

Music Canada Statistics | 2010

Trade Value

	2010	% Change	2009
Physical			
CDs	\$ 233,056,800.00	-25.2%	\$ 311,402,200.00
Other Physical ¹	\$ 36,265,300.00	6.3%	\$ 34,124,700.00
TOTAL PHYSICAL	\$ 269,322,100.00	-22.1%	\$ 345,526,900.00
Digital			
Downloads	\$ 102,016,500.00	33.4%	\$ 76,482,600.00
Mobile	\$ 12,599,000.00	-23.0%	\$ 16,372,300.00
Subscriptions	\$ 4,142,200.00	-25.2%	\$ 5,539,500.00
Ad-Supported	\$ 5,021,200.00	13.4%	\$ 4,426,800.00
Other	\$ 414,500.00	---	\$ -
TOTAL DIGITAL	\$ 124,193,400.00	20.8%	\$ 102,821,200.00
TOTAL MUSIC MARKET²	\$ 418,679,600.00	-10.8%	\$ 469,441,600.00

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

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