



AUSTRALIAN RECORDING  
INDUSTRY ASSOCIATION

### DIGITAL PRODUCT - SEASONALITY (PERCENTAGES) \*

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

#### DIGITAL SINGLES

	Wholesale Value %					
	2006	2007	2008	2009	2010	2011
January - March	23.4	20.8	25.0	23.9	24.7	24.9
April - June	20.8	24.0	24.5	23.0	22.5	23.4
July - September	24.7	27.1	23.8	24.8	24.5	24.8
October - December	31.0	28.1	26.7	28.3	28.3	26.9
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

	Wholesale Units %					
	2006	2007	2008	2009	2010	2011
January - March	23.5	21.1	24.6	23.7	25.1	25.2
April - June	21.1	24.0	24.0	22.5	22.9	23.0
July - September	25.0	27.4	23.7	26.7	23.2	24.9
October - December	30.3	27.5	27.7	27.1	28.8	26.9
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

#### DIGITAL ALBUMS

	Wholesale Value %					
	2006	2007	2008	2009	2010	2011
January - March	19.5	19.4	22.4	21.8	24.7	22.7
April - June	19.0	19.8	21.4	20.7	21.9	22.4
July - September	29.8	25.5	23.5	25.9	24.1	25.0
October - December	31.7	35.2	32.7	31.6	29.2	29.9
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

	Wholesale Units %					
	2006	2007	2008	2009	2010	2011
January - March	18.8	30.3	22.8	21.7	24.9	22.9
April - June	18.4	18.3	22.2	42.0	21.4	22.8
July - September	31.0	21.8	24.6	3.9	24.4	24.8
October - December	31.8	29.6	30.5	32.5	29.2	29.5
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

#### OTHER DIGITAL SALES

	Wholesale Value %					
	2006	2007	2008	2009	2010	2011
January - March	26.9	23.4	23.4	25.7	35.1	31.7
April - June	19.1	25.6	24.7	25.8	22.0	19.9
July - September	24.2	24.1	27.6	25.9	21.2	19.3
October - December	29.8	26.9	24.3	22.6	21.8	29.1
<b>TOTAL</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

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