	18
20	New Age	0.7%	5.3%	10

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

# TOP 20 GENRES BY SONG CONSUMPTION

RANK	GENRE	% OF TOTAL	% GROWTH 2016 VS 2015	GROWTH RANK
1	Hip-Hop/Rap	18.2%	62.0%	2
2	Pop	15.3%	17.5%	19
3	R&B	10.0%	36.9%	8
4	Country	8.2%	20.3%	17
5	Rock	7.5%	20.9%	16
6	Alternative	6.0%	25.4%	12
7	Indie Rock	5.9%	23.1%	14
8	Latin	3.9%	34.6%	9
9	Electronica	3.9%	26.4%	11
10	Dance	3.5%	72.4%	1
11	Punk	3.1%	22.2%	15
12	Metal	2.7%	31.7%	10
13	Religious	2.5%	19.9%	18
14	Stage & Screen	1.5%	24.0%	13
15	World	1.3%	49.6%	4
16	Classical	1.1%	45.3%	6
17	Jazz	1.0%	41.5%	7
18	Reggae	0.8%	-0.8%	20
19	New Age	0.6%	58.8%	3
20	Children's	0.6%	47.5%	5

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# TOP 20 GENRE CONSUMPTION BREAKDOWN

GENRE	ALBUM SALES % OF TOTAL	PHYSICAL ALBUM SALES % OF TOTAL	VINYL ALBUM SALES % OF TOTAL	DIGITAL ALBUM SALES % OF TOTAL	SONG SALES % OF TOTAL	AUDIO STREAMS % OF TOTAL	VIDEO STREAMS % OF TOTAL
Alternative	5.9%	5.0%	12.1%	6.8%	5.2%	6.3%	3.9%
Children's	1.2%	1.6%	0.1%	0.7%	0.5%	0.7%	1.1%
Classical	2.4%	2.7%	0.6%	2.1%	0.8%	1.2%	1.1%
Country	12.6%	15.3%	3.3%	9.6%	12.6%	6.4%	4.0%
Dance	1.0%	0.6%	1.0%	1.4%	3.1%	3.6%	3.2%
Electronica	1.5%	0.8%	3.0%	2.2%	3.0%	4.2%	3.1%
<b>Hip-Hop/Rap</b>	7.5%	4.3%	5.8%	10.8%	13.3%	<b>20.3%</b>	16.9%
Indie Rock	4.7%	3.7%	16.9%	5.7%	4.5%	6.5%	2.6%
Jazz	2.0%	2.2%	3.3%	1.8%	0.8%	1.0%	0.9%
<b>Latin</b>	1.4%	1.4%	0.3%	1.5%	2.2%	4.7%	<b>17.5%</b>
Metal	5.5%	6.2%	4.7%	4.7%	2.8%	2.6%	2.6%
New Age	0.8%	0.8%	0.2%	0.9%	0.3%	0.8%	0.5%
<b>Pop</b>	<b>14.5%</b>	<b>15.7%</b>	7.1%	<b>13.2%</b>	<b>19.4%</b>	13.5%	13.3%
Punk	3.4%	2.9%	7.4%	4.0%	2.3%	3.5%	2.0%
R&B	8.8%	8.3%	6.0%	9.4%	10.4%	9.9%	9.3%
Reggae	0.5%	0.4%	1.1%	0.7%	0.8%	0.9%	1.5%
Religious	4.7%	5.3%	0.3%	4.1%	3.3%	2.2%	2.5%
<b>Rock</b>	13.2%	15.5%	<b>20.3%</b>	10.7%	9.2%	6.7%	5.4%
Stage & Screen	3.8%	3.0%	3.1%	4.7%	1.7%	1.5%	3.3%
World	0.9%	0.7%	0.4%	1.2%	1.2%	1.3%	2.6%

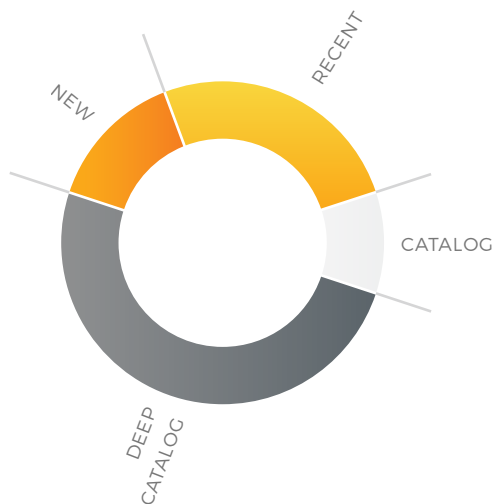
Album Sales Consumption is calculated as follows: Total Album Sales Units = Album Sales + (Song Sales/10)

# 05

## INDUSTRY CONSUMPTION BY RELEASE PERIOD

### RELEASE PERIOD LEGEND

- NEW: Releases up to 8 weeks old
- RECENT: Releases greater than 8 weeks old and up to 78 weeks old
- CATALOG: Releases greater than 78 weeks old and up to 156 weeks old
- DEEP CATALOG: Releases greater than 156 weeks old



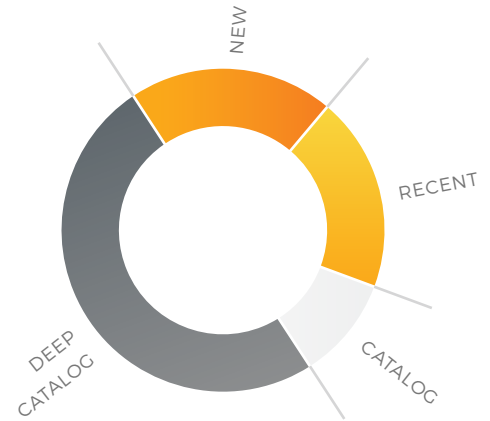
### ALBUM CONSUMPTION BY RELEASE PERIOD

RELEASE PERIOD	% OF TOTAL	CHANGE 2016 VS 2015
NEW	14.9%	-2.6
RECENT	25.6%	-0.4
CATALOG	11.0%	0.6
DEEP CATALOG	48.6%	2.3

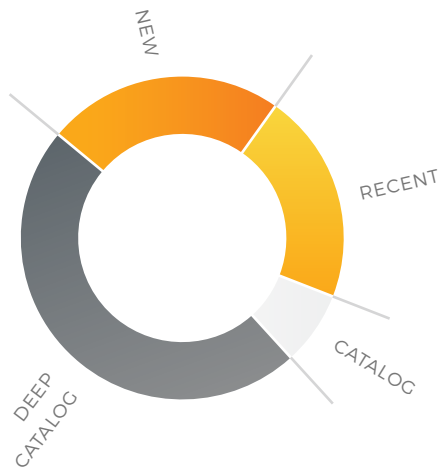
Album Sales Consumption is calculated as follows:  
 Total Album Sales Units = Album Sales + (Song Sales/10)

## PHYSICAL ALBUM SALES BY RELEASE PERIOD

RELEASE PERIOD	% OF TOTAL	CHANGE 2016 VS 2015
NEW	20.7%	-2.4
RECENT	20.6%	-3.0
CATALOG	8.2%	0.6
DEEP CATALOG	50.5%	4.8



BuzzAngle Music does not provide any weighting factors on the physical album sales market. All units are exactly as reported from the retailers.

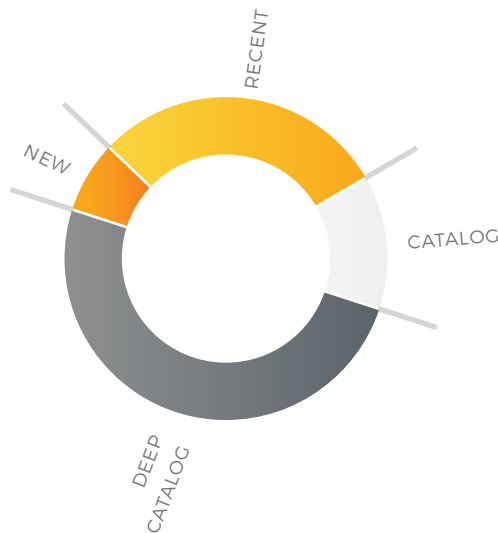
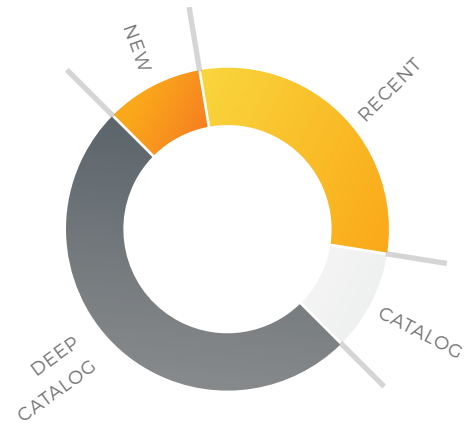


## DIGITAL ALBUM SALES BY RELEASE PERIOD

RELEASE PERIOD	% OF TOTAL	CHANGE 2016 VS 2015
NEW	24.9%	-0.1
RECENT	20.2%	-2.2
CATALOG	8.6%	-0.4
DEEP CATALOG	46.3%	2.7

## SONG SALES BY RELEASE PERIOD

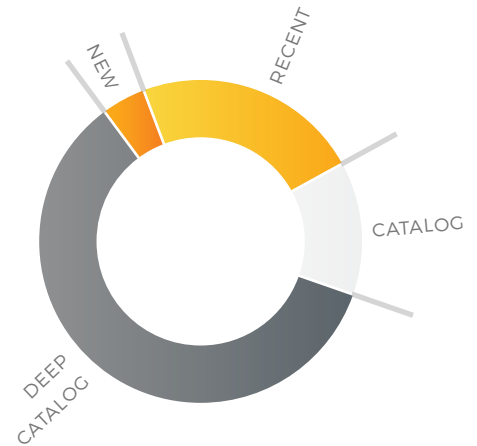
RELEASE PERIOD	% OF TOTAL	CHANGE 2016 VS 2015
NEW	10.8%	-1.3
RECENT	29.6%	-2.1
CATALOG	10.2%	-0.1
DEEP CATALOG	49.5%	3.5



## AUDIO SONG STREAMS BY RELEASE PERIOD

RELEASE PERIOD	% OF TOTAL	CHANGE 2016 VS 2015
NEW	8.5%	0.5
RECENT	29.2%	2.6
CATALOG	14.0%	-1.2
DEEP CATALOG	48.3%	-1.8

## VIDEO SONG STREAMS BY RELEASE PERIOD



RELEASE PERIOD	% OF TOTAL	CHANGE 2016 VS 2015
NEW	4.2%	-0.2
RECENT	22.0%	0.7
CATALOG	13.2%	-0.1
DEEP CATALOG	60.6%	-0.4

## RELEASE PERIOD CONSUMPTION BREAK DOWN

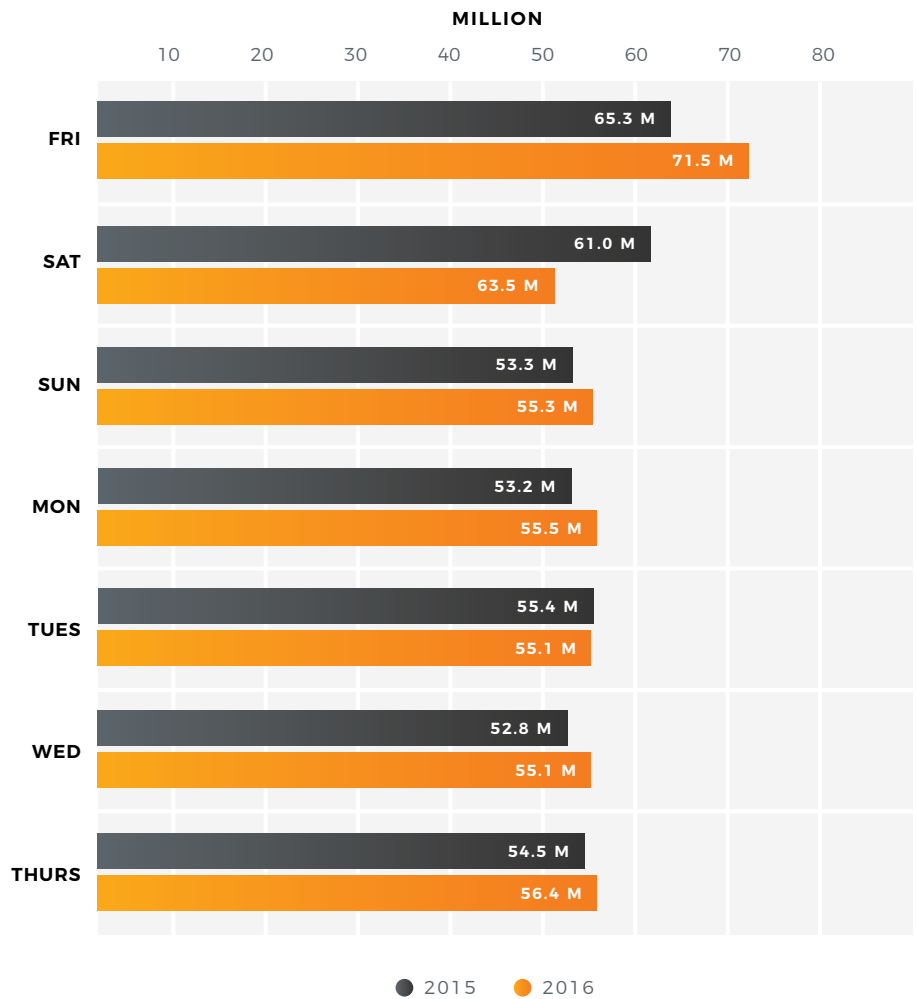
	NEW	RECENT	CATALOG	DEEP CATALOG
<b>ALBUM SALES % OF TOTAL</b>	22.7%	20.4%	8.4%	48.4%
<b>SONG SALES % OF TOTAL</b>	10.8%	29.6%	10.2%	49.5%
<b>AUDIO STREAMS % OF TOTAL</b>	8.5%	29.2%	14.0%	48.3%
<b>VIDEO STREAMS % OF TOTAL</b>	4.2%	22.0%	13.2%	60.6%

