

RIAA Certification Webscraping Project

Recording Industry Association of America Certifications

- ▶ Gold - 500,000 units
- ▶ Platinum - 1,000,000 units
- ▶ Diamond - 10,000,000 units

Unit - 1 album or single purchase
150 streams (ex. Spotify)



How drastically has
the music industry
changed over
time?

The Data

1. Artist
2. Title
3. Certification Date
4. Certification Type
 - ▷ Gold, platinum, etc.
5. Format
 - ▷ Single, Album
6. Release Date
7. Group Type
 - ▷ Solo, band, duo
8. Media Type
 - ▷ Digital, Standard
9. Label
10. Genre

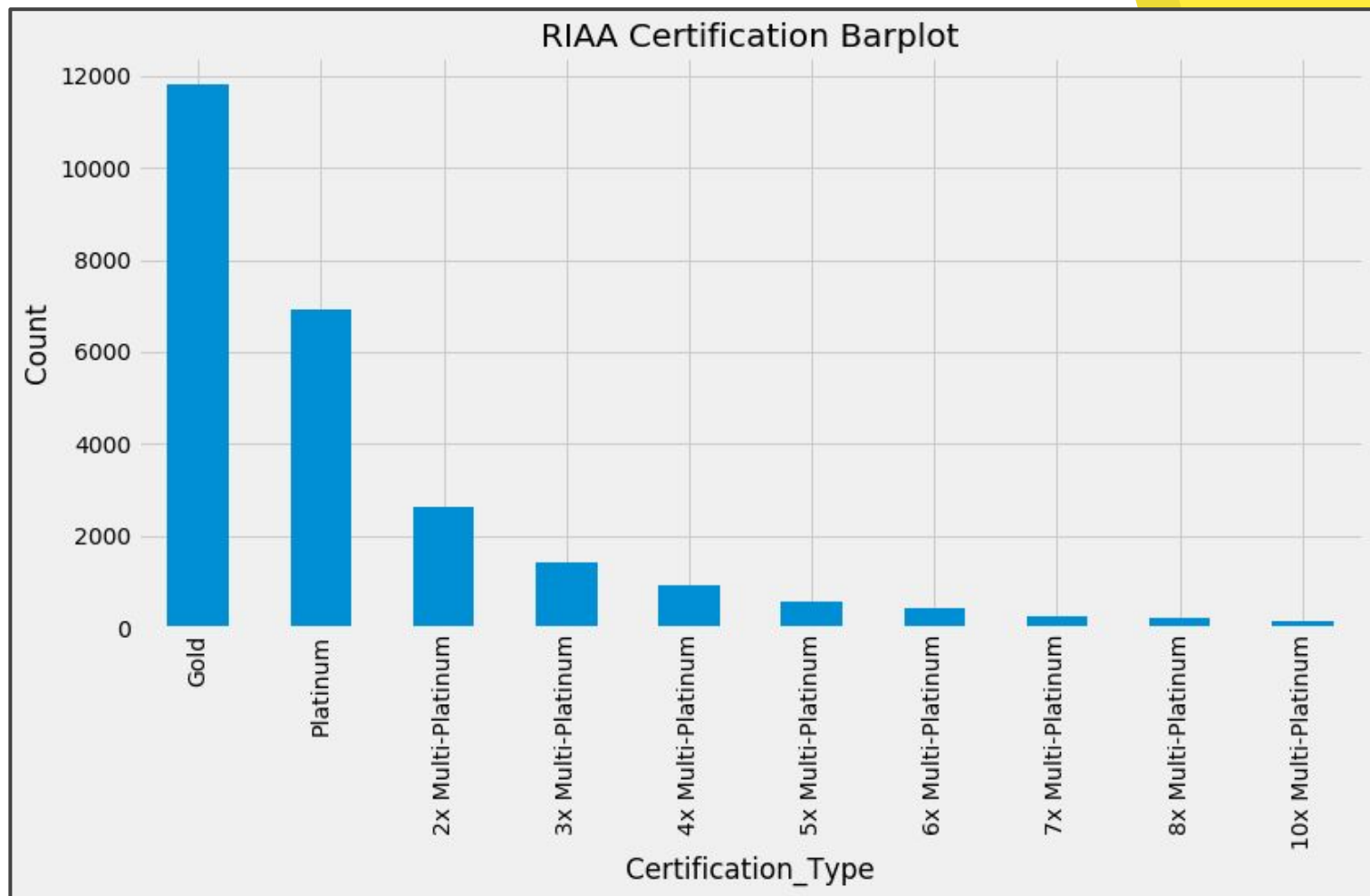


IS IT Correct?

