

# Music Canada Statistics | 2009

## Trade Value

	2009	% Change	2008
<b>Physical</b>			
CDs	\$ 311,402,200.00	-8.4%	\$ 339,953,700.00
Other Physical <sup>1</sup>	\$ 34,124,700.00	-23.0%	\$ 44,331,600.00
<b>TOTAL PHYSICAL</b>	<b>\$ 345,526,900.00</b>	<b>-10.1%</b>	<b>\$ 384,285,300.00</b>
<b>Digital</b>			
Downloads	\$ 76,482,600.00	31.6%	\$ 58,124,700.00
Mobile	\$ 16,372,300.00	-21.2%	\$ 20,780,700.00
Subscriptions	\$ 5,539,500.00	2.4%	\$ 5,410,600.00
Ad-Supported	\$ 4,426,800.00	-27.2%	\$ 6,083,300.00
Other	\$ -	---	\$ -
<b>TOTAL DIGITAL</b>	<b>\$ 102,821,200.00</b>	<b>13.7%</b>	<b>\$ 90,399,300.00</b>
<b>TOTAL MUSIC MARKET<sup>2</sup></b>	<b>\$ 469,441,600.00</b>	<b>-5.4%</b>	<b>\$ 496,166,900.00</b>

<sup>1</sup> Other physical formats include vinyl, singles, DVDs, cassettes, etc.

<sup>2</sup> Total market includes other revenue streams such as performance rights, synchronization licenses