



AUSTRALIAN RECORDING
INDUSTRY ASSOCIATION

DIGITAL PRODUCT - SEASONALITY (PERCENTAGES) *

The seasonality weighting of digital sound recording sales is as follows:

DIGITAL SINGLES

	Wholesale Value %									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January - March	25.0	23.9	24.7	24.9	26.4	27.5	27.8	29.2	29.9	29.3
April - June	24.5	23.0	22.5	23.4	22.8	24.2	23.5	26.1	24.2	24.4
July - September	23.8	24.8	24.5	24.8	24.0	24.7	23.3	23.3	22.4	23.3
October - December	26.7	28.3	28.3	26.9	26.8	23.6	25.4	21.4	23.5	23.0
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Wholesale Units %							
	2006	2007	2008	2009	2010	2011	2012	2013
January - March	23.5	21.1	24.6	23.7	25.1	25.2	20.4	26.0
April - June	21.1	24.0	24.0	22.5	22.9	23.0	22.8	36.1
July - September	25.0	27.4	23.7	26.7	23.2	24.9	24.0	19.2
October - December	30.3	27.5	27.7	27.1	28.8	26.9	32.9	18.7
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

DIGITAL ALBUMS

	Wholesale Value %									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January - March	22.4	21.8	24.7	22.7	26.3	27.1	28.3	27.7	31.4	29.5
April - June	21.4	20.7	21.9	22.4	21.2	23.8	21.2	24.3	24.8	25.7
July - September	23.5	25.9	24.1	25.0	23.4	23.5	23.0	23.0	21.3	21.6
October - December	32.7	31.6	29.2	29.9	29.1	25.6	27.5	25.0	22.5	23.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Wholesale Units %							
	2006	2007	2008	2009	2010	2011	2012	2013
January - March	18.8	30.3	22.8	21.7	24.9	22.9	26.7	27.6
April - June	18.4	18.3	22.2	42.0	21.4	22.8	21.4	23.7
July - September	31.0	21.8	24.6	3.9	24.4	24.8	23.4	23.3
October - December	31.8	29.6	30.5	32.5	29.2	29.5	28.5	25.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

OTHER DIGITAL SALES

	Wholesale Value %									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January - March	23.4	25.7	35.1	31.7	28.3	22.2	24.7	15.1	21.6	21.5
April - June	24.7	25.8	22.0	19.9	20.9	27.1	21.8	19.4	24.5	25.1
July - September	27.6	25.9	21.2	19.3	20.8	21.9	23.7	24.7	25.1	26.0
October - December	24.3	22.6	21.8	29.1	29.9	28.8	29.8	40.7	28.8	27.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Unit sales are no longer collected for digital product

* These figures are based on submissions from reporting ARIA members and do not represent the entire local wholesale market.