

Music Canada Statistics | 2007

Trade Value

	2007	% Change	2006
Physical			
CDs	\$ 404,865,300.00	-20.2%	\$ 507,440,000.00
Other Physical ¹	\$ 48,809,400.00	-14.0%	\$ 56,785,300.00
TOTAL PHYSICAL	\$ 453,674,700.00	-19.6%	\$ 564,225,300.00
Digital			
Downloads	\$ 33,310,000.00	64.0%	\$ 20,314,400.00
Mobile	\$ 21,613,600.00	56.3%	\$ 13,825,200.00
Subscriptions	\$ 1,403,400.00	584.3%	\$ 205,100.00
Ad-Supported	\$ 362,000.00	141.8%	\$ 149,700.00
Other	\$ -	---	\$ -
TOTAL DIGITAL	\$ 56,689,000.00	64.3%	\$ 34,494,400.00
TOTAL MUSIC MARKET²	\$ 531,185,500.00	-14.1%	\$ 618,138,000.00

¹ Other physical formats include vinyl, singles, DVDs, cassettes, etc.

² Total market includes other revenue streams such as performance rights, synchronization licenses