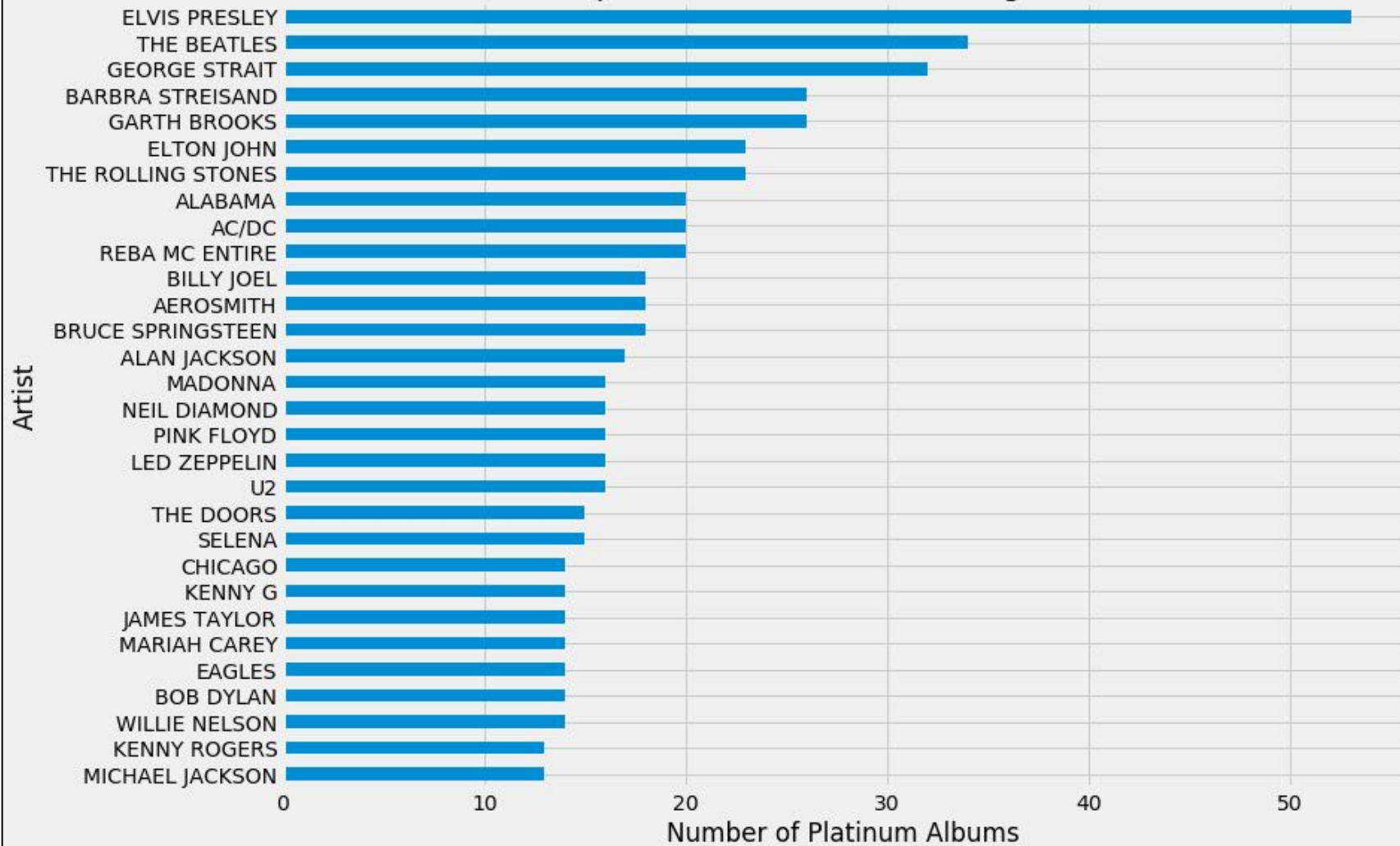
Artist	Title	Sales
MICHAEL JACKSON	THRILLER	33000000
EAGLES	EAGLES/THEIR GREATEST HITS 1971 - 1975	29000000
LED ZEPPELIN	LED ZEPPELIN IV	23000000
PINK FLOYD	THE WALL	23000000
BILLY JOEL	GREATEST HITS VOLUME I & VOLUME II	23000000
AC/DC	BACK IN BLACK	22000000
GARTH BROOKS	DOUBLE LIVE	21000000
FLEETWOOD MAC	RUMOURS	20000000
SHANIA TWAIN	COME ON OVER	20000000
THE BEATLES	THE BEATLES	19000000

