



BUZZANGLE MUSIC

2018 YEAR-END REPORT

 **U.S. MUSIC INDUSTRY CONSUMPTION**

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01

Introduction

Welcome to the BuzzAngle Music 2018 Year-End Report

Welcome to BuzzAngle Music's 2018 report on U.S. music consumption.

For the second year in a row, overall consumption growth was up double-digits. 2018 total consumption showed a 16.2% increase over 2017, which we showed last year to be up 12.8% over 2016.

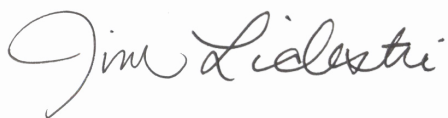
On-demand audio stream consumption continued to fuel the overall growth, increasing 41.8% to 534.6B streams, up from 376.9B streams last year. Total on-demand streams, including both audio and video, topped 809B for the year. In the fourth quarter of 2018, a dominant 85% of all audio streams were subscription-based.

The # of unique titles audio-streamed in 2018 totaled 3M more than in 2017, a 9.2% increase. Consumers are exercising their choice to explore new music, which is a terrific sign for the industry.

Album sales and song sales continued to decline, 18.2% and 28.8% respectively, and physical sales declined 15.3%. Vinyl sales continued to grow with an increase of 11.9% over 2016.

The BuzzAngle 2018 U.S. music report is filled with many more stats on consumption. We hope you enjoy it and we welcome any feedback.

Best wishes for a healthy, happy and prosperous 2019!



Jim Lidestri
CEO

Calculation Notes

- The 2018 measurement period is 12/29/2017 through 12/27/2018
- The 2017 measurement period is 12/30/2016 through 12/28/2017

Album Consumption is calculated as follows:

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

Song Consumption is calculated as follows:

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

Album Sales Weighting:

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

Retailer/DSP Reporting Notices:

- Tidal stopped reporting their streams at the end of July, 2017.

Release Period Category Definitions:

- 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

02 Summary

Consumption

	2018	2017	% Growth	
Total Album Consumption	701.0M	603.2M	16.2%	▲
Total Song Consumption	5.8B	4.6B	27.4%	▲
Total On-Demand Streams	809.5B	598.0B	35.4%	▲
Audio Streams	534.6B	376.9B	41.8%	▲
Video Streams	274.9B	221.1B	24.3%	▲
Song Sales	401.1M	563.7M	-28.8%	▼
Album Sales	121.2M	148.1M	-18.2%	▼
Digital Album Sales	50.8M	64.9M	-21.8%	▼
Physical Album Sales	70.4M	83.2M	-15.3%	▼
CD Sales	60.7M	74.5M	-18.5%	▼
Vinyl Sales	9.7M	8.6M	11.9%	▲
Cassette Sales	118.2K	99.4K	18.9%	▲

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

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

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

Consumption Breakdown

	2018	2017	Change
% of Total Album Consumption			
Album Sales	17.3%	24.6%	-7.3 ▼
Song Sales	5.7%	9.3%	-3.6 ▼
On-Demand Streams	77.0%	66.1%	10.9 ▲
% of Total On-Demand Streams			
Audio Streams	66.0%	66.0%	0.0 –
Video Streams	34.0%	34.0%	0.0 –
% of Total Album Sales			
Digital Album Sales	41.9%	43.8%	-1.9 ▼
Physical Album Sales	58.1%	56.2%	1.9 ▲
% of Total Physical Album Sales			
CD Sales	86.1%	89.5%	-3.4 ▼
Vinyl Sales	13.7%	10.4%	3.3 ▲
Cassette Sales	0.2%	0.1%	0.1 ▲

03 Highlights

2018 U.S. Highlights

Consumption Highlights

- Audio on-demand streams set a new record high of **534.6 billion**, up **42%** over 2017. The previous record was set in 2017 with 376.9 billion streams.
- Total on-demand streams set a new high in 2018 with **809.5 billion** streams, up **35%** over the previous record in 2017 (598 billion).
- During the 4th quarter of 2018, subscription streams accounted for **85%** of all on-demand audio streams (**157.4 billion**).
- Subscription streams grew **50%** during the 4th quarter of 2018 and accounted for **85%** of total audio streams for the quarter. In 2017, subscription streams were up 57% over 2016.
- Song consumption in 2018 reached a new high of **5.8 billion**, up **27%** over 2017.
- Vinyl album sales were up **12%** in 2018 after seeing a 20% growth in 2017 over 2016. Vinyl album sales accounted for **13.7%** of all physical album sales, up from 10% in 2017 and 8% in 2016.
- There were only nine songs that were streamed more than **500 million** times in 2018, compared to 16 in 2017, six in 2016 and two in 2015.
- There were 417 songs that streamed more than **100 million** times in 2018, compared to 383 songs in 2017, 226 songs in 2016 and 111 songs in 2015.
- The top 1,000 streamed songs in 2018 accounted for **121.8 billion** streams, 122.2 billion in 2017, 91.8 billion in 2016.
- In 2017 there were two songs that had more than **two million** song downloads, in 2016 there were five, and 16 in 2015. In 2018 there was not a single song that broke **one million** sales. In 2017, there were only 14 songs that sold more than one million song downloads compared to 36 in 2016 and 60 songs in 2015.
- The top 1,000 song sales accounted for **92.3 million** sales (23% of all song sales); which is down drastically from 170.9 million sales in 2017 (a drop of 53%).
- For the second straight year, **Drake took the three largest awards**, Artist of the Year, Album of the Year, Scorpion, and Song of the Year, God's Plan.