# 06

## INDUSTRY CONSUMPTION BY DAY OF WEEK

### ALBUM CONSUMPTION BY DAY OF WEEK

	% OF TOTAL	CHANGE 2016 VS 2015
FRI	17.3%	0.8
SAT	15.4%	0.0
SUN	13.4%	-0.1
MON	13.5%	0.0
TUES	13.4%	-0.7
WED	13.4%	0.0
THURS	13.7%	-0.1

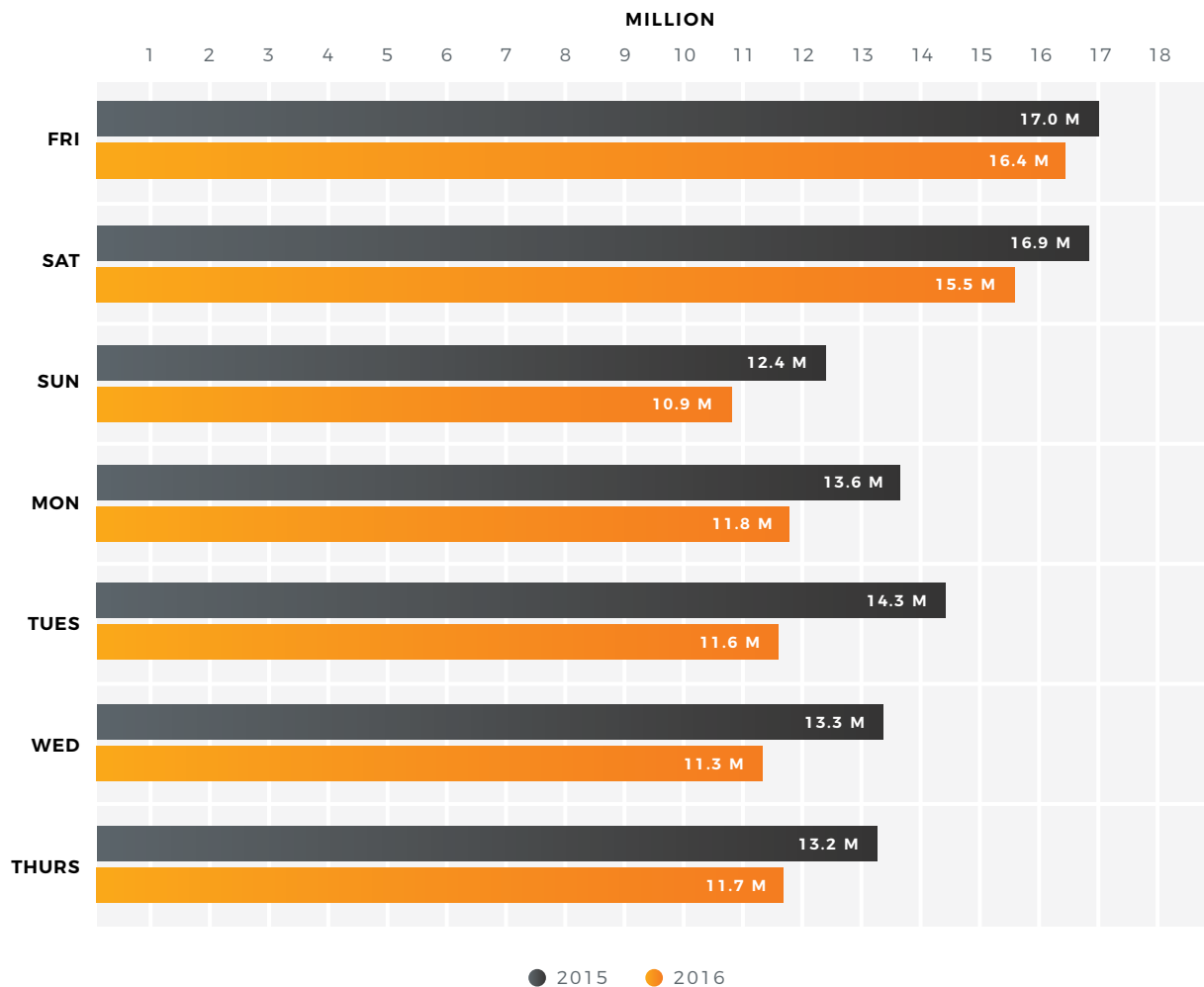


Album Consumption is calculated as follows:  
 Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)



	% OF TOTAL	CHANGE 2016 VS 2015
FRI	18.4%	1.5
SAT	17.4%	0.6
SUN	12.2%	-0.1
MON	13.2%	-0.3
TUES	13.0%	-1.2
WED	12.7%	-0.6
THURS	13.1%	0.0

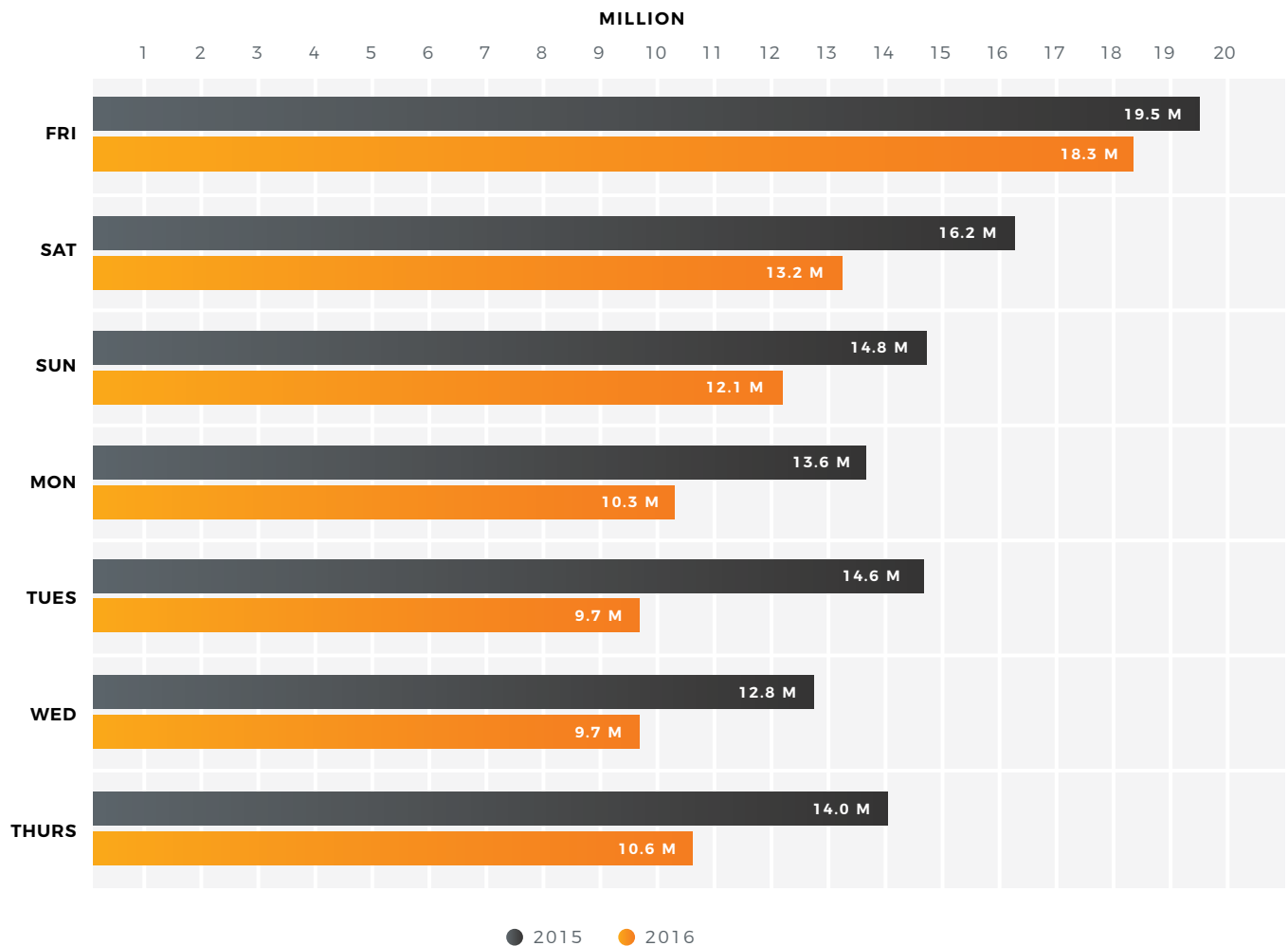
## PHYSICAL ALBUM SALES BY DAY OF WEEK



BuzzAngle Music does not provide any weighting factors on the physical album sales market. All units are exactly as reported from the retailers.

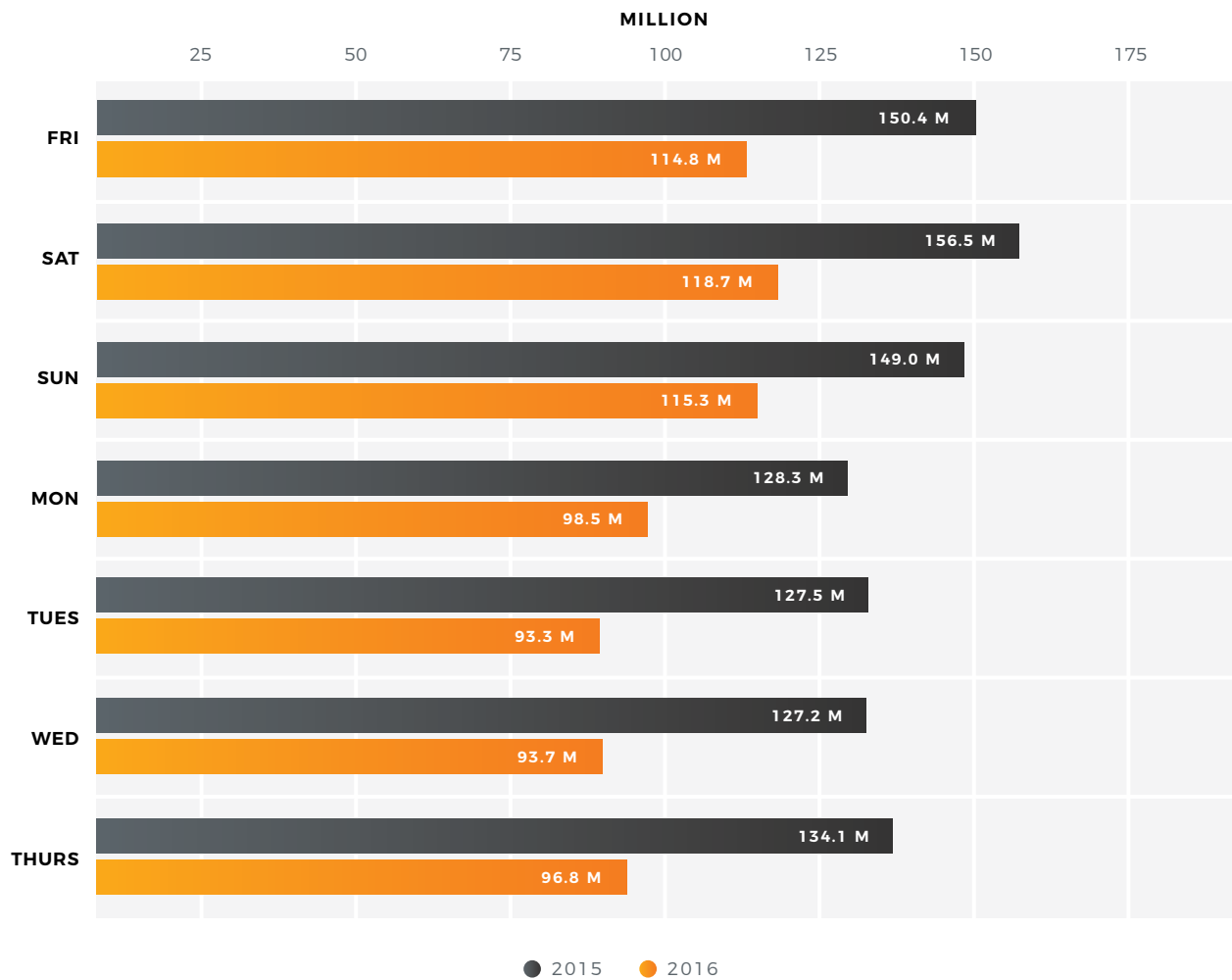
# DIGITAL ALBUM SALES BY DAY OF WEEK

	% OF TOTAL	CHANGE 2016 VS 2015
FRI	21.8%	3.3
SAT	15.7%	0.4
SUN	14.4%	0.4
MON	12.3%	-0.6
TUES	11.5%	-2.4
WED	11.6%	-0.6
THURS	12.6%	-0.6