TITLE	LABEL	CERTIFIED (In Millions)
THRILLER	EPIC RECORDS	33
EAGLES/THEIR GREATEST HITS 1971 - 1975	ELEKTRA	29
GREATEST HITS VOLUME I & VOLUME II	COLUMBIA	23
LED ZEPPELIN IV	ATLANTIC	23

From:
[RIAA Top 100 Albums](#)

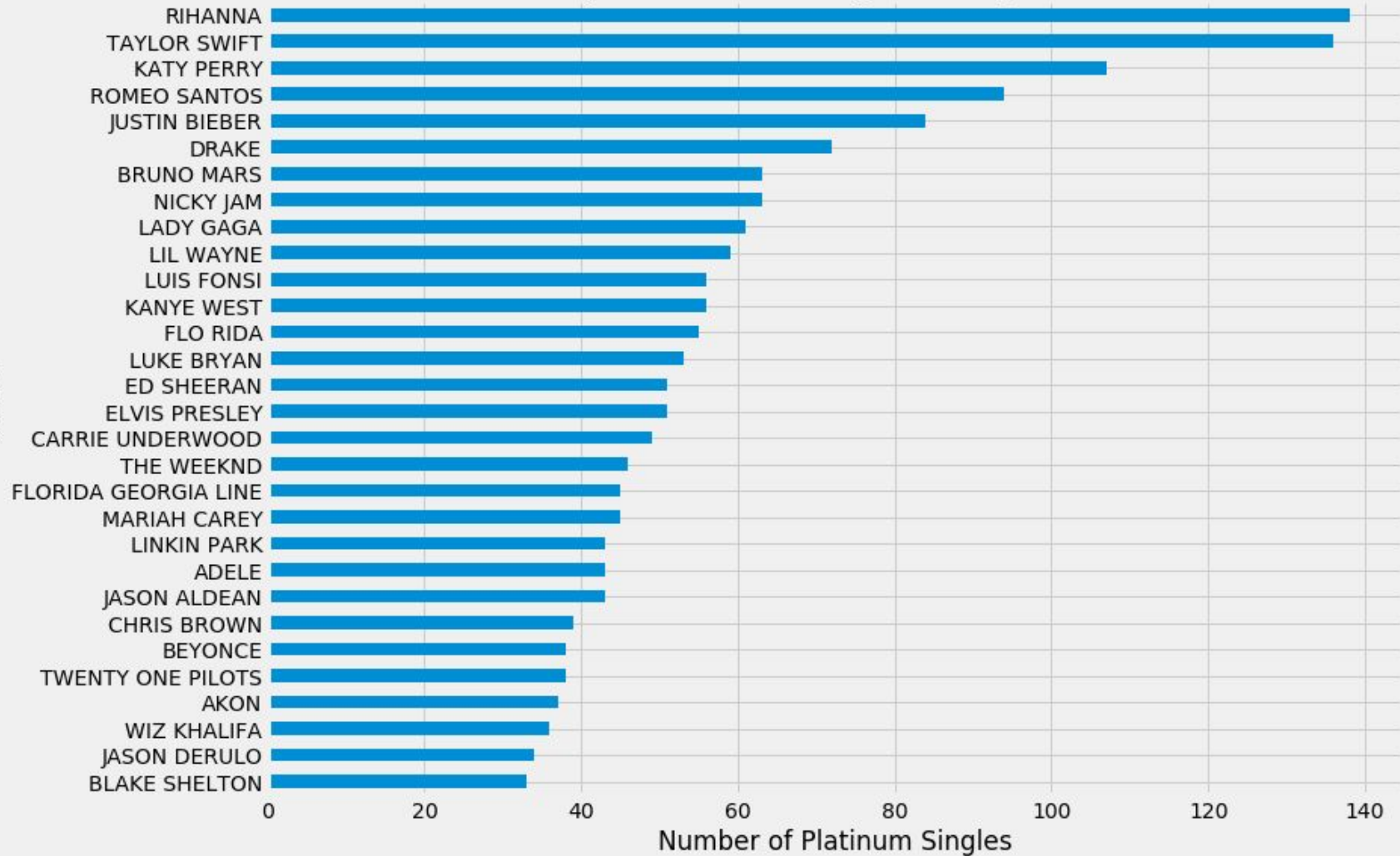


Top 30 Platinum Album Selling Artists



Top 30 Platinum Single Selling Artists

