



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
January - March	19.7	24.4	25.1	26.1	27.0	29.8	23.2	24.7
April - June	27.1	25.8	24.6	23.7	19.7	27.7	29.4	24.6
July - September	26.5	23.3	23.1	24.5	29.9	23.9	27.2	30.9
October - Decem	26.7	26.5	27.2	25.7	23.4	18.6	20.2	19.8
<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>	<b>100.0</b>	<b>100.0</b>

	Wholesale Value %							
	2001	2002	2003	2004	2005	2006	2007	2008
	20.3	26.0	25.6	26.9	26.5	29.4	24.3	24.0
	26.2	26.0	25.3	23.0	19.9	28.1	29.6	22.6
	27.1	21.6	23.2	23.8	29.9	23.6	26.7	29.2
	26.4	26.4	25.9	26.3	23.7	18.9	19.4	24.2
<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>	<b>100.0</b>	<b>100.0</b>

#### ALBUMS

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

	Wholesale Value %							
	2001	2002	2003	2004	2005	2006	2007	2008
	18.6	18.9	19.5	19.2	19.2	21.0	20.0	20.1
	20.9	21.4	21.0	19.3	19.2	21.0	20.7	20.4
	22.3	22.3	22.6	21.4	24.4	23.1	24.9	21.3
	38.2	37.4	36.9	40.1	37.2	34.9	34.4	38.2
<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>	<b>100.0</b>	<b>100.0</b>

#### TOTAL SOUND RECORDINGS

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

	Wholesale Value %							
	2001	2002	2003	2004	2005	2006	2007	2008
	18.7	19.4	19.9	19.6	19.6	21.3	20.1	20.2
	21.3	21.7	21.2	19.5	19.2	21.2	20.8	20.5
	22.6	22.2	22.6	21.5	24.6	23.1	24.9	21.3
	37.4	36.7	36.3	39.4	36.6	34.4	34.2	38.0
<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>	<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.