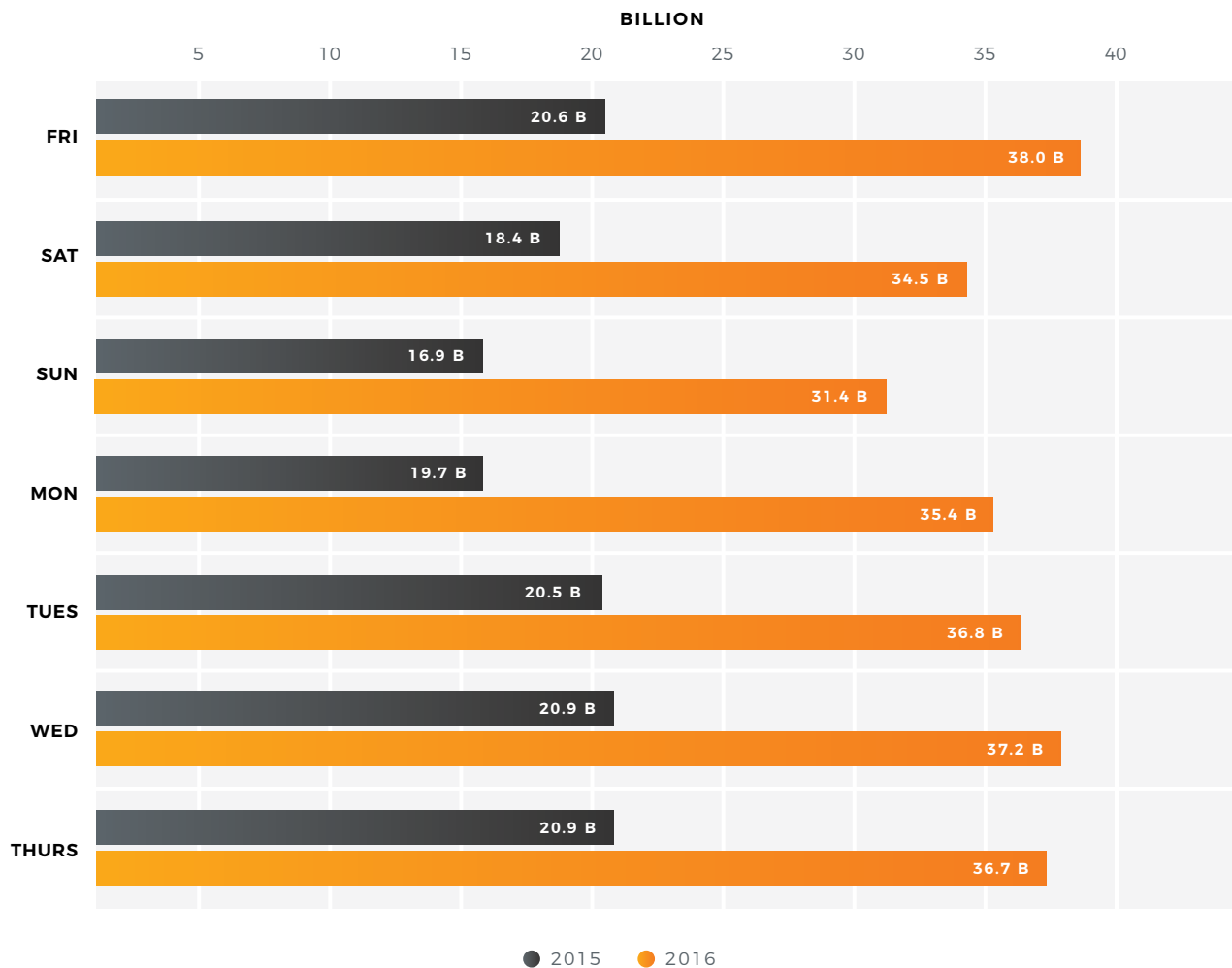
# SONG SALES BY DAY OF WEEK

	% OF TOTAL	CHANGE 2016 VS 2015
FRI	15.7%	0.2
SAT	16.2%	0.2
SUN	15.8%	0.5
MON	13.5%	0.3
TUES	12.8%	-0.3
WED	12.8%	-0.3
THURS	13.2%	-0.6



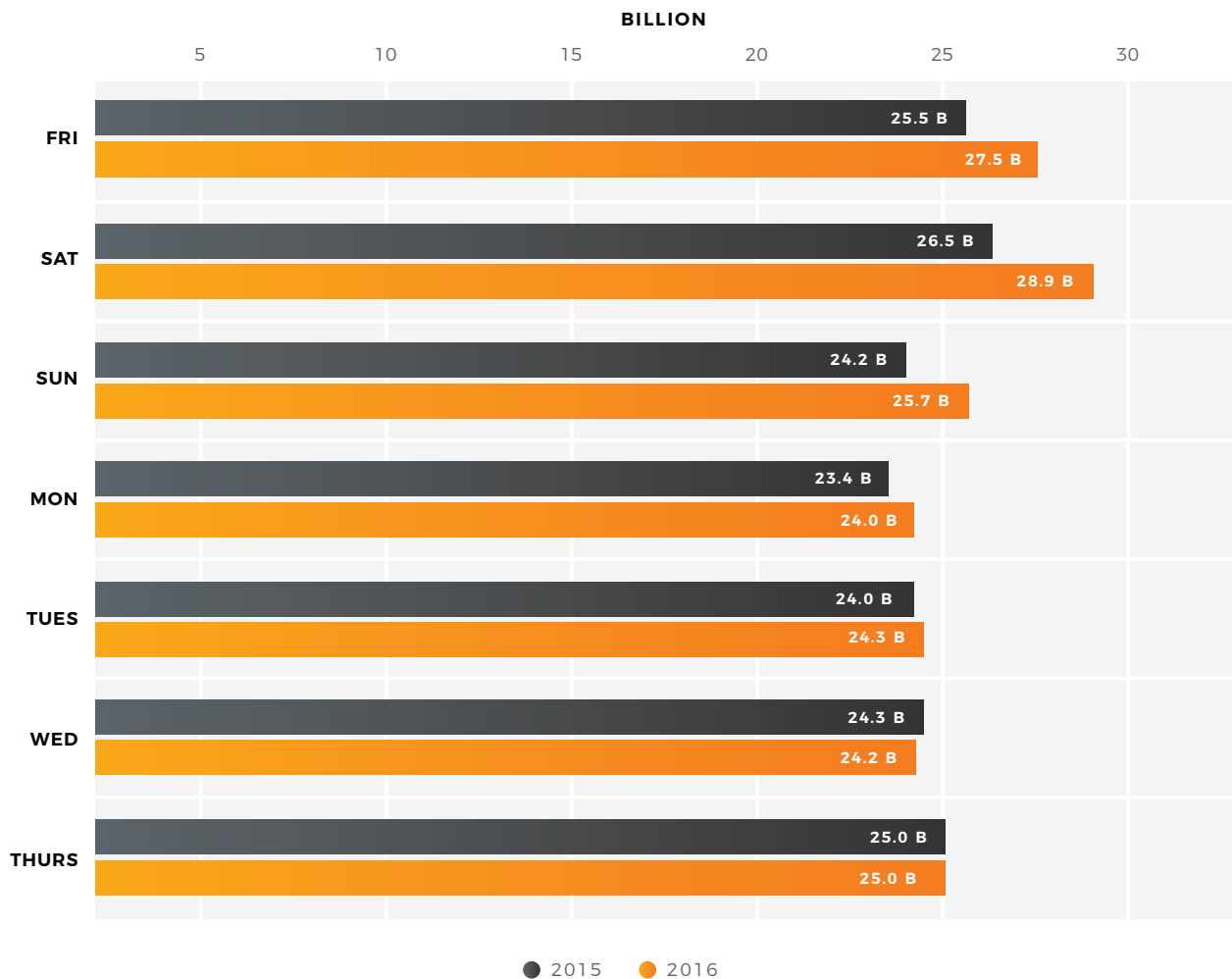
# SONG AUDIO STREAMS BY DAY OF WEEK

	% OF TOTAL	CHANGE 2016 VS 2015
FRI	15.2%	0.3
SAT	13.8%	0.5
SUN	12.6%	0.3
MON	14.2%	-0.1
TUES	14.7%	-0.2
WED	14.9%	-0.3
THURS	14.7%	-0.5



	% OF TOTAL	CHANGE 2016 VS 2015
FRI	15.3%	0.5
SAT	16.1%	0.8
SUN	14.3%	0.3
MON	13.3%	-0.2
TUES	13.6%	-0.3
WED	13.5%	-0.5
THURS	13.9%	-0.6

## SONG VIDEO STREAMS BY DAY OF WEEK



# CONSUMPTION BY DAY OF THE WEEK **BREAK DOWN**

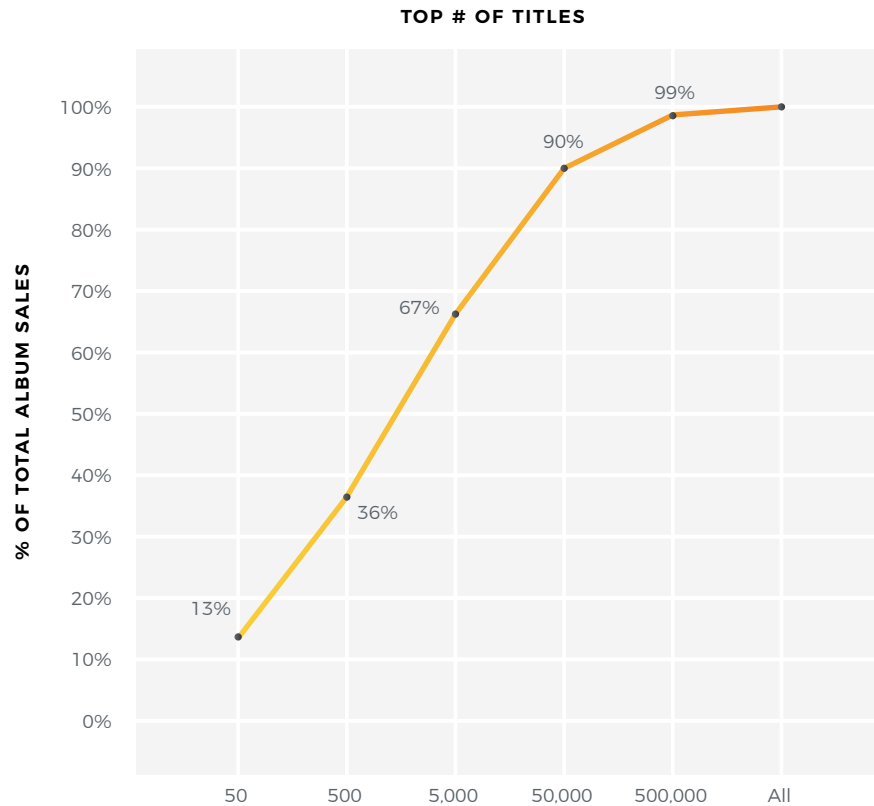
	FRIDAY	SATURDAY	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
<b>ALBUM CONSUMPTION % OF TOTAL</b>	17.3%	15.4%	13.4%	13.5%	13.4%	13.4%	13.7%
<b>PHYSICAL ALBUM SALES % OF TOTAL</b>	18.4%	17.4%	12.2%	13.2%	13.0%	12.7%	13.1%
<b>VINYL ALBUM SALES % OF TOTAL</b>	17.0%	17.2%	12.4%	13.7%	13.0%	13.3%	13.4%
<b>DIGITAL ALBUM SALES % OF TOTAL</b>	21.8%	15.7%	14.4%	12.3%	11.5%	11.6%	12.6%
<b>SONG SALES % OF TOTAL</b>	15.7%	16.2%	15.8%	13.5%	12.8%	12.8%	13.2%
<b>AUDIO STREAMS % OF TOTAL</b>	15.2%	13.8%	12.6%	14.2%	14.7%	14.9%	14.7%
<b>VIDEO STREAMS % OF TOTAL</b>	15.3%	16.1%	14.3%	13.3%	13.6%	13.5%	13.9%

Album Sales Consumption is calculated as follows: Total Album Sales Units = Album Sales + (Song Sales/10)

# 07 INDUSTRY TITLE DISTRIBUTION

## ALBUM SALES

The Lorenz curve is a graph showing the proportion of overall transactions generated by a given # of the titles, e.g. in the graph below, the top 500 album titles generated 36% of the total album sales. The total number of titles sold or streamed is also shown.

