



AUSTRALIAN RECORDING  
INDUSTRY ASSOCIATION

**UNIT# SALES BY PRICE GROUP (000'S) - PHYSICAL MUSIC PRODUCT \***

**ALBUMS**

	<b>2011</b>	<b>2010</b>	<b>CHANGE</b>
<b>Full Price</b>	21,885	25,318	-14%
<b>Mid Price</b>	5,946	5,344	11%
<b>Budget</b>	2,490	2,517	-1%
<b>TOTAL</b>	<b>30,321</b>	<b>33,179</b>	<b>-9%</b>

**AUDIO VISUAL**

	<b>2011</b>	<b>2010</b>	<b>CHANGE</b>
<b>Full Price</b>	1,457	2,139	-32%
<b>Mid Price</b>	491	720	-32%
<b>Budget</b>	94	56	68%
<b>TOTAL</b>	<b>2,042</b>	<b>2,915</b>	<b>-30%</b>

**PACKAGE# SALES BY PRICE GROUP (000'S) - PHYSICAL MUSIC PRODUCT \***

**ALBUMS**

	<b>2011</b>	<b>2010</b>	<b>CHANGE</b>
<b>Full Price</b>	13,890	17,399	-20%
<b>Mid Price</b>	4,935	4,342	14%
<b>Budget</b>	1,792	1,827	-2%
<b>TOTAL</b>	<b>20,617</b>	<b>23,568</b>	<b>-13%</b>

**AUDIO VISUAL**

	<b>2011</b>	<b>2010</b>	<b>CHANGE</b>
<b>Full Price</b>	1,318	1,803	-27%
<b>Mid Price</b>	448	684	-35%
<b>Budget</b>	91	55	65%
<b>TOTAL</b>	<b>1,857</b>	<b>2,542</b>	<b>-27%</b>

\* 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 would be two units, but one package.