Artist



Initial Trends?...

Top 30 Platinum Album Selling Artists

Artist

ELVIS PRESLEY
THE BEATLES
GEORGE STRAIT
BARBRA STREISAND
GARTH BROOKS
ELTON JOHN
THE ROLLING STONES
ALABAMA
AC/DC
REBA MC ENTIRE
BILLY JOEL
AEROSMITH
BRUCE SPRINGSTEEN
ALAN JACKSON
MADONNA
NEIL DIAMOND
PINK FLOYD
LED ZEPPELIN

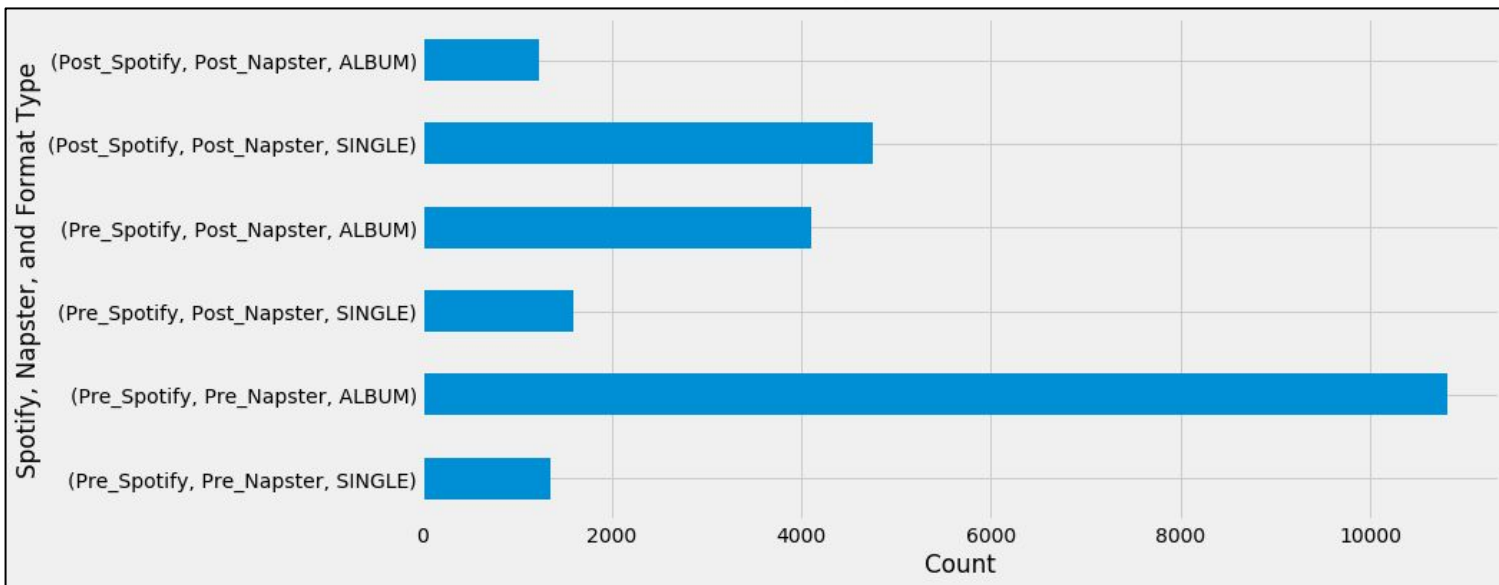
VS.