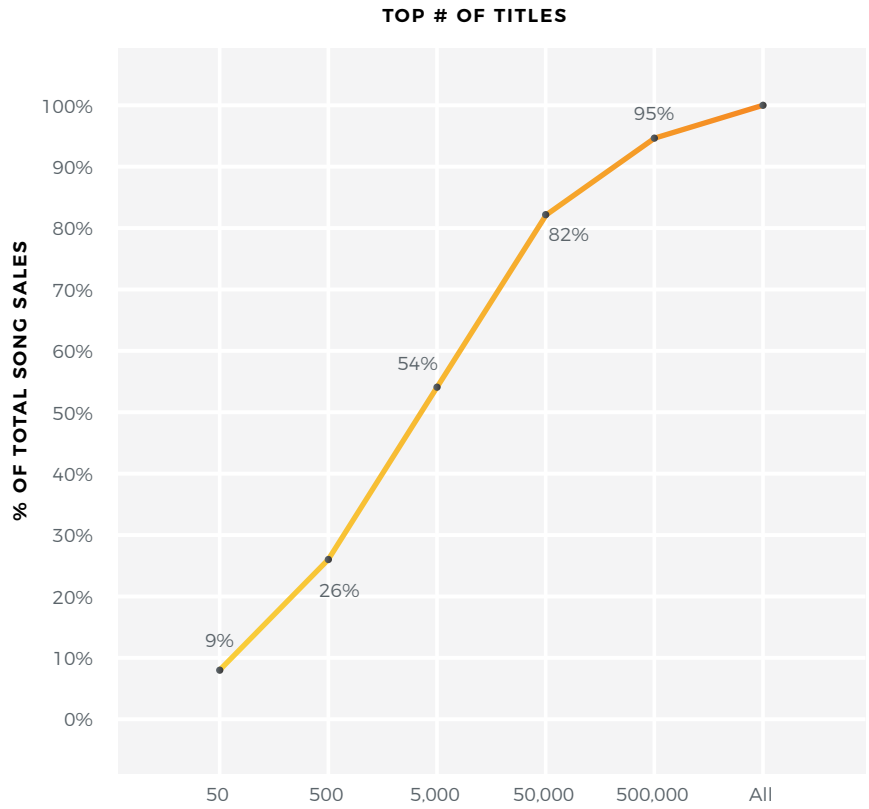


<b>TOTAL # OF ALBUMS SOLD</b>	1,417,559
-------------------------------	-----------

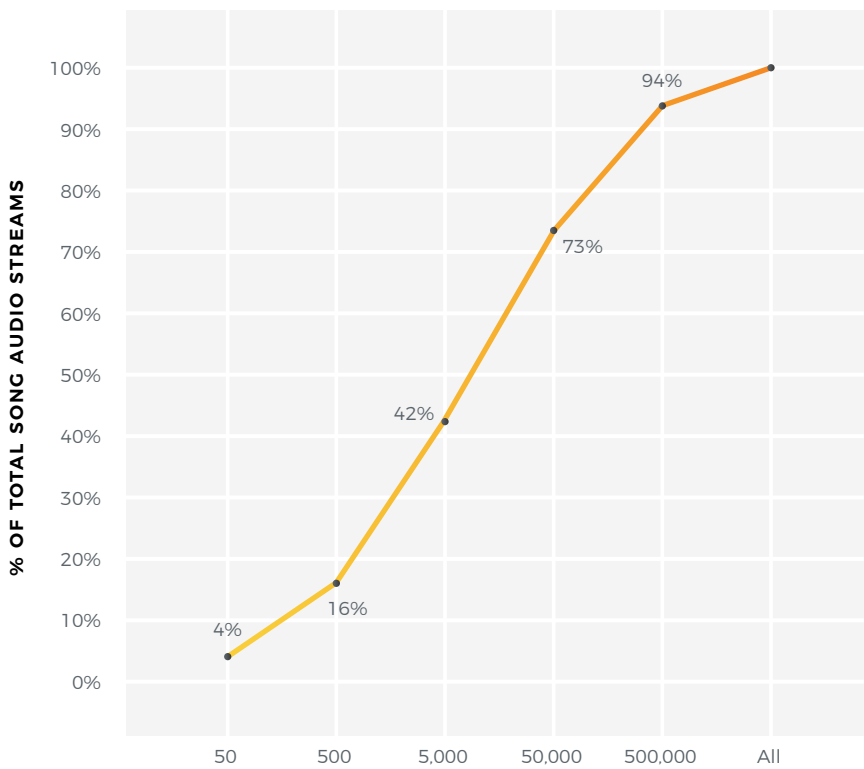
# SONG SALES

TOTAL # OF SONG TITLES SOLD

7,274,123



TOP # OF TITLES



# SONG AUDIO STREAMS

TOTAL # OF AUDIO-STREAMED SONGS

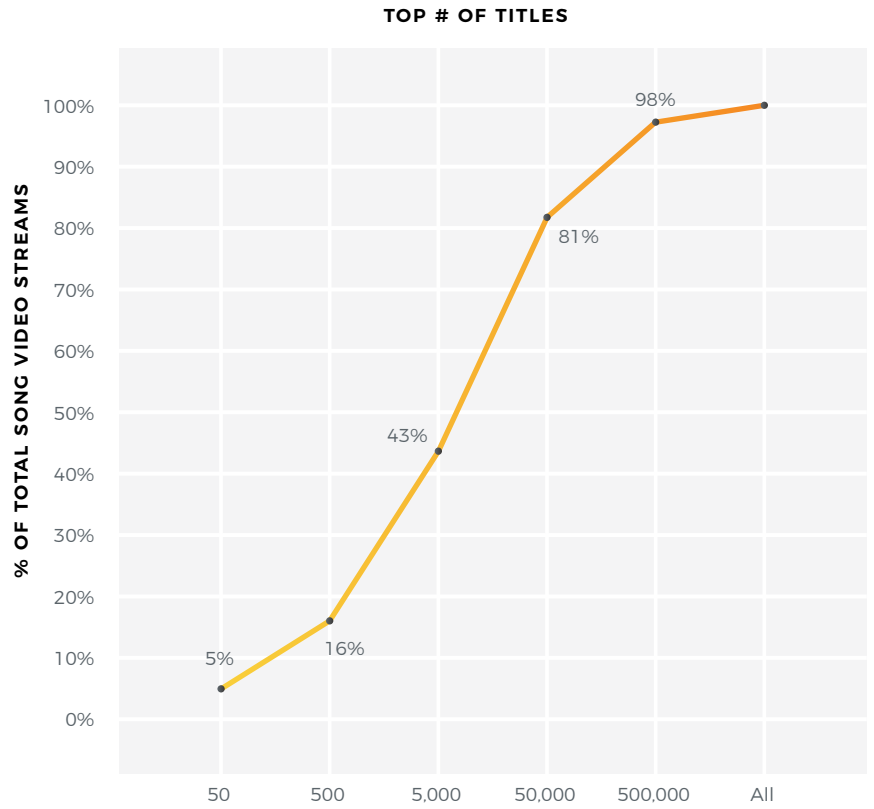
28,290,585



# SONG VIDEO STREAMS

TOTAL # OF VIDEO-STREAMED SONGS

2,875,415



# 08

## TOP OF THE CHARTS 2016

CONGRATULATIONS TO

# DRAKE

BUZZANGLE 2016 UNITED STATES

ARTIST OF THE YEAR

ALBUM OF THE YEAR: *VIEWS*

SONG OF THE YEAR: *ONE DANCE*

# ARTIST AWARDS

## OVERALL

Artist of Year	Drake
Female Pop Artist of the Year	Adele
Male Pop Artist of the Year	Justin Bieber
Pop Duo/Group of the Year	Pentatonix
Female Country Artist of the Year	Carrie Underwood
Male Country Artist of the Year	Chris Stapleton
Country Duo/Group of the Year	Florida Georgia Line
Rock Artist of the Year	Prince
Rock Duo/Group of the Year	twenty one pilots
Female Urban Artist of the Year	Beyonce
Male Urban Artist of the Year	Drake
Female Christian Artist of the Year	Lauren Daigle
Male Christian Artist of the Year	Chris Tomlin
Christian Duo/Group of the Year	Casting Crowns
Female Latin Artist of the Year	Shakira
Male Latin Artist of the Year	Juan Gabriel
Latin Duo/Group of the Year	Banda Sinaloense MS De Sergio Lizarraga

## STREAMING ARTIST AWARDS

Artist of the Year	Drake
Video Streaming Artist of the Year	Rihanna
Female Pop Artist of the Year	Ariana Grande
Male Pop Artist of the Year	Justin Bieber
Pop Duo/Group of the Year	Fifth Harmony
Female Country Artist of the Year	Carrie Underwood
Male Country Artist of the Year	Luke Bryan
Country Duo/Group of the Year	Florida Georgia Line
Rock Artist of the Year	twenty one pilots
EDM Artist of the Year	The Chainsmokers
Female Urban Artist of the Year	Rihanna
Male Urban Artist of the Year	Drake
Latin Artist of the Year	Juan Gabriel
Latin Duo/Group of the Year	Los Temerarios

## ALBUM SALES ARTIST AWARDS

Album Artist of the Year	Adele
Female Pop Artist of the Year	Adele
Male Pop Artist of the Year	Michael Jackson
Pop Duo/Group of the Year	Pentatonix
Female Country Artist of the Year	Carrie Underwood
Male Country Artist of the Year	Chris Stapleton
Country Duo/Group of the Year	Joey & Rory
Rock Artist of the Year	Prince
Rock Duo/Group of the Year	Metallica
Female Urban Artist of the Year	Beyonce
Male Urban Artist of the Year	Drake
Female Christian Artist of the Year	Lauren Daigle
Male Christian Artist of the Year	Chris Tomlin
Christian Duo/Group of the Year	Casting Crowns
Vinyl Artist of the Year	The Beatles