Industry Trends: Genre

- The Hip-Hop/Rap genre had the largest genre-share of total album consumption, **21.7%** up from 17.5% in 2017. Pop and Rock followed with 20.1% and 14% respectively.
- For the third year in a row, Hip-Hop/Rap was the top genre in terms of total song consumption, **24.7%** up from 20.9% in 2017, with Pop second at 19% share followed by Rock at 12%.
- For the past three years, Urban songs (Hip-Hop/Rap and R&B) were the most streamed songs among all genres. In 2018 they accounted for **36%** of all on-demand streams, up from 32% in 2017. **19.3%** were from Pop titles, up from 15.6% in 2017.
- Streaming of titles in the Rock genre (including Rock, Alternative, Metal, Indie Rock, Punk) went from 19% in 2017 down to **11%** in 2018. 11% were Latin songs.
- Album titles from the Rock & Pop genres each accounted for **26%** of all album sales in 2018. In 2017, they accounted for 29% and 19.7% respectively. In addition, 13% of all album sales were Country albums and 12% were Urban albums (Hip-Hop/Rap and R&B).
- Just three years ago more than 65% of all vinyl album sales fell into the Rock genre. In 2018, **42%** of vinyl albums sold were from the Rock genre, down from 54% in 2017. 26% were Pop titles up from 14% in 2017 and 14.4% were Urban titles.
- **26%** of song sales in 2018 were titles from the Pop genre, **25%** were Urban songs, and Rock and Country songs each accounted for **15%** of song sales.
- **92%** of Hip-Hop/Rap's total consumption is from on-demand streams while only **3.7%** is from album sales.
- Latin is the genre most dominated by streaming. **95%** of total Latin consumption comes from on-demand streaming activity.

Industry Trends: Release Period

- Deep Catalog titles, those released more than three years ago, accounted for **55%** of all album sales in 2018, up from 51% in 2017.
- For vinyl sales, deep catalog titles continues to be the majority of sales, climbing to **66%** and for video streams it is 57%.
- Nearly **two out of every three** songs streamed in 2018 were titles released more than 18 months ago and **50%** of all total on-demand streams were released more than three years ago.
- New titles, less than eight weeks old, represented **11%** of all streams, **19%** of album sales, down slightly from 21% in 2017 and **23%** of digital album sales.

Title Distribution

- In 2018, the top 500 titles were responsible for greater than **30%** of all album sales, **11%** of all audio streams and **18%** of all video streams.
- The top 50 albums in 2018 accounted for **11%** of all album sales, while **less than 1%** (0.7%) of all audio streams and **5%** of all video streams came from the top 50 titles.
- There were more than **1.2 million** album titles that were purchased at least once in 2018, down from 1.4 million in 2017.
- In 2018, there were **496,200** song titles that were streamed through a video streaming service, down slightly from 504,215 in 2017.

2018 Holiday Season Highlights (Nov 16 – Dec 30)

- There were more than **111 billion** total on-demand streams during the 2018 holiday season.
- On-demand audio streams during the 2018 holiday season were up **74%** compared to 2017 with 75.3 billion streams.
- On-demand video streams during the 2018 holiday season were up **20%** compared to 2017 with 35.9 billion streams.
- Drake just beat out XXXTentacion as the most streamed artist during the holiday season with **943.8 million** streams versus XXXTentacion's 941.4 million streams.
- thank u, next by Ariana Grande was the most streamed song during the holiday season with **315.7 million** streams: **167 million** audio streams and **148 million** video streams. That's 100 million more streams than last years' most streamed song during the holiday season, rockstar by Post Malone. thank u, next was also the most streamed video with more than **148 million** streams during the holiday season.
- For the third straight year, the most streamed Christmas song during the holiday season was All I Want for Christmas is You by Mariah Carey with more than **187 million** streams, up from 112 million last holiday season. This was also the third-most streamed song during the holiday season.
- All I Want for Christmas Is You by Mariah Carey was the most streamed song during the last week of the year (week of Christmas) with **51 million** streams.

2018 Holiday Season Highlights (Nov 16 – Dec 30)

- For the last week of the year, 12/21 - 12/30, eight of the top 15 most streamed songs were Christmas songs.

#1	All I Want for Christmas is You by Mariah Carey	51.1 million
#5	Rockin Around the Christmas Tree by Brenda Lee	32.9 million
#6	Rudolph The Red Nose Reindeer by Gene Autry	31.8 million
#7	Jingle Bell Rock by Various Artists	30.2 million
#10	Let It Snow, Let It Snow, Let It Snow by Dean Martin	28.0 million
#12	The Christmas Song by Nat King Cole	25.5 million
#14	A Holly Jolly Christmas by Burl Ives	24.7 million
#15	Last Christmas by Wham!	24.0 million

Remembering Those Who Have Passed

Mikio Fujioka
of BABYMETAL
passed away January 5

Eddie Clarke
of Motörhead
passed away January 10

Dolores O’Riordan
of The Cranberries
passed away January 15

Fredo Santana
passed away January 15

Jim Rodford
of The Kinks
passed away January 20

Hugh Masekela
passed away January 23

Mark E. Smith
of The Fall
passed away January 24

Leah LaBelle
passed away January 31

Dennis Edwards
of The Temptations
passed away February 2

Lovebug Starski
passed away February 8

Johann Johannsson
passed away February 9

Vic Damone
passed away February 11

Barbara Ann Alston
of The Crystals
passed away February 16

Patrick Doyle
of Veronica Falls
passed away March 4

Craig Mack
passed away March 12

Caleb Scofield
of Cave In
passed away March 28

Yvonne Staples
of Staple Singers
passed away April 10

Randy Scruggs
passed away April 17

Avicii
passed away April 2

Scott Hutchison
of Frightened Rabbit
passed away May 10

Wayne Secrest
of Confederate Railroad
passed away June 2

XXXTentacion
passed away June 18

Jimmy Wopo
passed away June 18

Vinnie Paul Abbott
of Pantera & Hellyeah
passed away June 22

Jill Janus
of Huntress
passed away August 14

Aretha Franklin
passed away August 16

Ed King
Lynyrd Skynyrd
passed away August 22

Mike Kennedy
of George Strait’s band
passed away August 31

Conway Savage
of Nick Cave and
the Bad Seeds
passed away September 2

Mac Miller
passed away September 7

Marty Balin
Jefferson Airplane and
Jefferson Starship
passed away September 27

Charles Aznavour
passed away September 30

Tony Joe White
passed away October 24

Young Greatness
passed away October 29

Roy Clark
passed away November 15

Pete Shelley
of Buzzcocks
passed away September 27

Nancy Wilson
passed away December 13

04 Industry Consumption Details

Album Consumption



16.2 %
Growth

	2018	2017	% Growth
Album Consumption	700,964,848	603,157,614	16.2%

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

Song Consumption



27.4 %
Growth

	2018	2017	% Growth
Song Consumption	5,797,782,045	4,550,279,823	27.4%

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

Album Sales



-18.2 %
Growth

	2018	2017	% Growth
Album Sales	121,186,643	148,129,632	-18.2% ▼
Digital Album Sales	50,754,978	64,941,711	-21.8% ▼
Physical Album Sales	70,431,665	83,187,921	-15.3% ▼
CD Sales	60,650,149	74,450,769	-18.5% ▼
Vinyl Sales	9,663,299	8,637,759	11.9% ▲
Cassette Sales	118,218	99,393	18.9% ▲

