

Music Canada Statistics | 2012

Trade Value

	2012	% Change	2011
Physical			
CDs	\$ 186,812,900.00	-12.0%	\$ 212,354,800.00
Other Physical ¹	\$ 24,769,600.00	22.8%	\$ 20,167,800.00
TOTAL PHYSICAL	\$ 211,582,500.00	-9.0%	\$ 232,522,600.00
Digital			
Downloads	\$ 172,818,800.00	26.3%	\$ 136,813,800.00
Mobile	\$ 4,775,300.00	-51.4%	\$ 9,827,100.00
Subscriptions	\$ 7,405,200.00	41.8%	\$ 5,223,200.00
Ad-Supported	\$ 10,961,200.00	21.2%	\$ 9,043,500.00
Other	\$ -	---	\$ 180,000.00
TOTAL DIGITAL	\$ 195,960,500.00	21.6%	\$ 161,087,600.00
TOTAL MUSIC MARKET²	\$ 447,897,100.00	4.6%	\$ 428,356,500.00

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

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