# TOP 25 ALBUMS BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL PROJECT	ALBUM SALES	SONG SALES	AUDIO STREAMS
1	Views	Drake	3,962,768	1,510,987	5,354,978	2,874,424,661
2	25	Adele	2,194,933	1,550,584	3,484,506	443,847,427
3	Lemonade	Beyoncé	2,143,666	1,477,080	4,405,143	339,107,940
4	Anti	Rihanna	1,841,852	515,460	4,287,615	1,346,445,922
5	Blurryface	twenty one pilots	1,661,294	676,227	4,017,781	874,933,813
6	Purpose	Justin Bieber	1,643,939	492,818	4,299,212	1,081,799,966
7	Traveller	Chris Stapleton	1,371,552	1,016,644	1,883,771	249,796,935
8	Hamilton	Various Artists	1,322,504	786,582	590,559	715,299,531
9	Dangerous Woman	Ariana Grande	1,032,184	304,851	2,949,332	648,599,033
10	A Pentatonix Christmas	Pentatonix	1,002,001	890,533	488,122	93,983,786
11	Beauty Behind The Madness	The Weeknd	1,001,854	263,636	2,090,574	793,740,985
12	T R A P S O U L	Bryson Tiller	989,692	223,861	1,122,117	980,429,143
13	Collage EP	The Chainsmokers	972,465	33,481	4,304,533	762,796,629
14	Suicide Squad: The Album	Various Artists	937,542	443,188	2,324,974	392,785,453
15	Islah	Kevin Gates	917,558	310,835	1,775,802	643,713,548
16	Starboy	The Weeknd	903,954	281,298	1,624,644	690,287,639
17	This Is Acting	Sia	903,725	299,596	2,806,660	485,195,191
18	When It's Dark Out	G-Eazy	864,852	197,628	1,861,207	721,655,595
19	Death of a Bachelor	Panic! at the Disco	844,835	494,323	1,111,329	359,069,391
20	The Life Of Pablo	Kanye West	798,002	27,637	329,470	1,106,127,606
21	Thank You	Meghan Trainor	724,735	282,872	2,804,297	242,149,220
22	Nine Track Mind	Charlie Puth	716,624	177,757	2,713,291	401,307,580
23	If I'm Honest	Blake Shelton	715,961	502,254	1,344,350	118,908,420
24	Montevallo	Sam Hunt	704,766	268,480	1,720,122	396,410,269
25	Tangled Up	Thomas Rhett	688,310	253,525	2,331,493	302,453,070

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

# TOP 25 ALBUMS BY SALES

RANK	TITLE	ARTIST	ALBUM SALES
<b>1</b>	<b>25</b>	<b>Adele</b>	<b>1,550,584</b>
2	Views	Drake	1,510,987
3	Lemonade	Beyoncé	1,477,080
4	Traveller	Chris Stapleton	1,016,644
5	A Pentatonix Christmas	Pentatonix	890,533
6	Hamilton	Various Artists	786,582
7	Blurryface	twenty one pilots	676,227
8	The Very Best Of Prince	Prince	644,775
9	Anti	Rihanna	515,460
10	The Ultimate Collection	Garth Brooks	506,967
11	If I'm Honest	Blake Shelton	502,254
12	Death of a Bachelor	Panic! at the Disco	494,323
13	Purpose	Justin Bieber	492,818
14	Hardwired...to Self-destruct	Metallica	486,796
15	24K Magic	Bruno Mars	462,980
16	4 Your Eyez Only	J. Cole	445,722
17	Suicide Squad: The Album	Various Artists	443,188
18	Purple Rain	Prince & The Revolution	407,701
19	Hymns	Joey + Rory	402,777
20	Ripcord	Keith Urban	393,338
21	Blackstar	David Bowie	384,059
22	NOW 57 That's What I Call Music	Various Artists	360,476
23	Joanne	Lady Gaga	353,046
24	A Moon Shaped Pool	Radiohead	343,562
25	Blonde	Frank Ocean	343,243

BuzzAngle Music does not provide any weighting factors on the physical album sales market. All units are exactly as reported from the retailers.



# TOP 25 VINYL ALBUM SALES

RANK	TITLE	ARTIST	ALBUM SALES
<b>1</b>	<b>Blurryface</b>	<b>twenty one pilots</b>	<b>49,004</b>
2	Back To Black	Amy Winehouse	41,087
3	A Moon Shaped Pool	Radiohead	39,861
4	Abbey Road	The Beatles	39,615
5	25	Adele	39,512
6	Blackstar	David Bowie	39,334
7	Purple Rain	Prince & The Revolution	35,244
8	Legend	Bob Marley & The Wailers	32,899
9	Vessel	twenty one pilots	31,006
10	Kind Of Blue	Miles Davis	30,495
11	Guardians of the Galaxy: Awesome Mix V.1	Various Artists	30,328
12	Traveller	Chris Stapleton	29,707
13	Born to Die - EP	Lana Del Rey	27,450
14	Rumours	Fleetwood Mac	26,644
15	Thriller	Michael Jackson	26,092
16	California	Blink-182	25,549
17	Death of a Bachelor	Panic! at the Disco	24,861
18	Cleopatra	The Lumineers	24,120
19	1989	Taylor Swift	23,364
20	21	Adele	22,616
21	Led Zeppelin IV	Led Zeppelin	20,919
22	Am - EP	Arctic Monkeys	20,731
23	Nevermind	Nirvana	20,255
24	Coming Home	Leon Bridges	19,631
25	The Rise And Fall Of Ziggy Stardust And The Spiders From Mars	David Bowie	19,373

BuzzAngle Music does not provide any weighting factors on the physical album sales market. All units are exactly as reported from the retailers.

# TOP 25 ALBUMS BY STREAMS

RANK	TITLE	ARTIST	TOTAL STREAMS	AUDIO STREAMS	VIDEO STREAMS
<b>1</b>	<b>Views</b>	<b>Drake</b>	<b>3,104,177,523</b>	<b>2,895,621,783</b>	<b>208,555,740</b>
2	Anti	Rihanna	2,174,863,097	1,361,491,151	813,371,946
3	Purpose	Justin Bieber	1,916,720,472	1,103,550,409	813,170,063
4	T R A P S O U L	Bryson Tiller	1,471,926,526	993,098,157	478,828,369
5	Blurryface	twenty one pilots	1,430,213,711	893,107,697	537,106,014
6	Collage EP	The Chainsmokers	1,275,089,915	775,971,486	499,118,429
7	The Life Of Pablo	Kanye West	1,274,638,793	1,107,367,547	167,271,246
8	Islah	Kevin Gates	1,253,212,299	653,291,476	599,920,823
9	Beauty Behind The Madness	The Weeknd	1,189,212,393	817,572,093	371,640,300
10	Fetty Wap	Fetty Wap	1,110,230,476	614,825,527	495,404,949
11	Dangerous Woman	Ariana Grande	1,058,879,355	659,799,741	399,079,614
12	When It's Dark Out	G-Eazy	1,043,986,566	734,447,979	309,538,587
13	Dirty Sprite 2 (DS2)	Future	967,435,245	630,030,246	337,404,999
14	EVOL	Future	908,959,467	603,994,502	304,964,965
15	Hamilton	Various Artists	853,995,822	715,483,321	138,512,501
16	Starboy	The Weeknd	847,963,428	693,043,774	154,919,654
17	Chainsmokers	The Chainsmokers	835,929,914	549,883,804	286,046,110
18	Nine Track Mind	Charlie Puth	834,256,461	417,902,560	416,353,901
19	2014 Forest Hills Drive	J. Cole	830,296,115	642,831,372	187,464,743
20	Cry Baby	Melanie Martinez	822,049,191	384,364,490	437,684,701
21	Forest Hills Drive	J. Cole	818,940,868	633,353,314	185,587,554
22	What A Time To Be Alive	Drake & Future	816,074,811	701,576,574	114,498,237
23	New English	Designer	782,934,473	347,642,213	435,292,260
24	Suicide Squad: The Album	Various Artists	752,106,631	397,017,821	355,088,810
25	Coloring Book	Chance The Rapper	745,031,814	745,009,510	22,304

# TOP 25 SONGS BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL PROJECT	SONG SALES	AUDIO STREAMS
1	One Dance	Drake	5,555,380	2,096,662	518,807,627
2	Closer	The Chainsmokers	4,497,430	2,263,573	335,078,486
3	Work	Rihanna	4,080,092	1,802,759	341,599,927
4	Don't Let Me Down	The Chainsmokers	3,849,930	1,795,409	308,178,174
5	Panda	Desiigner	3,601,797	1,535,337	309,969,072
6	Can't Stop The Feeling!	Justin Timberlake	3,596,807	2,488,419	166,258,256
7	7 Years	Lukas Graham	3,544,342	2,131,715	211,893,976
8	My House	Flo Rida	3,458,391	2,244,602	182,068,277
9	Stressed Out	twenty one pilots	3,386,331	1,943,976	216,353,315
10	Cheap Thrills	Sia	3,348,752	1,711,413	245,600,837
11	Love Yourself	Justin Bieber	3,256,041	1,853,732	210,346,322
12	Needed Me	Rihanna	3,172,136	1,059,664	316,870,726
13	Heathens	twenty one pilots	3,131,476	1,784,675	202,020,210
14	I Took A Pill In Ibiza	Mike Posner	3,125,592	1,543,119	237,370,937
15	Work from Home	Fifth Harmony	3,038,803	1,454,598	237,630,758
16	Me, Myself & I	G-Eazy	2,893,741	1,217,629	251,416,827
17	Pillowtalk	ZAYN	2,890,781	1,440,608	217,525,965
18	This Is What You Came For	Calvin Harris	2,743,361	1,315,490	214,180,593
19	Broccoli	D.R.A.M.	2,705,338	1,029,386	251,392,824
20	Ride	twenty one pilots	2,687,684	1,241,451	216,934,975
21	Starboy	The Weeknd	2,609,946	1,137,908	220,805,750
22	Too Good	Drake	2,547,283	720,857	273,963,886
23	Sorry	Justin Bieber	2,477,526	1,086,463	208,659,483
24	i hate u, i love u	Gnash	2,476,458	1,217,386	188,860,774
25	Cake By The Ocean	DNCE	2,416,962	1,414,445	150,377,509

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# TOP 25 SONGS BY SALES

RANK	TITLE	ARTIST	SONG SALES
<b>1</b>	<b>Can't Stop The Feeling!</b>	<b>Justin Timberlake</b>	<b>2,488,419</b>
2	Closer	The Chainsmokers	2,263,573
3	My House	Flo Rida	2,244,602
4	7 Years	Lukas Graham	2,131,715
5	One Dance	Drake	2,096,662
6	Stressed Out	twenty one pilots	1,943,976
7	Love Yourself	Justin Bieber	1,853,732
8	Work	Rihanna	1,802,759
9	Don't Let Me Down	The Chainsmokers	1,795,409
10	Heathens	twenty one pilots	1,784,675
11	Cheap Thrills	Sia	1,711,413
12	I Took A Pill In Ibiza	Mike Posner	1,543,119
13	Panda	Desiigner	1,535,337
14	Work from Home	Fifth Harmony	1,454,598
15	Pillowtalk	ZAYN	1,440,608
16	Cake By The Ocean	DNCE	1,414,445
17	H.O.L.Y.	Florida Georgia Line	1,408,018
18	NO	Meghan Trainor	1,402,997
19	This Is What You Came For	Calvin Harris	1,315,490
20	Ride	twenty one pilots	1,241,451
21	One Call Away	Charlie Puth	1,232,485
22	Me, Myself & I	G-Eazy	1,217,629
23	i hate u, i love u	Gnash	1,217,386
24	Lost Boy	Ruth B.	1,191,429
25	The Sound Of Silence	Disturbed	1,158,722

# TOP 25 SONGS BY STREAMS

RANK	TITLE	ARTIST	TOTAL STREAMS	AUDIO STREAMS	VIDEO STREAMS
<b>1</b>	<b>Panda</b>	<b>Desiigner</b>	<b>736,813,212</b>	<b>316,531,368</b>	<b>420,281,844</b>
2	Work	Rihanna	716,636,471	349,160,604	367,475,867
3	Closer	The Chainsmokers	616,482,817	339,242,590	277,240,227
4	One Dance	Drake	562,093,409	528,802,165	33,291,244
5	Needed Me	Rihanna	519,758,168	321,688,704	198,069,464
6	Don't Let Me Down	The Chainsmokers	510,602,192	316,792,800	193,809,392
7	Sorry	Justin Bieber	479,224,787	215,002,864	264,221,923
8	Work from Home	Fifth Harmony	461,523,305	244,064,314	217,458,991
9	Stressed Out	twenty one pilots	454,005,148	225,002,256	229,002,892
10	7 Years	Lukas Graham	436,892,486	218,032,422	218,860,064
11	Low Life	Future	427,079,591	227,928,430	199,151,161
12	Heathens	twenty one pilots	422,348,688	204,921,432	217,427,256
13	Broccoli	D.R.A.M.	411,700,139	252,929,759	158,770,380
14	Love Yourself	Justin Bieber	409,578,222	217,486,893	192,091,329
15	Me, Myself & I	G-Eazy	408,774,943	260,534,728	148,240,215
16	Black Beatles	Rae Sremmurd	398,985,306	176,299,798	222,685,508
17	I Took A Pill In Ibiza	Mike Posner	387,499,272	244,928,912	142,570,360
18	Don't	Bryson Tiller	384,782,947	220,701,785	164,081,162
19	Pillowtalk	ZAYN	376,680,679	221,871,892	154,808,787
20	Cheap Thrills	Sia	375,428,629	251,864,744	123,563,885
21	Starboy	The Weeknd	363,049,354	223,271,672	139,777,682
22	This Is What You Came For	Calvin Harris	360,239,275	219,122,613	141,116,662
23	Exchange	Bryson Tiller	340,400,074	199,602,099	140,797,975
24	Ride	twenty one pilots	339,608,092	223,225,168	116,382,924
25	2 Phones	Kevin Gates	339,009,218	164,598,262	174,410,956