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

Song Sales and On-Demand Streams



35.4 %
Growth
ON-DEMAND STREAMS



-28.8 %
Growth
SONG SALES

	2018	2017	% Growth
Song Sales	401,088,652	563,688,585	-28.8% ▼
Total On-Demand Streams	809,504,008,963	597,988,685,743	35.4% ▲
On-Demand Audio Streams	534,619,452,842	376,915,735,424	41.8% ▲
On-Demand Video Streams	274,884,556,121	221,072,950,319	24.3% ▲

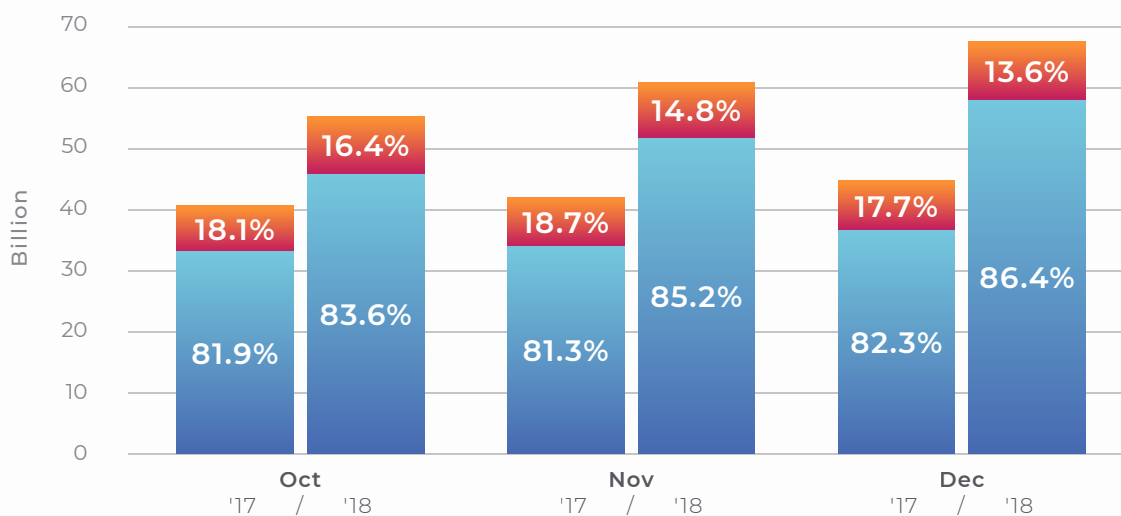
BuzzAngle Music does not providing any weighting factors on the physical album sales market. All units are exactly as reported from the retailers.

Ad-Supported vs. Subscription Streams

Q4 2018 vs. Q4 2017

 **50.5 %**
Growth
(Q4 2018 vs Q4 2017)
SUBSCRIPTION STREAMS

 **18.2 %**
Growth
(Q4 2018 vs Q4 2017)
AD-SUPPORTED STREAMS



	2018 Oct	2018 Nov	2018 Dec	Total 2018 Q4	% Growth vs 2017 Q4
Total On-Demand Audio Streams	56,617,117,702	61,279,990,585	66,971,325,249	184,868,433,536	44.70%
Ad- Supported	9,285,742,435	9,076,070,593	9,094,145,574	27,455,958,602	18.20%
Subscription	47,331,375,267	52,203,919,992	57,877,179,676	157,412,474,935	50.50%

	2017 Oct	2017 Nov	2017 Dec	Total 2017 Q4
Total On-Demand Audio Streams	40,114,915,757	42,220,305,221	45,454,116,192	127,789,337,170
Ad- Supported	7,274,266,369	7,895,299,413	8,053,279,129	23,222,844,911
Subscription	32,840,649,388	34,325,005,808	37,400,837,063	104,566,492,259

05 Industry Consumption by Genre

Album Consumption

By Genre Share & Rank Change

Rank	Genre	% of Total
1	Hip-Hop/Rap	21.7%
2	Pop	20.1%
3	Rock	14.0%
4	R&B	10.6%
5	Latin	9.4%
6	Country	8.7%
7	EDM	3.9%
8	Religious	3.2%
9	Stage & Screen	2.7%
10	World	1.5%
11	Jazz	1.1%
12	Reggae	1.0%
13	Classical	1.0%
14	Children's	0.6%
15	New Age	0.5%

Note: This table represents total album consumption broken down by genre share; for example, 14.0% of total album consumption is from the Rock genre.

Genre classification provided by TiVo.

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

Song Consumption

By Genre Share & Rank Change

Rank	Genre	% of Total
1	Hip-Hop/Rap	24.7%
2	Pop	19.0%
3	Rock	11.7%
4	R&B	11.2%
5	Latin	10.8%
6	Country	7.9%
7	EDM	4.3%
8	Religious	2.9%
9	Stage & Screen	2.2%
10	World	1.6%
11	Reggae	1.1%
12	Jazz	0.8%
13	Classical	0.7%
14	Children's	0.6%
15	New Age	0.5%

Note: This table represents total song consumption broken down by genre share; for example, 11.7% of total song consumption is from the Rock genre.

Genre classification provided by TiVo.

