



AUSTRALIAN RECORDING
INDUSTRY ASSOCIATION

PHYSICAL PRODUCT - SEASONALITY (PERCENTAGES) *

The seasonality weighting of sound recording sales is as follows:

SINGLES

	Units % #									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January - March	24.7	28.5	37.2	24.4	14.0	13.3	24.5	18.0	16.6	27.2
April - June	24.6	37.7	12.6	15.6	28.2	5.4	30.9	20.7	33.0	39.6
July - September	30.9	26.3	16.4	31.9	20.0	33.7	22.0	28.5	18.3	19.4
October - December	19.8	7.5	33.8	28.1	37.8	47.6	22.6	32.8	32.1	13.8
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Wholesale Value %									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January - March	24.0	30.4	33.5	27.4	13.7	17.7	25.9	19.3	19.1	19.5
April - June	22.6	37.4	16.2	12.9	24.7	11.5	34.8	28.4	27.4	48.7
July - September	29.2	25.5	17.8	30.4	16.6	29.2	18.6	21.6	10.6	21.5
October - December	24.2	6.7	32.5	29.3	45.0	41.6	20.7	30.7	42.9	10.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

ALBUMS

	Units % #									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January - March	20.6	18.7	20.0	22.9	20.2	23.5	22.0	21.0	23.5	23.1
April - June	21.1	19.9	23.4	19.0	19.4	18.9	16.6	18.7	20.7	20.2
July - September	22.2	25.4	19.8	24.6	23.6	23.8	19.2	20.0	20.5	22.3
October - December	36.0	36.0	36.8	33.6	36.8	33.8	42.2	40.3	35.3	34.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Wholesale Value %									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January - March	20.1	18.6	19.2	20.2	20.2	20.8	20.1	19.1	22.8	22.8
April - June	20.4	20.5	22.4	19.4	18.7	19.0	17.9	19.3	20.5	20.6
July - September	21.3	24.7	20.7	24.2	23.9	23.8	20.1	19.7	21.3	22.3
October - December	38.2	36.2	37.7	36.2	37.2	36.4	41.9	41.9	35.4	34.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TOTAL SOUND RECORDINGS

	Units % #									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January - March	20.8	18.9	20.1	22.9	20.1	23.4	22.0	20.9	23.4	23.1
April - June	21.2	19.9	23.4	19.0	19.6	18.8	16.8	18.8	20.8	20.3
July - September	22.5	25.7	19.8	24.6	23.5	23.9	19.2	20.0	20.5	22.3
October - December	35.5	35.5	36.7	33.6	36.8	33.9	42.0	40.3	35.3	34.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Wholesale Value %									
	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
January - March	20.2	18.7	19.2	20.2	20.2	20.8	20.1	19.1	22.8	22.8
April - June	20.5	20.5	22.4	19.4	18.7	19.0	18.0	19.4	20.5	20.7
July - September	21.3	24.8	20.7	24.2	23.9	23.8	20.1	19.7	21.3	22.3
October - December	38.0	36.0	37.7	36.2	37.2	36.4	41.8	41.8	35.4	34.2
TOTAL	100.0	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, approximately 95% of the local wholesale market.

Prior to 2014 a "Unit" refers to the number of components in the product sold. For example, a double CD constitutes two units. As of 2014, a "Unit" refers to the unit of sale .e.g. a double CD constitutes one unit of sale.