# TOP 25 ARTISTS BY TOTAL CONSUMPTION

RANK	ARTIST	TOTAL PROJECT	ALBUM SALES	SONG SALES	AUDIO STREAMS
1	<b>Drake</b>	<b>6,087,809</b>	<b>1,724,178</b>	<b>8,707,954</b>	<b>5,239,254,034</b>
2	Beyoncé	3,091,788	1,636,794	6,405,947	1,221,599,386
3	Adele	2,953,323	1,982,491	4,474,828	785,023,276
4	twenty one pilots	2,779,729	1,015,206	6,923,481	1,608,261,703
5	Rihanna	2,527,470	622,133	5,855,682	1,979,653,667
6	The Weeknd	2,247,798	601,702	4,024,853	1,865,416,741
7	Justin Bieber	1,962,472	569,171	4,861,645	1,360,704,037
8	Pentatonix	1,793,607	1,402,504	1,393,718	377,596,646
9	J. Cole	1,751,857	679,955	1,393,716	1,398,796,059
10	Kanye West	1,747,441	215,900	1,580,381	2,060,254,193
11	Metallica	1,730,695	1,406,599	1,337,752	285,480,675
12	Prince	1,695,171	1,450,285	2,273,014	26,377,195
13	Future	1,490,605	265,246	2,136,412	1,517,576,723
14	Panic! at the Disco	1,459,648	726,061	2,160,593	776,291,680
15	Eminem	1,406,981	402,074	2,825,396	1,083,551,297
16	Chris Stapleton	1,387,399	1,018,164	1,980,123	256,834,443
17	Blake Shelton	1,360,897	847,303	2,359,384	416,483,610
18	Ariana Grande	1,355,292	352,118	3,533,771	974,695,332
19	Kevin Gates	1,354,149	391,479	2,427,935	1,079,814,308
20	The Chainsmokers	1,321,487	69,887	5,476,317	1,055,952,503
21	G-Eazy	1,321,481	271,957	2,685,528	1,171,457,230
22	David Bowie	1,318,038	1,053,314	1,213,698	215,031,169
23	The Beatles	1,279,658	641,259	1,769,399	692,188,561
24	Coldplay	1,244,595	457,256	2,625,856	787,130,004
25	Sia	1,232,875	386,210	3,600,560	729,913,819

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

# TOP 25 ARTISTS BY ALBUM SALES

RANK	ARTIST	ALBUM SALES
1	Adele	1,982,491
2	Drake	1,724,178
3	Beyoncé	1,636,794
4	Prince	1,450,285
5	Metallica	1,406,599
6	Pentatonix	1,402,504
7	David Bowie	1,053,314
8	Chris Stapleton	1,018,164
9	twenty one pilots	1,015,206
10	Garth Brooks	957,855
11	Blake Shelton	847,303
12	Kidz Bop Kids	733,111
13	Panic! at the Disco	726,061
14	Elvis Presley	710,011
15	J. Cole	679,955
16	The Beatles	641,259
17	Rihanna	622,133
18	Joey + Rory	608,626
19	The Weeknd	601,702
20	Michael Jackson	597,057
21	Bruno Mars	581,365
22	Justin Bieber	569,171
23	Taylor Swift	560,249
24	Eagles	559,608
25	Red Hot Chili Peppers	555,048

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# TOP 25 ARTISTS BY STREAMS

RANK	ARTIST	TOTAL STREAMS	AUDIO STREAMS	VIDEO STREAMS
<b>1</b>	<b>Drake</b>	<b>6,053,703,020</b>	<b>5,288,796,011</b>	<b>764,907,009</b>
2	Rihanna	3,297,671,731	2,013,711,962	1,283,959,769
3	twenty one pilots	2,635,459,821	1,632,938,556	1,002,521,265
4	The Weeknd	2,524,860,083	1,897,426,372	627,433,711
5	Future	2,492,554,102	1,543,036,580	949,517,522
6	Kanye West	2,456,355,930	2,077,120,706	379,235,224
7	Justin Bieber	2,430,063,560	1,386,489,788	1,043,573,772
8	Kevin Gates	2,096,428,953	1,092,464,324	1,003,964,629
9	Beyoncé	2,093,171,487	1,234,928,032	858,243,455
10	Eminem	1,947,445,547	1,105,657,775	841,787,772
11	J. Cole	1,737,306,300	1,415,353,811	321,952,489
12	The Chainsmokers	1,716,777,366	1,078,219,078	638,558,288
13	G-Eazy	1,698,675,491	1,187,108,458	511,567,033
14	Ariana Grande	1,640,335,449	994,831,582	645,503,867
15	Bryson Tiller	1,496,401,074	1,013,850,716	482,550,358
16	Chris Brown	1,446,523,940	839,106,192	607,417,748
17	Fetty Wap	1,396,793,406	777,472,783	619,320,623
18	Los Temerarios	1,303,814,954	84,667,733	1,219,147,221
19	Rae Sremmurd	1,274,168,916	704,023,420	570,145,496
20	Adele	1,263,017,303	802,953,599	460,063,704
21	Wiz Khalifa	1,241,941,238	696,706,408	545,234,830
22	Kendrick Lamar	1,212,058,571	979,775,038	232,283,533
23	Young T.H.U.G.	1,182,564,882	722,066,194	460,498,688
24	Sia	1,139,782,572	743,706,158	396,076,414
25	Panic! at the Disco	1,137,282,655	784,115,482	353,167,173



# TOP 10

## POP ALBUMS

### BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL
<b>1</b>	<b>25</b>	<b>Adele</b>	<b>2,194,933</b>
2	Purpose	Justin Bieber	1,643,939
3	Dangerous Woman	Ariana Grande	1,032,184
4	A Pentatonix Christmas	Pentatonix	1,002,001
5	This Is Acting	Sia	903,725
6	Thank You	Meghan Trainor	724,735
7	Nine Track Mind	Charlie Puth	716,624
8	Trolls	Various Artists	685,194
9	24K Magic	Bruno Mars	683,661
10	Mind of Mine	ZAYN	647,785

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

RANK	TITLE	ARTIST	TOTAL
<b>1</b>	<b>Can't Stop The Feeling!</b>	<b>Justin Timberlake</b>	<b>3,596,807</b>
2	7 Years	Lukas Graham	3,544,342
3	Cheap Thrills	Sia	3,348,752
4	Love Yourself	Justin Bieber	3,256,041
5	I Took A Pill In Ibiza	Mike Posner	3,125,592
6	Work from Home	Fifth Harmony	3,038,803
7	Pillowtalk	ZAYN	2,890,781
8	Sorry	Justin Bieber	2,477,526
9	Cake By The Ocean	DNCE	2,416,962
10	Hello	Adele	2,140,081

# TOP 10

## POP SONGS

### BY TOTAL CONSUMPTION

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# TOP 10

## URBAN ALBUMS

### BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL
<b>1</b>	<b>Views</b>	<b>Drake</b>	<b>3,962,770</b>
2	Lemonade	Beyoncé	2,143,666
3	Anti	Rihanna	1,841,853
4	Beauty Behind The Madness	The Weeknd	1,001,855
5	T R A P S O U L	Bryson Tiller	989,693
6	Suicide Squad: The Album	Various Artists	937,544
7	Islah	Kevin Gates	917,558
8	Starboy	The Weeknd	903,959
9	When It's Dark Out	G-Eazy	864,852
10	The Life Of Pablo	Kanye West	798,002

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

RANK	TITLE	ARTIST	TOTAL
<b>1</b>	<b>One Dance</b>	<b>Drake</b>	<b>5,555,380</b>
2	Work	Rihanna	4,080,092
3	Panda	Desiigner	3,601,797
4	My House	Flo Rida	3,458,391
5	Needed Me	Rihanna	3,172,136
6	Me, Myself & I	G-Eazy	2,893,741
7	Broccoli	D.R.A.M.	2,705,338
8	Starboy	The Weeknd	2,609,946
9	Too Good	Drake	2,547,283
10	Controlla	Drake	2,270,592

# TOP 10

## URBAN SONGS

### BY TOTAL CONSUMPTION

Urban chart combines Hip-Hop/Rap and R&B.

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# TOP 10

## ROCK ALBUMS BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL
1	<b>Blurryface</b>	<b>twenty one pilots</b>	<b>1,661,302</b>
2	Death of a Bachelor	Panic! at the Disco	844,844
3	A Head Full of Dreams	Coldplay	644,125
4	Vessel	twenty one pilots	593,310
5	Hardwired...to Self-destruct	Metallica	559,479
6	Cleopatra	The Lumineers	543,910
7	Immortalized	Disturbed	481,268
8	The Getaway	Red Hot Chili Peppers	423,914
9	California	Blink-182	408,141
10	Blackstar	David Bowie	407,661

Rock chart combines Rock, Alternative, Metal, Indie Rock, Folk Punk.

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

RANK	TITLE	ARTIST	TOTAL
1	<b>Stressed Out</b>	<b>twenty one pilots</b>	<b>3,386,331</b>
2	Heathens	twenty one pilots	3,131,476
3	Ride	twenty one pilots	2,687,684
4	Let It Go	James Bay	1,885,141
5	Unsteady	X Ambassadors	1,699,853
6	Hymn for the Weekend	Coldplay	1,618,878
7	The Sound Of Silence	Disturbed	1,547,215
8	Adventure of a Lifetime	Coldplay	1,095,106
9	Ophelia	The Lumineers	975,835
10	Ex's and Oh's	Elle King	943,790

# TOP 10

## ROCK SONGS BY TOTAL CONSUMPTION

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# TOP 10

## COUNTRY ALBUMS

### BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL
1	<b>Traveller</b>	<b>Chris Stapleton</b>	<b>1,371,562</b>
2	If I'm Honest	Blake Shelton	715,962
3	Montevallo	Sam Hunt	704,767
4	Tangled Up	Thomas Rhett	688,310
5	Dig Your Roots	Florida Georgia Line	643,099
6	Ripcord	Keith Urban	643,073
7	Kill The Lights	Luke Bryan	522,136
8	The Ultimate Collection	Garth Brooks	507,105
9	Storyteller	Carrie Underwood	459,118
10	Black	Dierks Bentley	437,416

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

RANK	TITLE	ARTIST	TOTAL
1	<b>H.O.L.Y.</b>	<b>Florida Georgia Line</b>	<b>1,981,255</b>
2	Die A Happy Man	Thomas Rhett	1,602,305
3	Humble And Kind	Tim McGraw	1,390,041
4	My Church	Maren Morris	1,142,136
5	Somewhere On A Beach	Dierks Bentley	1,052,323
6	Break Up In a Small Town	Sam Hunt	995,351
7	You Should Be Here	Cole Swindell	977,342
8	Tennessee Whiskey	Chris Stapleton	976,899
9	T-Shirt	Thomas Rhett	970,763
10	Head Over Boots	Jon Pardi	949,309

# TOP 10

## COUNTRY SONGS

### BY TOTAL CONSUMPTION

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# TOP 10

## EDM ALBUMS BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL
1	<b>Closer</b>	<b>The Chainsmokers</b>	<b>972,465</b>
2	Chainsmokers	The Chainsmokers	637,905
3	Badlands	Halsey	558,097
4	Encore	DJ Snake	446,726
5	Blue Neighbourhood	Troye Sivan	375,224
6	Skin	Flume	362,693
7	Peace Is The Mission	Major Lazer	299,985
8	Delirium	Ellie Goulding	290,507
9	Cloud Nine	Kygo	252,874
10	Bobby Tarantino	Logic	215,249

EDM chart combines Electronica and Dance.