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

Consumption Breakdown

By Genre

Genre	Album Sales	Digital Album Sales	Physical Album Sales	CD Sales	Vinyl Sales	Song Sales	Total On-Demand Streams	Audio Streams	Video Streams
Children's	1.1%	0.7%	1.3%	1.5%	0.1%	0.3%	0.6%	0.6%	0.6%
Classical	2.5%	2.1%	2.7%	3.0%	0.6%	0.7%	0.7%	0.8%	0.5%
Country	12.9%	10.6%	14.3%	16.3%	2.9%	14.6%	7.4%	8.7%	4.9%
EDM	1.5%	2.1%	1.2%	1.0%	2.5%	4.0%	4.4%	4.7%	3.8%
Jazz	2.7%	2.4%	2.9%	2.6%	4.3%	1.0%	0.8%	1.0%	0.4%
Latin	1.5%	1.5%	1.4%	1.6%	0.4%	3.8%	11.4%	5.8%	21.8%
New Age	0.7%	0.9%	0.6%	0.7%	0.1%	0.3%	0.5%	0.6%	0.3%
Pop	26.3%	24.9%	27.2%	27.5%	25.6%	25.6%	18.5%	19.4%	16.6%
R&B	7.3%	7.2%	7.3%	7.3%	7.9%	10.3%	11.3%	11.0%	11.9%
Hip-Hop/Rap	5.2%	7.6%	3.7%	3.2%	6.6%	14.7%	25.4%	26.9%	22.8%
Reggae	0.6%	0.8%	0.5%	0.4%	1.1%	0.9%	1.1%	0.9%	1.6%
Religious	4.6%	4.8%	4.5%	5.2%	0.2%	5.0%	2.7%	2.7%	2.7%
Rock	26.5%	25.7%	27.1%	24.5%	41.7%	15.1%	11.4%	13.7%	7.1%
Stage & Screen	5.8%	7.8%	4.6%	4.3%	5.7%	2.3%	2.2%	1.9%	2.7%
World	0.8%	1.0%	0.7%	0.8%	0.4%	1.4%	1.6%	1.3%	2.1%

Note: This table represents each consumption type broken down by genre. For ease of understanding, read down the columns. For example: in the Physical Album Sales column, 27.1% of physical album sales are from the Rock genre. Genre classification for Albums and Songs provided by TiVo

Genre Breakdown

By Consumption

Genre	Album Sales	Digital Album Sales	Physical Album Sales	CD Sales	Vinyl Sales	Song Sales	Total On-Demand Streams	Audio Streams	Video Streams
Children's	25.50%	6.40%	19.10%	18.90%	0.20%	2.50%	72.10%	46.60%	25.40%
Classical	38.50%	12.80%	25.70%	24.80%	0.90%	4.00%	57.60%	42.60%	14.90%
Country	23.00%	7.30%	15.70%	15.20%	0.50%	10.10%	67.30%	51.30%	15.60%
EDM	6.10%	3.20%	3.00%	2.00%	0.90%	6.20%	87.90%	61.20%	26.40%
Jazz	37.90%	13.00%	24.90%	19.40%	5.40%	5.70%	56.80%	46.00%	10.50%
Latin	2.40%	1.00%	1.40%	1.40%	0.10%	2.40%	95.20%	31.70%	63.50%
New Age	21.80%	10.20%	11.70%	11.30%	0.40%	3.60%	74.90%	57.60%	17.00%
Pop	20.30%	7.40%	12.80%	11.10%	1.80%	7.70%	72.30%	49.40%	22.70%
R&B	10.60%	4.00%	6.60%	5.50%	1.00%	5.80%	83.70%	53.00%	30.60%
Hip-Hop/Rap	3.70%	2.10%	1.60%	1.20%	0.40%	4.10%	92.30%	63.30%	28.90%
Reggae	9.20%	4.80%	4.40%	2.90%	1.50%	5.10%	85.80%	44.10%	41.60%
Religious	22.60%	9.00%	13.50%	13.40%	0.10%	9.60%	68.00%	44.00%	23.90%
Rock	29.40%	11.00%	18.40%	14.20%	4.10%	6.50%	64.40%	50.20%	13.90%
Stage & Screen	32.90%	17.10%	15.80%	12.70%	2.90%	5.10%	62.10%	34.60%	27.40%
World	8.60%	4.10%	4.50%	4.10%	0.40%	5.80%	85.70%	45.80%	39.80%

Note: This table represents each genre's total consumption broken down by consumption type. For ease of understanding, read across the rows. For example: in the Rock row, 18.4% of Rock's total consumption is from physical album sales.

Genre classification for Albums and Songs provided by TiVo

06 Industry Consumption by Release Period

Album Consumption

By Release Period Share & Growth



Release Period	% of Total	Change vs 2017
New	12.2%	-0.3
Recent	25.5%	0.7
Catalog	11.7%	0.3
Deep Catalog	50.6%	-0.7

Note: This table represents total album consumption broken down by release period share; for example, 12.2% of total album consumption is from New releases
Total Album Consumption (Album Project Units) = Album Sales + (Song Sales/10) + (On-Demand Streams/1500)

Song Consumption

By Release Period Share & Growth



Release Period	% of Total	Change vs 2017
New	11.0%	1.3
Recent	26.8%	0.3
Catalog	12.4%	-0.2
Deep Catalog	49.8%	-1.4

Note: This table represents total song consumption broken down by release period share; for example, 11.0% of total song consumption is from New releases
Total Song Consumption (Song Project Units) = Song Sales + (On-Demand Streams/150)

Consumption Breakdown

By Release Period

	Album Sales	Digital Album Sales	Physical Album Sales	CD Sales	Vinyl Sales	Cassette Sales	Song Sales	Total On-Demand Streams	Audio Streams	Video Streams
New	18.8%	23.1%	15.5%	16.7%	8.1%	7.0%	13.0%	10.8%	12.2%	8.1%
Recent	18.4%	18.5%	18.2%	18.5%	16.6%	24.6%	24.6%	27.0%	28.4%	24.3%
Catalog	8.0%	8.1%	7.9%	7.7%	9.2%	15.9%	8.8%	12.6%	13.5%	10.9%
Deep Catalog	54.8%	50.3%	58.3%	57.1%	66.2%	52.5%	53.6%	49.5%	45.9%	56.7%

