



AUSTRALIAN RECORDING
INDUSTRY ASSOCIATION

PHYSICAL PRODUCT - SEASONALITY (PERCENTAGES) †

The seasonality weighting of sound recording sales is as follows:

SINGLES

	Units % #								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
January - March	19.7	24.4	25.1	26.1	27.0	29.8	23.2	24.7	28.5
April - June	27.1	25.8	24.6	23.7	19.7	27.7	29.4	24.6	37.7
July - September	26.5	23.3	23.1	24.5	29.9	23.9	27.2	30.9	26.3
October - December	26.7	26.5	27.2	25.7	23.4	18.6	20.2	19.8	7.5
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Wholesale Value %								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
January - March	20.3	26.0	25.6	26.9	26.5	29.4	24.3	24.0	30.4
April - June	26.2	26.0	25.3	23.0	19.9	28.1	29.6	22.6	37.4
July - September	27.1	21.6	23.2	23.8	29.9	23.6	26.7	29.2	25.5
October - December	26.4	26.4	25.9	26.3	23.7	18.9	19.4	24.2	6.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

ALBUMS

	Units % #								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
January - March	18.3	18.6	18.3	18.3	18.8	20.4	19.9	20.6	18.7
April - June	20.4	20.8	19.9	18.9	19.0	20.3	20.1	21.1	19.9
July - September	22.0	22.2	23.9	22.5	24.7	24.0	24.5	22.2	25.4
October - December	39.3	38.4	37.9	40.3	37.5	35.3	35.5	36.0	36.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Wholesale Value %								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
January - March	18.6	18.9	19.5	19.2	19.2	21.0	20.0	20.1	18.6
April - June	20.9	21.4	21.0	19.3	19.2	21.0	20.7	20.4	20.5
July - September	22.3	22.3	22.6	21.4	24.4	23.1	24.9	21.3	24.7
October - December	38.2	37.4	36.9	40.1	37.2	34.9	34.4	38.2	36.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TOTAL SOUND RECORDINGS

	Units % #								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
January - March	18.6	19.7	19.4	19.6	19.9	21.2	20.1	20.8	18.9
April - June	21.7	21.7	20.6	19.7	19.1	20.9	20.6	21.2	19.9
July - September	22.9	22.5	23.8	22.8	25.4	24.0	24.7	22.5	25.7
October - December	36.8	36.1	36.2	37.9	35.6	33.9	34.6	35.5	35.5
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Wholesale Value %								
	2001	2002	2003	2004	2005	2006	2007	2008	2009
January - March	18.7	19.4	19.9	19.6	19.6	21.3	20.1	20.2	18.7
April - June	21.3	21.7	21.2	19.5	19.2	21.2	20.8	20.5	20.5
July - September	22.6	22.2	22.6	21.5	24.6	23.1	24.9	21.3	24.8
October - December	37.4	36.7	36.3	39.4	36.6	34.4	34.2	38.0	36.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

* These figures are based on submissions from reporting ARIA members, estimated to represent approximately 95% of the local wholesale market.

"Unit" refers to the number of components in the product sold. For example, a double CD constitutes two units.