

Music Canada Statistics | 2008

Trade Value

	2008	% Change	2007
Physical			
CDs	\$ 339,953,700.00	-16.0%	\$ 404,865,300.00
Other Physical ¹	\$ 44,331,600.00	-9.2%	\$ 48,809,400.00
TOTAL PHYSICAL	\$ 384,285,300.00	-15.3%	\$ 453,674,700.00
Digital			
Downloads	\$ 58,124,700.00	74.5%	\$ 33,310,000.00
Mobile	\$ 20,780,700.00	-3.9%	\$ 21,613,600.00
Subscriptions	\$ 5,410,600.00	285.5%	\$ 1,403,400.00
Ad-Supported	\$ 6,083,300.00	1580.5%	\$ 362,000.00
Other	\$ -	---	\$ -
TOTAL DIGITAL	\$ 90,399,300.00	59.5%	\$ 56,689,000.00
TOTAL MUSIC MARKET²	\$ 496,166,900.00	-6.6%	\$ 531,185,500.00

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

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