Note: This table represents each consumption type broken down by release period share; for example, 15.5% of physical album sales are from New releases

Release Period Breakdown

By Consumption

Release Period	New	Recent	Catalog	Deep Catalog
Album Sales	24.0%	11.2%	10.7%	16.9%
Digital Album Sales	13.0%	5.0%	4.7%	6.8%
Physical Album Sales	11.1%	6.2%	5.9%	10.0%
CD Sales	10.2%	5.4%	4.9%	8.4%
Vinyl Sales	0.8%	0.8%	1.0%	1.6%
Song Sales	6.3%	5.7%	4.5%	5.5%
Total Streams	69.6%	83.1%	84.8%	76.8%
Audio Streams	52.1%	58.0%	60.3%	47.3%
Video Streams	17.6%	25.0%	24.5%	29.5%

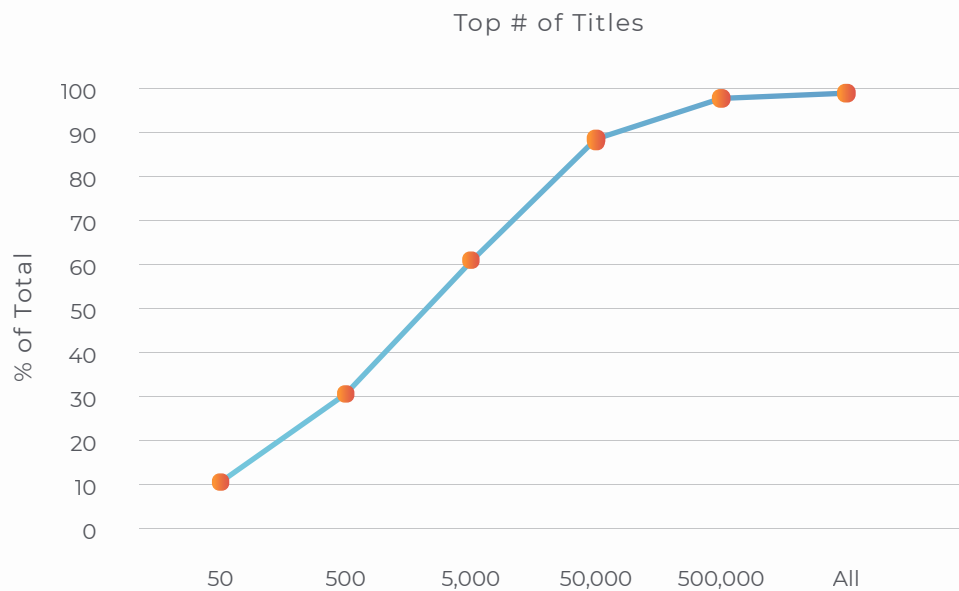
Note: This table represents each release period's total consumption broken down by consumption share; for example, physical album sales represent 11.1% of New release total consumption.

07 Industry Consumption by Title Distribution

Album Sales

Lorenz Curve

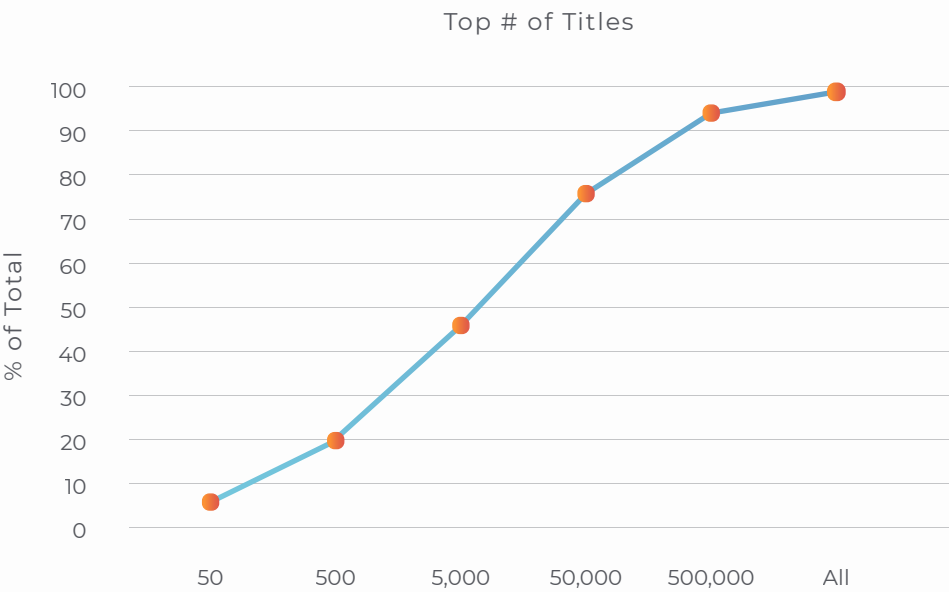
The Lorenz curve is a graph showing the proportion of overall transactions generated by a given # of the titles, e.g. in the graph below the top 500 album titles generated 30.2% of the total album sales. The total number of titles sold or streamed is also shown.



