



AUSTRALIAN RECORDING  
INDUSTRY ASSOCIATION

**UNIT# SALES BY CONFIGURATION (\$000'S) - PHYSICAL MUSIC PRODUCT \***

**SINGLES**

	2011	2010	CHANGE
Vinyl	15	16	-6%
CDs	46	37	24%
DVD/Other	-	-	
<b>Total Singles</b>	<b>61</b>	<b>53</b>	<b>15%</b>

**ALBUMS**

	2011	2010	CHANGE
Vinyl	65	59	10%
CDs	30,223	33,114	-9%
DVD/Other	33	6	450%
<b>Total Albums</b>	<b>30,321</b>	<b>33,179</b>	<b>-9%</b>

**AUDIO VISUAL**

	2011	2010	CHANGE
Video	21	13	62%
DVD	2,021	2,902	-30%
<b>Total AudioVisual</b>	<b>2,042</b>	<b>2,915</b>	<b>-30%</b>

**TOTAL UNITS**                    **32,424**                    **36,147**                    **-10%**

**PACKAGE# SALES BY CONFIGURATION (\$000'S) - PHYSICAL MUSIC PRODUCT \***

**SINGLES**

	2011	2010	CHANGE
Vinyl	14	14	0%
CDs	47	29	62%
DVD/Other	-	-	
<b>Total Singles</b>	<b>61</b>	<b>43</b>	<b>42%</b>

**ALBUMS**

	2011	2010	CHANGE
Vinyl	45	40	13%
CDs	20,539	23,522	-13%
DVD/Other	32	6	433%
<b>Total Albums</b>	<b>20,616</b>	<b>23,568</b>	<b>-13%</b>

**AUDIO VISUAL**

	2011	2010	CHANGE
Video	20	13	54%
DVD	1,836	2,529	-27%
<b>Total AudioVisual</b>	<b>1,856</b>	<b>2,542</b>	<b>-27%</b>

**TOTAL PACKAGES**                    **22,533**                    **26,153**                    **-14%**

\* 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, while "package" is the unit of sale. As an example, a double CD counts as two units, but one package.