

# Music Canada Statistics | 2011

## Trade Value

	2011	% Change	2010
<b>Physical</b>			
CDs	\$ 212,354,800.00	-8.9%	\$ 233,056,800.00
Other Physical <sup>1</sup>	\$ 20,167,800.00	-44.4%	\$ 36,265,300.00
<b>TOTAL PHYSICAL</b>	<b>\$ 232,522,600.00</b>	<b>-13.7%</b>	<b>\$ 269,322,100.00</b>
<b>Digital</b>			
Downloads	\$ 136,813,800.00	34.1%	\$ 102,016,500.00
Mobile	\$ 9,827,100.00	-22.0%	\$ 12,599,000.00
Subscriptions	\$ 5,223,200.00	26.1%	\$ 4,142,200.00
Ad-Supported	\$ 9,043,500.00	80.1%	\$ 5,021,200.00
Other	\$ 180,000.00	-56.6%	\$ 414,500.00
<b>TOTAL DIGITAL</b>	<b>\$ 161,087,600.00</b>	<b>29.7%</b>	<b>\$ 124,193,400.00</b>
<b>TOTAL MUSIC MARKET<sup>2</sup></b>	<b>\$ 428,356,500.00</b>	<b>2.3%</b>	<b>\$ 418,679,600.00</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