Top 30 Platinum Single Selling Artists

Artist

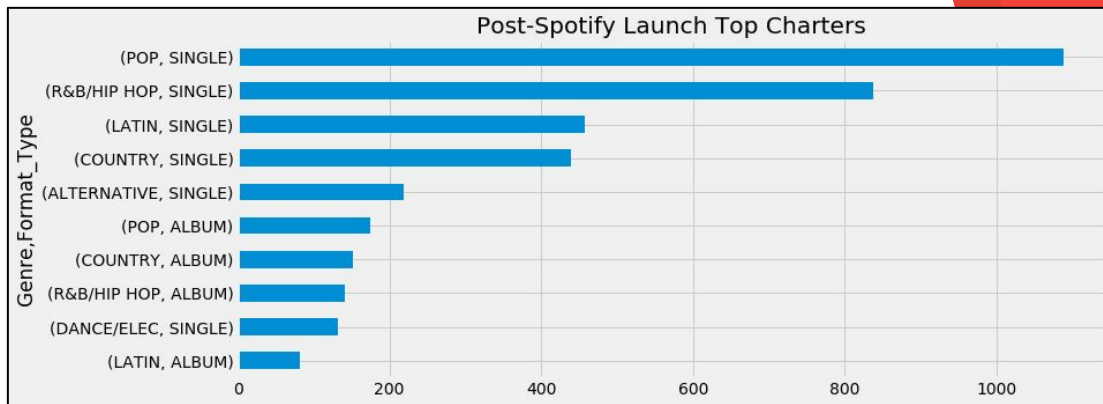
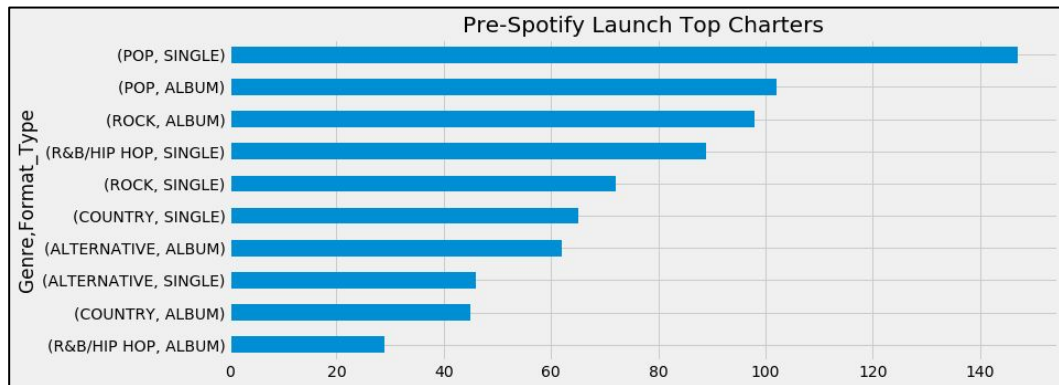
RIHANNA
 TAYLOR SWIFT
 KATY PERRY
 ROMEO SANTOS
 JUSTIN BIEBER
 DRAKE
 BRUNO MARS
 NICKY JAM
 LADY GAGA
 LIL WAYNE
 LUIS FONSI
 KANYE WEST
 FLO RIDA
 LUKE BRYAN
 ED SHEERAN
 ELVIS PRESLEY
 CARRIE UNDERWOOD
 THE WEEKND
 FLORIDA GEORGIA LINE

Major Music Industry Disruptors?