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

RANK	TITLE	ARTIST	TOTAL
1	<b>Closer</b>	<b>The Chainsmokers</b>	<b>4,497,430</b>
2	Don't Let Me Down	The Chainsmokers	3,849,930
3	Roses	The Chainsmokers	2,339,224
4	Cold Water	Major Lazer	2,200,051
5	Let Me Love You	DJ Snake	2,053,881
6	Never Be Like You	Flume	1,976,034
7	Middle	DJ Snake	1,677,616
8	Youth	Troye Sivan	1,190,619
9	Light It Up	Major Lazer	1,066,766
10	Lean On	Major Lazer	1,038,020

# TOP 10

## EDM SONGS BY TOTAL CONSUMPTION

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# TOP 10

## METAL ALBUMS

### BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL
1	<b>Hardwired...to Self-destruct</b>	<b>Metallica</b>	<b>559,469</b>
2	Immortalized	Disturbed	481,267
3	Metallica	Metallica	358,909
4	Got Your Six	Five Finger Death Punch	196,702
5	Master of Puppets	Metallica	180,384
6	Ride the Lightning	Metallica	178,541
7	And Justice For All	Metallica	176,553
8	Hybrid Theory	Linkin Park	154,452
9	The Stage	Avenged Sevenfold	145,123
10	The Wrong Side of Heaven and the Righteous Side of Hell, Vol. 2	Five Finger Death Punch	142,705

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

RANK	TITLE	ARTIST	TOTAL
1	<b>The Sound Of Silence</b>	<b>Disturbed</b>	<b>1,547,215</b>
2	Enter Sandman	Metallica	361,468
3	Down With The Sickness	Disturbed	326,733
4	In The End	Linkin Park	322,615
5	Last Resort	Papa Roach	298,848
6	Numb	Linkin Park	281,079
7	Wrong Side Of Heaven	Five Finger Death Punch	247,409
8	Killing In The Name	Rage Against The Machine	220,710
9	Crazy Train	Ozzy Osbourne	218,231
10	Bad Company	Five Finger Death Punch	212,113

# TOP 10

## METAL SONGS

### BY TOTAL CONSUMPTION

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# TOP 10

## LATIN ALBUMS

### BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL
<b>1</b>	<b>Energía</b>	<b>J. Balvin</b>	<b>103,066</b>
2	Recuerden Mi Estilo	Ariel Camacho y Los Plebes del Rancho	102,512
3	Que Bendición	Banda Sinaloense MS de Sergio Lizárraga	85,363
4	El Karma	Ariel Camacho y Los Plebes del Rancho	80,181
5	Sex And Love	Enrique Iglesias	74,542
6	Los Dúo	Juan Gabriel	68,474
7	F	Romeo Santos	63,386
8	Mis Número 1... 40 Aniversario	Juan Gabriel	61,703
9	Los Dúo 2	Juan Gabriel	58,278
10	Amor Prohibido	Selena	47,095

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

RANK	TITLE	ARTIST	TOTAL
<b>1</b>	<b>Hasta el Amanecer</b>	<b>Nicky Jam</b>	<b>448,615</b>
2	Duele el Corazón	Enrique Iglesias	394,390
3	Bailando	Enrique Iglesias	385,038
4	Ginza	J. Balvin	354,817
5	El Perdón	Nicky Jam & Enrique Iglesias	328,175
6	Danza Kuduro	Don Omar	298,233
7	La Bicicleta	Carlos Vives & Shakira	244,826
8	Vivir Mi Vida	Marc Anthony	206,593
9	Travesuras	Nicky Jam	204,231
10	Encantadora	Yandel	201,996

# TOP 10

## LATIN SONGS

### BY TOTAL CONSUMPTION

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# TOP 10

## JAZZ ALBUMS

### BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL
1	<b>A Charlie Brown Christmas</b>	<b>Vince Guaraldi</b>	<b>103,645</b>
2	Kind Of Blue	Miles Davis	74,186
3	My Favorite Things	Joey Alexander	36,246
4	Take Me to the Alley	Gregory Porter	27,312
5	A Love Supreme - EP	John Coltrane	26,520
6	Silver Bells	Kenny G	26,001
7	The Best Of Nina Simone	Nina Simone	24,790
8	Emily's D+Evolution	Esperanza Spalding	23,396
9	Louis Armstrong	Louis Armstrong	21,976
10	The Epic	Kamasi Washington	19,778

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

RANK	TITLE	ARTIST	TOTAL
1	<b>What A Wonderful World</b>	<b>Louis Armstrong &amp; His All Stars</b>	<b>201,701</b>
2	Christmas Time Is Here	Vince Guaraldi	130,921
3	Feeling Good	Nina Simone	110,335
4	Linus And Lucy	Vince Guaraldi	67,562
5	La vie en rose	Louis Armstrong	65,934
6	In A Sentimental Mood	Duke Ellington & John Coltrane	59,945
7	Summertime	Miles Davis	45,580
8	Everybody Loves The Sunshine	Roy Ayers Ubiquity	43,087
9	Blue in Green	Miles Davis	42,111
10	O Tannenbaum	Vince Guaraldi	41,565

# TOP 10

## JAZZ SONGS

### BY TOTAL CONSUMPTION

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)



# TOP 10

## CHRISTIAN ALBUMS BY TOTAL CONSUMPTION

RANK	TITLE	ARTIST	TOTAL
1	How Can It Be	Lauren Daigle	376,033
2	Unleashed	Skillet	181,534
3	HARD LOVE	Needtobreathe	143,107
4	This Is Not A Test	tobyMac	142,392
5	Therapy Session	NF	139,241
6	Of Dirt And Grace	Hillsong United	133,127
7	Never Lose Sight	Chris Tomlin	121,526
8	Here As In Heaven	Elevation Worship	107,580
9	Tennessee Christmas	Amy Grant	101,403
10	Empires	Hillsong United	100,745

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

RANK	TITLE	ARTIST	TOTAL
1	Oceans (Where Feet May Fail)	Hillsong United	428,635
2	Good Good Father	Chris Tomlin	405,676
3	Brother	Needtobreathe	235,393
4	Tell Your Heart to Beat Again	Danny Gokey	230,121
5	Feel Invincible	Skillet	211,319
6	Monster	Skillet	206,527
7	The River	Jordan Feliz	201,640
8	Just Be Held	Casting Crowns	196,552
9	No Longer Slaves	Melissa Helser, Jonathan David, Bethel Music	189,230
10	How Can It Be	Lauren Daigle	188,986

# TOP 10

## CHRISTIAN SONGS BY TOTAL CONSUMPTION

Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

**TOP 10**  
**STAGE &  
 SCREEN  
 ALBUMS  
 BY TOTAL  
 CONSUMPTION**

RANK	TITLE	ARTIST	TOTAL
<b>1</b>	<b>Hamilton</b>	<b>Various Artists</b>	<b>1,322,524</b>
2	Hamilton the Mixtape	Various Artists	294,337
3	Moana	Various Artists	290,463
4	Guardians of the Galaxy: Awesome Mix V.1	Various Artists	169,096
5	Star Wars: The Force Awakens	John Williams	133,033
6	Frozen	Various Artists	95,541
7	Empire: Season 2 Volume 2 Original Soundtrack	Empire Cast	84,114
8	Dirty Dancing	Various Artists	59,820
9	Undertale Soundtrack	Toby Fox	55,850
10	Batman v Superman: Dawn of Justice	Hans Zimmer & Junkie XL	52,522

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

RANK	TITLE	ARTIST	TOTAL
1	Try Everything	Shakira	650,220
2	I Don't Wanna Live Forever (Fifty Shades Darker)	ZAYN & Taylor Swift	407,902
3	I See Fire	Ed Sheeran	281,639
4	Alexander Hamilton	Original Broadway Cast of Hamilton, Christopher Jackson, Lin-Manuel Miranda, Anthony Ramos, Phillipa Soo, Leslie Odom Jr., Okieriete Onaodowan, Daveed Diggs	271,037
5	Let It Go	Idina Menzel	252,554
6	My Shot	Original Broadway Cast of Hamilton, Okieriete Onaodowan, Lin-Manuel Miranda, Leslie Odom, Jr., Daveed Diggs, Anthony Ramos	238,544
7	Aaron Burr, Sir	Okieriete Onaodowan, Lin-Manuel Miranda, Leslie Odom, Jr., Daveed Diggs, Anthony Ramos	208,845
8	Satisfied	Original Broadway Cast of Hamilton, Renee Elise Goldsberry	205,154
9	How Far I'll Go	Auli'i Cravalho	191,157
10	How Far I'll Go	Alessia Cara	179,038

TOP 10

STAGE &  
SCREEN  
SONGS  
BY TOTAL  
CONSUMPTION

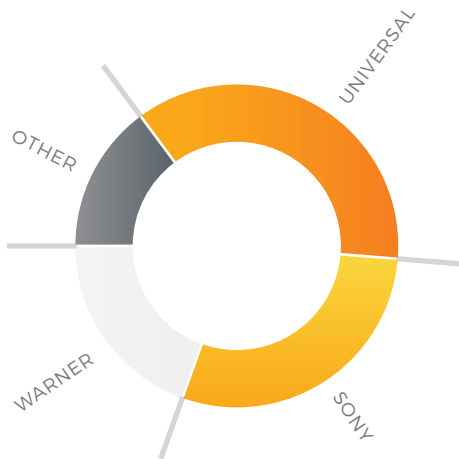
Song Consumption is calculated as follows:

Total Song Project Units = Song Sales + (On-Demand Audio Streams/150)

# 09

## DISTRIBUTOR & LABEL PERFORMANCE

### DISTRIBUTOR SHARE



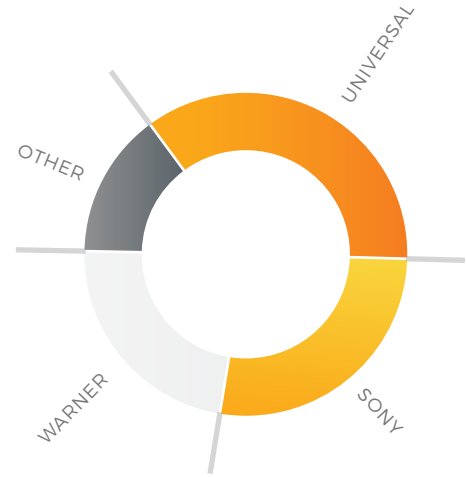
### ALBUM CONSUMPTION BY DISTRIBUTOR

DISTRIBUTOR	UNITS	% OF TOTAL	% GROWTH 2016 VS 2015
UNIVERSAL	148,280,835	35.8%	0.9%
SONY	113,703,345	27.5%	7.3%
WARNER	86,365,311	20.9%	21.3%
OTHER	65,579,113	15.8%	5.6%

Album Consumption is calculated as follows:  
 Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

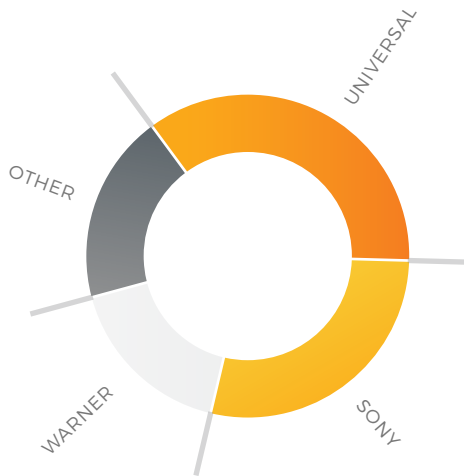
## ALBUM SALES BY DISTRIBUTOR

DISTRIBUTOR	UNITS	% OF TOTAL	% GROWTH 2016 VS 2015
UNIVERSAL	35.8	35.1%	-21.0%
SONY	27.5	27.8%	-15.2%
WARNER	20.9	22.5%	5.0%
OTHER	15.8	14.6%	-26.5%



BuzzAngle Music does not provide any weighting factors on the physical album sales market. All units are exactly as reported from the retailers.