	% of Total	
Top # of titles	2018	2017
50	10.5%	12.6%
500	30.2%	33.8%
5,000	61.3%	66.4%
50,000	87.3%	89.5%
500,000	98.5%	98.8%
All	100.0%	100.0%

Total # of Album Titles Sold	
2018	1,278,803
2017	1,419,767

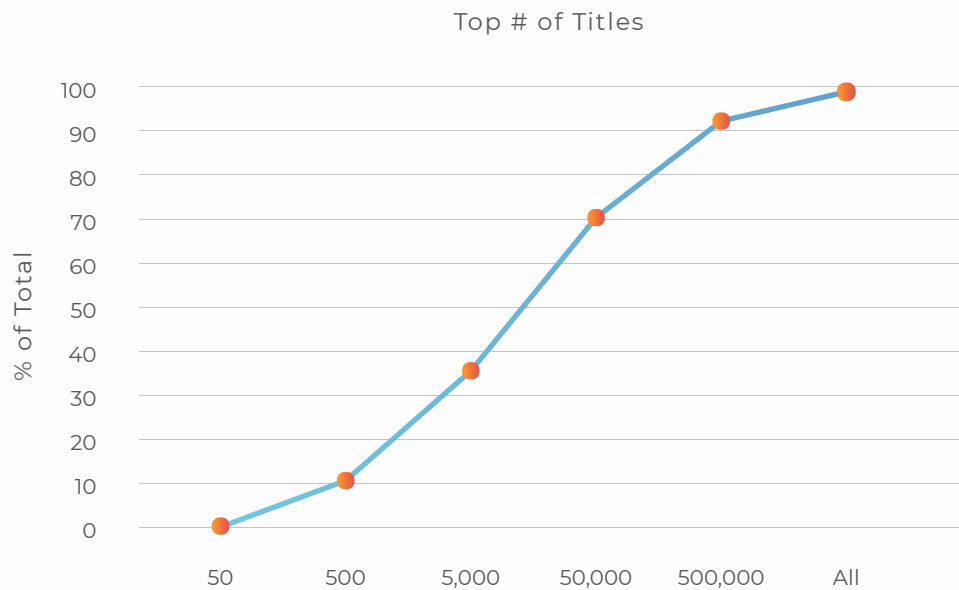
Song Sales



% of Total		
Top # of titles	2018	2017
50	6.3%	8.7%
500	19.9%	24.1%
5,000	45.5%	50.7%
50,000	76.5%	80.3%
500,000	93.2%	94.7%
All	100.0%	100.0%

Total # of Song Titles Sold	
2018	6,661,082
2017	7,052,426

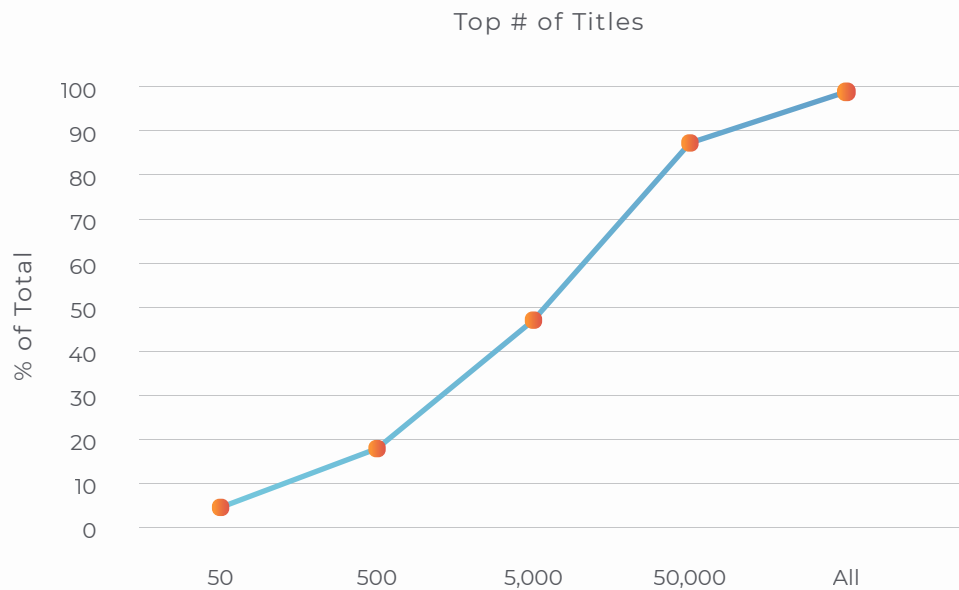
Song Audio Streams



% of Total		
Top # of titles	2018	2017
50	0.7%	3.9%
500	10.7%	14.6%
5,000	36.1%	40.3%
50,000	70.5%	73.2%
500,000	92.4%	93.6%
All	100.0%	100.0%