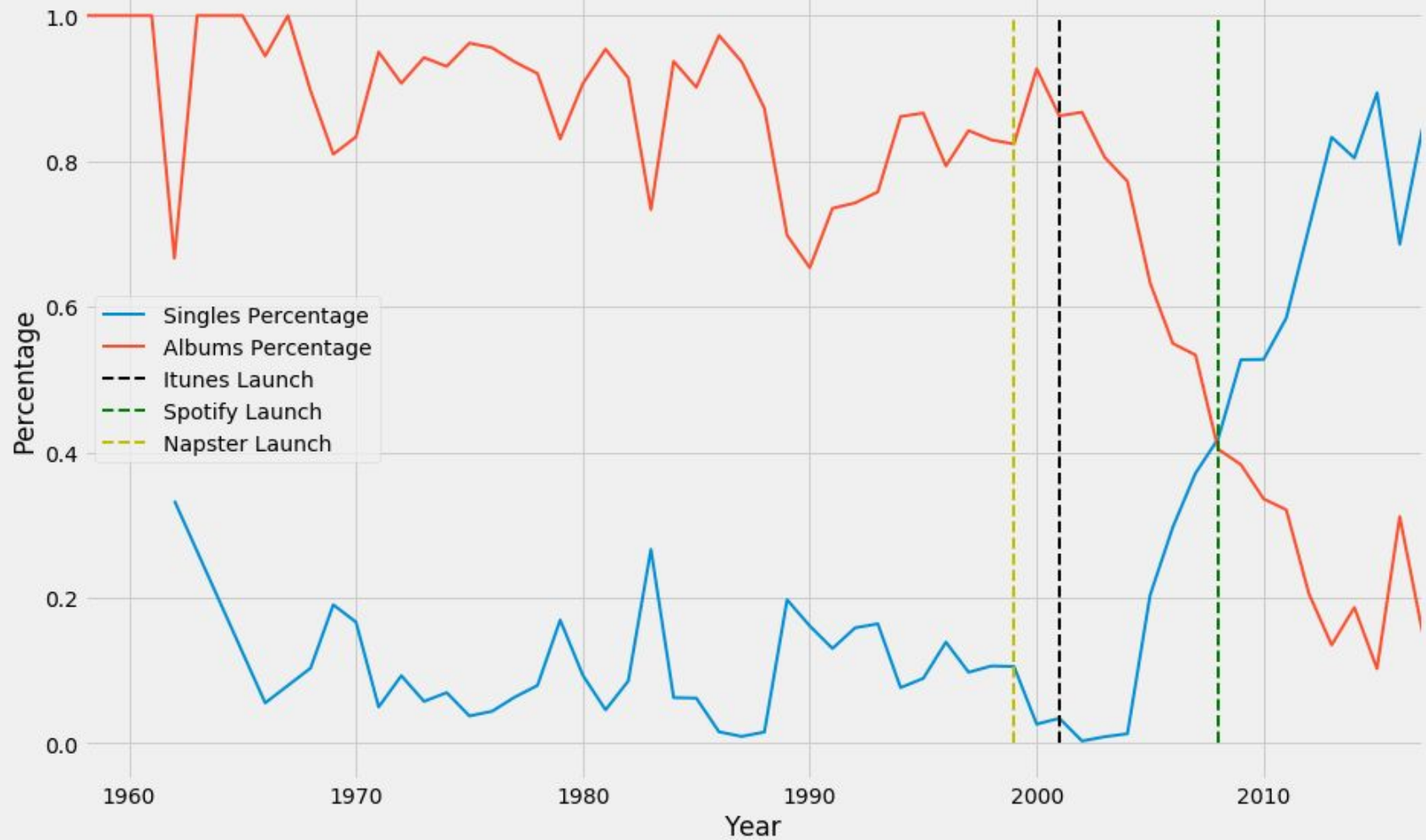




Does this mean more singles?
Or are singles more popularly
consumed?...



Ratio of Singles vs. Albums Over Time



Questions?...