## SONG STREAMS BY DISTRIBUTOR



DISTRIBUTOR	UNITS	% OF TOTAL	% GROWTH 2016 VS 2015
UNIVERSAL	152,353,085,335	35.3%	38.4%
SONY	122,174,844,498	28.3%	38.5%
WARNER	77,720,978,779	18.0%	49.8%
OTHER	79,789,788,521	18.5%	43.3%

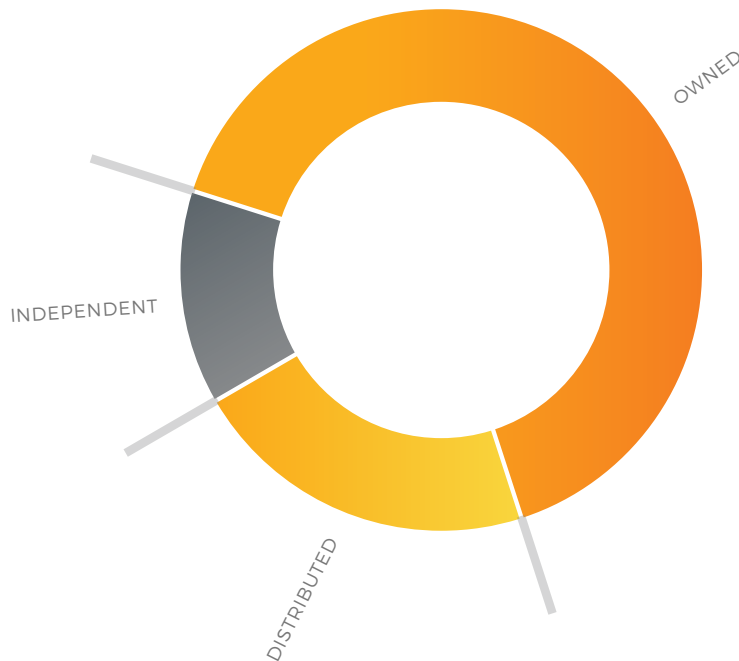
BuzzAngle Music does not provide any weighting factors on the physical album sales market. All units are exactly as reported from the retailers.

# ALBUM CONSUMPTION BY LABEL TYPE

LABEL TYPE	UNITS	% OF TOTAL
OWNED	268,501,312	64.9%
DISTRIBUTED	89,037,620	21.5%
INDEPENDENT	56,389,672	13.6%

- OWNED: Labels owned by a major distributor (e.g. Columbia, Republic, Atlantic, etc.)
- DISTRIBUTED: Independent Labels distributed by a major distributor (e.g. Disney, Glassnote, Epitaph, etc.)
- INDEPENDENT: Independent labels not distributed by a major distributor

Album Consumption is calculated as follows:  
 Total Album Project Units = Album Sales + (Song Sales/10)  
 + (On-Demand Audio Streams/1500)



# TOP 25 DISTRIBUTORS BY TOTAL CONSUMPTION

RANK	DISTRIBUTOR	TOTAL PROJECT	ALBUM SALES	SONG SALES	AUDIO STREAMS
<b>1</b>	<b>Universal Music Group</b>	<b>135,792,204</b>	<b>56,099,591</b>	<b>253,078,276</b>	<b>81,577,178,095</b>
2	Sony Music	87,520,220	37,535,570	168,231,138	49,742,303,358
3	Warner Music Group	69,875,369	30,889,494	130,956,273	38,835,372,238
4	Alternative Distribution Alliance	16,489,941	8,033,729	17,496,210	10,059,887,445
5	RED	15,555,028	7,348,873	23,589,490	8,770,809,500
6	TuneCore, Inc	13,545,454	3,756,067	22,471,668	11,313,330,767
7	The Orchard	10,628,097	3,354,490	19,694,632	7,956,216,248
8	INGrooves	7,258,119	2,518,099	11,110,119	5,443,511,984
9	CDBaby	5,522,227	2,539,745	8,816,469	3,151,253,296
10	Caroline	5,230,512	2,303,906	7,619,376	3,247,002,994
11	Entertainment One	4,472,504	2,375,681	6,131,109	2,225,567,764
12	EMPIRE Distribution	3,028,760	622,171	4,926,786	2,870,864,990
13	Believe Digital	2,640,534	465,732	5,369,481	2,456,780,496
14	Redeye	1,363,935	611,777	1,347,230	926,152,902
15	Beggars Group Digital	1,174,225	64,223	1,899,667	1,380,053,025
16	PK Interactive, Inc.	979,826	135,124	1,865,846	987,176,058
17	AWAL	956,774	398,528	1,577,636	600,723,084
18	Pearl Records	905,140	902,915	16	3,334,662
19	Naxos	646,541	426,604	423,922	266,316,946
20	Fresh Produce, LP	578,555	343,243	14,602	350,776,964
21	Select O Hits, Inc.	545,745	164,628	704,633	465,980,367
22	Kontor New Media	400,586	129,714	746,714	294,301,494
23	AMPED	384,845	264,836	231,335	145,313,503
24	Ditto, Ltd.	384,149	79,764	850,703	328,972,789
25	DashGo	374,841	44,908	356,899	441,364,361

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

# TOP 25 DISTRIBUTORS BY STREAMS

RANK	DISTRIBUTOR	TOTAL STREAMS	AUDIO STREAMS	VIDEO STREAMS
<b>1</b>	<b>Universal Music Group</b>	<b>137,672,240,659</b>	<b>84,032,252,783</b>	<b>53,639,987,876</b>
2	Sony Music	88,691,629,452	51,192,997,109	37,498,632,343
3	Warner Music Group	63,912,678,139	39,964,179,804	23,948,498,335
4	The Orchard	20,779,565,636	8,136,073,184	12,643,492,452
5	TuneCore, Inc	17,766,251,795	11,374,745,764	6,391,506,031
6	Alternative Distribution Alliance	13,808,300,640	10,242,903,361	3,565,397,279
7	RED	12,703,649,410	9,019,826,897	3,683,822,513
8	INGrooves	10,025,323,877	5,538,818,054	4,486,505,823
9	Believe Digital	5,743,128,216	2,498,331,133	3,244,797,083
10	CDBaby	5,584,220,612	3,181,561,102	2,402,659,510
11	EMPIRE Distribution	5,567,814,348	2,896,226,890	2,671,587,458
12	Caroline	4,655,520,799	3,314,642,664	1,340,878,135
13	Entertainment One	3,814,761,971	2,289,827,286	1,524,934,685
14	Beggars Group Digital	1,709,134,153	1,388,371,056	320,763,097
15	Select O Hits, Inc.	1,342,961,760	474,987,536	867,974,224
16	PK Interactive, Inc.	1,269,318,299	987,549,180	281,769,119
17	Redeye	1,184,980,734	934,624,304	250,356,430
18	AWAL	1,029,114,462	607,922,821	421,191,641
19	DashGo	943,340,352	443,659,712	499,680,640
20	DH1 Media	864,763,982	178,634,960	686,129,022
21	IIP-DDS B.V.	673,665,785	394,569,905	279,095,880
22	Kontor New Media	585,051,084	300,806,821	284,244,263
23	Foundation Media	549,206,999	305,332,897	243,874,102
24	LOEN Entertainment	547,448,972	180,035,190	367,413,782
25	Hungama Digital Media Entertainment Pvt. Ltd	519,644,977	12,432,556	507,212,421



# TOP 25 LABELS BY TOTAL CONSUMPTION

RANK	LABEL	TOTAL PROJECT	ALBUM SALES	SONG SALES	AUDIO STREAMS
1	<b>Columbia Records</b>	<b>26,554,150</b>	<b>10,523,651</b>	<b>46,570,816</b>	<b>12,696,051,497</b>
2	Interscope	23,128,329	8,353,622	44,466,591	15,492,071,488
3	RCA Records	22,734,975	8,948,512	44,978,117	13,932,977,074
4	Atlantic Records	18,808,052	6,691,037	36,945,477	12,633,701,287
5	Republic	14,254,533	4,754,535	30,672,344	9,649,145,202
6	Epic Records	12,459,725	4,751,796	25,614,401	7,719,734,449
7	Def Jam	11,470,547	2,505,064	20,799,268	10,328,334,572
8	Capitol	9,560,392	4,276,330	17,891,058	5,242,434,633
9	Island	8,321,753	3,413,509	18,184,139	4,634,744,226
10	Republic/Cash Money	7,907,966	1,908,706	12,208,589	7,167,600,960
11	Warner Bros.	7,592,110	3,466,813	15,609,812	3,846,474,280
12	Rhino Records	7,182,422	4,425,148	12,882,894	2,203,476,263
13	Capitol Nashville	4,579,557	2,218,567	11,238,711	1,855,678,434
14	Reprise Records	4,485,463	2,604,276	6,704,972	1,816,034,404
15	Parlophone	4,064,167	1,884,609	7,188,092	2,191,123,948
16	Fueled By Ramen	3,958,064	1,770,526	7,150,438	2,208,740,912
17	Elektra	3,472,955	1,798,399	6,135,754	1,591,470,642
18	UMLE	3,279,652	756,315	3,768,997	3,219,655,512
19	Roc Nation	3,067,719	1,071,545	5,696,315	2,139,813,963
20	RCA Nashville Legacy	3,037,383	1,528,815	6,498,554	1,288,068,675
21	Warner Music Nashville	3,015,811	1,569,584	7,076,860	1,107,811,622
22	Sony Music US Latin	2,872,206	652,041	4,156,572	2,706,761,003
23	Walt Disney Records	2,785,411	1,512,016	5,036,026	1,154,689,258
24	Mercury Nashville	2,739,791	1,607,871	5,265,030	908,125,990
25	MCA Nashville	2,585,582	1,333,116	5,414,964	1,066,454,192

Album Consumption is calculated as follows:

Total Album Project Units = Album Sales + (Song Sales/10) + (On-Demand Audio Streams/1500)

Note: This chart represents the performance of individual labels, not the aggregation of these labels into label groups as is commonly done within distributor organizations.

# TOP 25 LABELS BY STREAMS

RANK	LABEL	TOTAL STREAMS	AUDIO STREAMS	VIDEO STREAMS
1	<b>Interscope</b>	<b>25,041,336,444</b>	<b>15,961,426,506</b>	<b>9,079,909,938</b>
2	RCA Records	23,236,795,218	14,347,547,118	8,889,248,100
3	Columbia Records	22,197,737,981	13,015,565,981	7,919,154,697
4	Atlantic Records	20,272,056,873	12,958,397,904	7,313,658,969
5	Def Jam	15,835,853,562	10,567,895,897	5,267,957,665
6	Republic	14,729,111,087	9,881,983,117	4,847,127,970
7	Epic Records	13,207,731,176	7,945,461,647	5,262,269,529
8	UMLE	12,879,487,859	3,382,105,749	9,497,382,110
9	Sony Music US Latin	9,646,086,199	2,801,563,383	6,844,522,816
10	Republic/Cash Money	9,113,054,419	7,287,675,619	1,825,378,800
11	Capitol	8,151,067,112	5,395,575,776	2,755,491,336
12	Island	7,542,229,410	4,812,032,116	2,730,197,294
13	Warner Bros.	6,170,308,220	3,969,049,324	2,201,258,896
14	Rhino Records	3,937,959,401	2,314,923,467	1,623,035,934
15	Parlophone	3,544,985,724	2,237,866,720	1,307,119,004
16	Fueled By Ramen	3,346,093,729	2,244,816,484	1,101,277,245
17	Artist Partner Group	3,287,644,483	1,772,681,173	1,514,963,310
18	Roc Nation	3,182,690,611	2,166,320,756	1,016,369,855
19	Reprise Records	3,152,240,685	1,865,967,319	1,286,273,366
20	Walt Disney Records	3,034,784,658	1,172,612,495	1,862,172,163
21	INGrooves	2,902,450,718	1,449,239,922	1,453,210,796
22	Capitol Nashville	2,752,868,681	1,933,041,742	819,826,939
23	Elektra	2,664,310,908	1,646,969,166	1,017,341,742
24	300 Entertainment	2,469,129,687	1,606,247,786	862,881,901
25	Hollywood Records	2,284,679,285	1,326,898,606	957,780,679

Note: This chart represents the performance of individual labels, not the aggregation of these labels into label groups as is commonly done within distributor organizations

# 10

## THANK YOU FOR VIEWING THE BUZZANGLE 2016 REPORT

### ABOUT BORDER CITY MEDIA

Border City media is a New York-based music technology company that has developed a unique set of services that radically change the way businesses analyze entertainment consumption and related trends.

BuzzAngle Music is the first in a series of Border City Media services that will also include BuzzAngle Movies and BuzzAngle Books. Border City Media was founded by Jim Lidestri, previously President and Chief Executive Officer of Interliant, Inc., one of the industry's first application service providers.

**Website:** [BuzzAngleMusic.com](http://BuzzAngleMusic.com)

**Contact:** [info@BorderCityMedia.com](mailto:info@BorderCityMedia.com)

**Twitter:** [@BuzzAngleMusic](https://twitter.com/BuzzAngleMusic)

### ABOUT BUZZANGLE MUSIC

BuzzAngle Music's new charts and analytics offer data at a much more granular level and in a much more timely manner than the most commonly used measurement of sales and streaming available up to this point, leading to an ability to produce trillions of unique charts daily, revolutionizing a slow, staid and stale aspect of the music industry.

Data is updated daily to reflect the previous day's sales and streaming activity in both the United States and Canada.