Total # of Audio Streamed Songs	
2018	36,319,028
2017	33,232,798

Song Video Streams

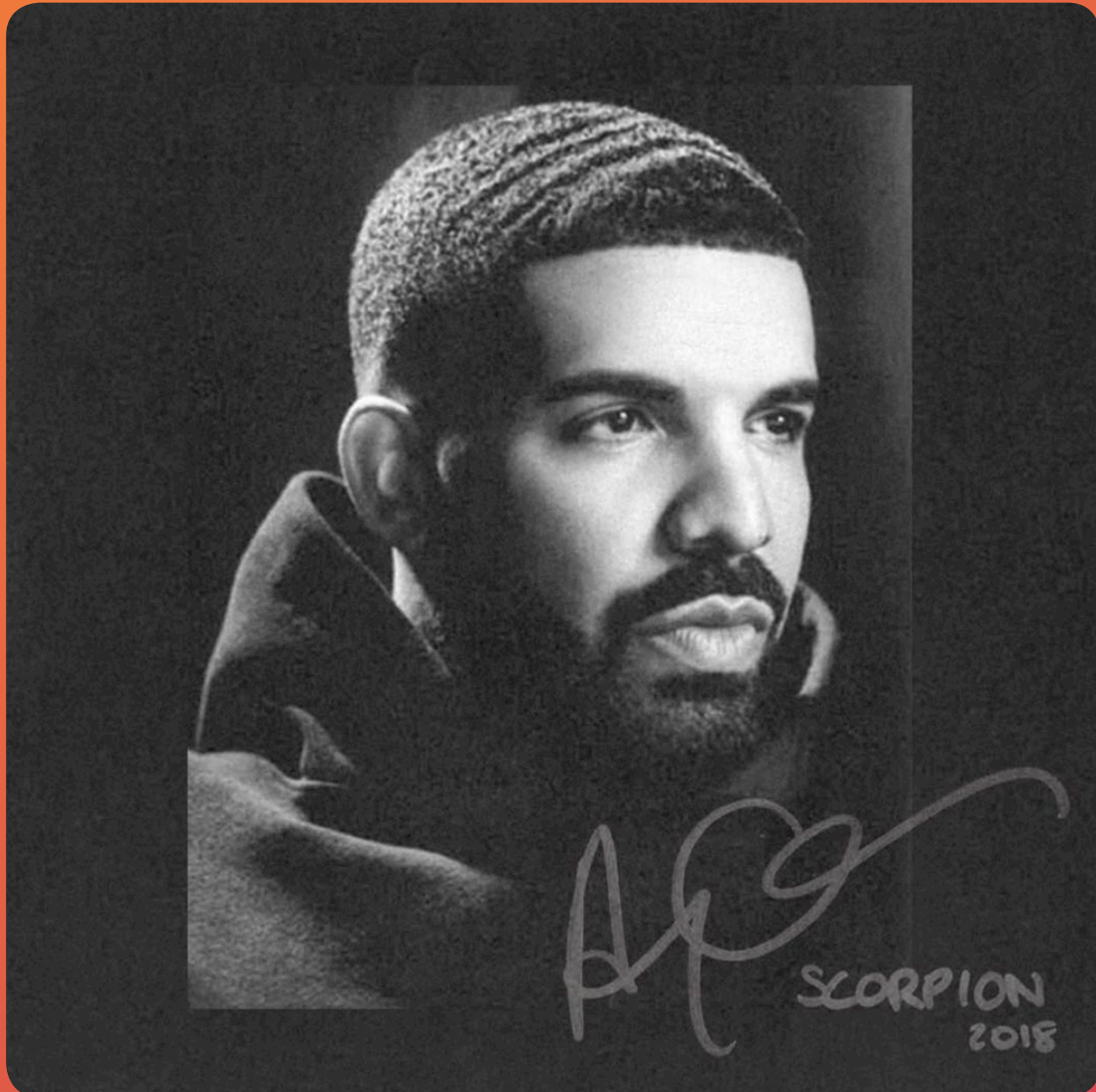


% of Total		
Top # of titles	2018	2017
50	4.7%	5.4%
500	18.3%	17.8%
5,000	47.6%	46.3%
50,000	87.1%	87.8%
All	100.0%	100.0%

Total # of Video Streamed Songs	
2018	496,200
2017	504,215

08 Awards

THE BUZZANGLE MUSIC 2018 ALBUM OF THE YEAR

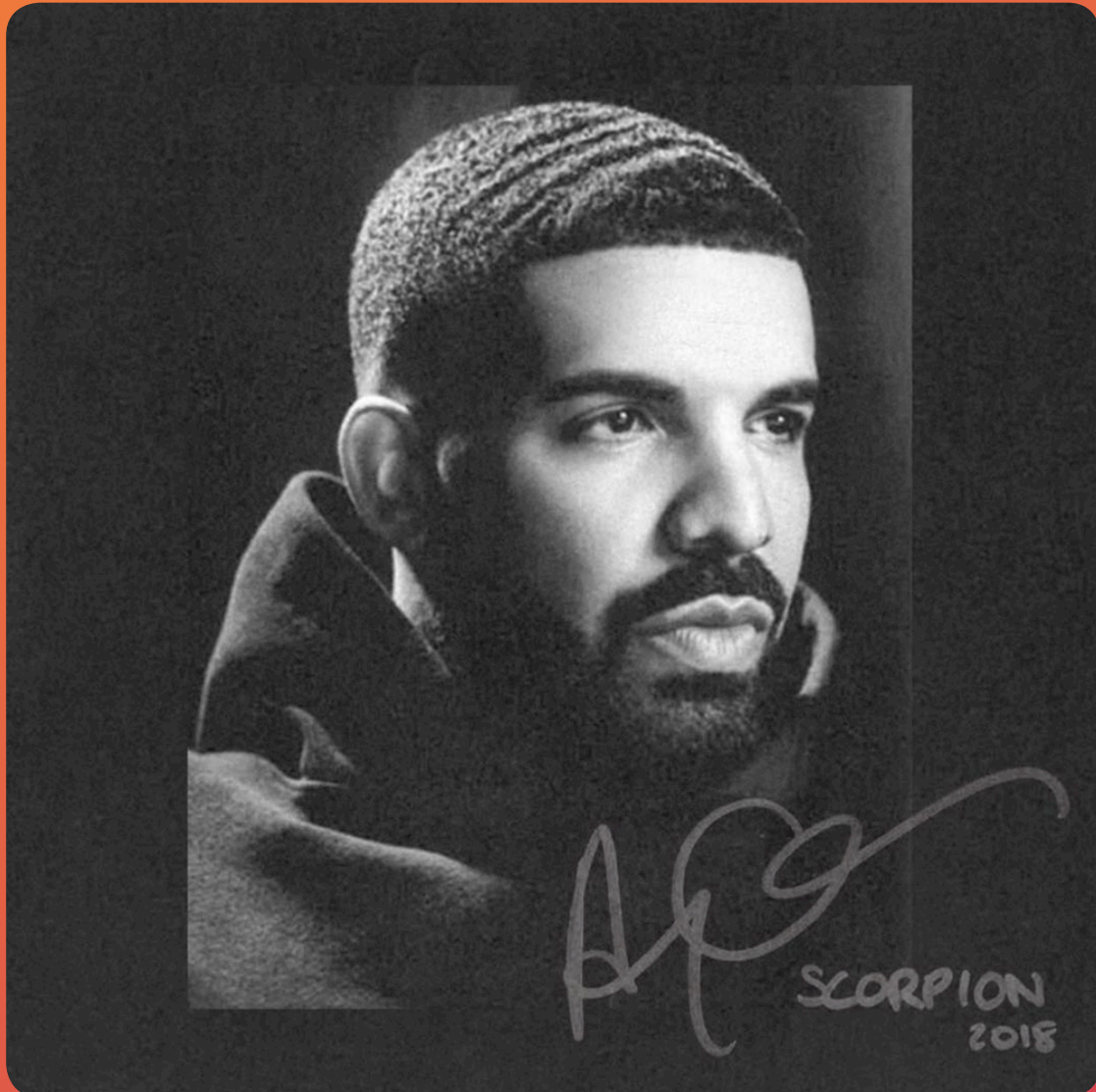


CONGRATULATIONS TO

Scorpion

by Drake

THE BUZZANGLE MUSIC 2018 SONG OF THE YEAR



CONGRATULATIONS TO

God's Plan

by Drake

THE BUZZANGLE MUSIC 2018 ARTIST OF THE YEAR



CONGRATULATIONS TO

Drake

TOP ALBUMS

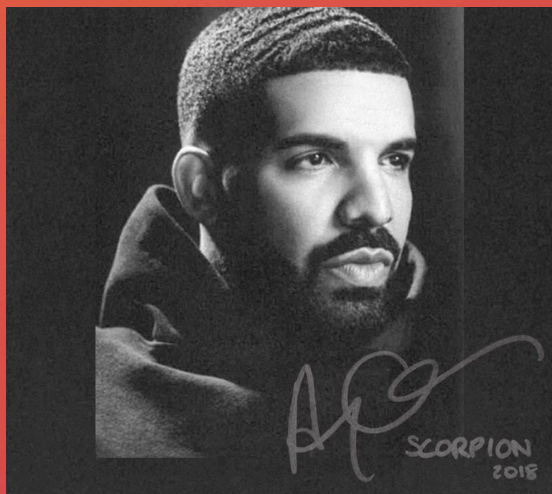


The Greatest Showman: Original Motion Picture Soundtrack

Top Album
By Album Sales

Guardians of the Galaxy: Awesome Mix Vol.1

Top Album
By Vinyl Album Sales

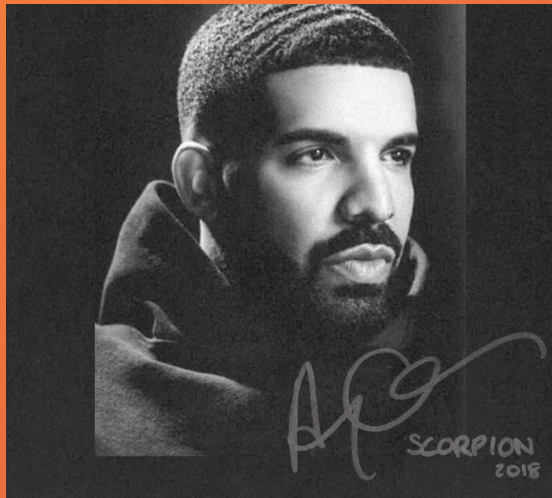


Scorpion

by Drake

Top Album By Streams

TOP SONGS



God's Plan

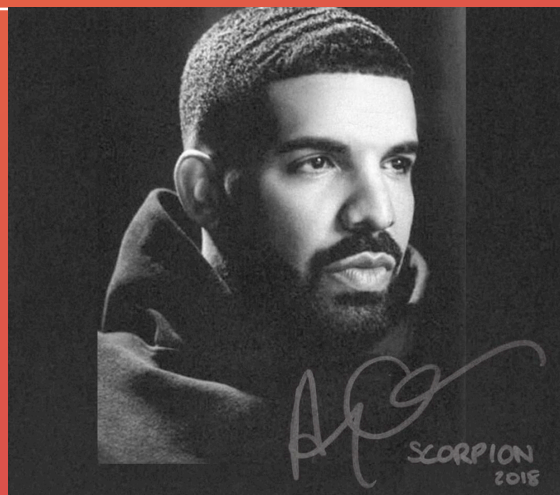
by Drake

Top Song By Sales

God's Plan

by Drake

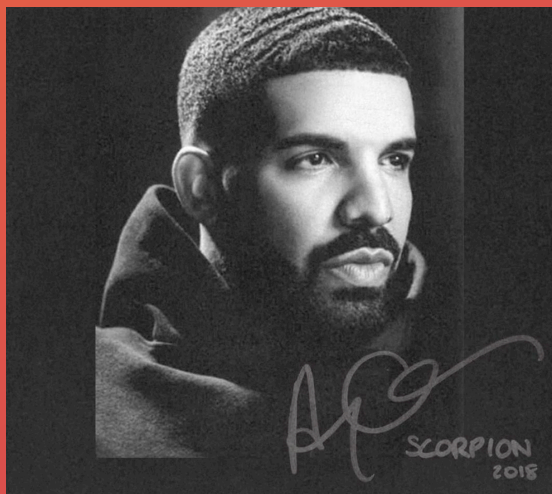
Top Song
By Audio Streams



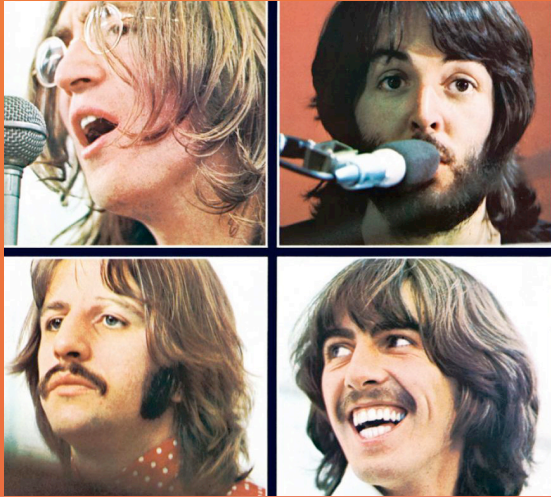
God's Plan

by Drake

Top Song
By Video Streams



TOP ARTISTS



The Beatles

Top Artist
By Physical Album Sales

Drake

Top Artist
By Total Digital
Consumption



Drake

Top Artist
By Song Streams

TOP INDIES



?

by XXXTentacion

Top Indie Album
By Total Consumption

SAD!

by XXXTentacion

Top Indie Song
By Total Consumption



XXXTentacion

Top Indie Artist
by Total Consumption

09

Thank you for viewing the Buzzangle Music 2018 Year-End 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.

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.

About BuzzAngle Music

BuzzAngle Music's charts and analytics offer data at a much more granular level and in a timelier 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.

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