

APPLE 2.0

Apple's growing slice of the



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MAY 28, 2015

Here are the details of Google's Brillo OS for the Internet of things

charts

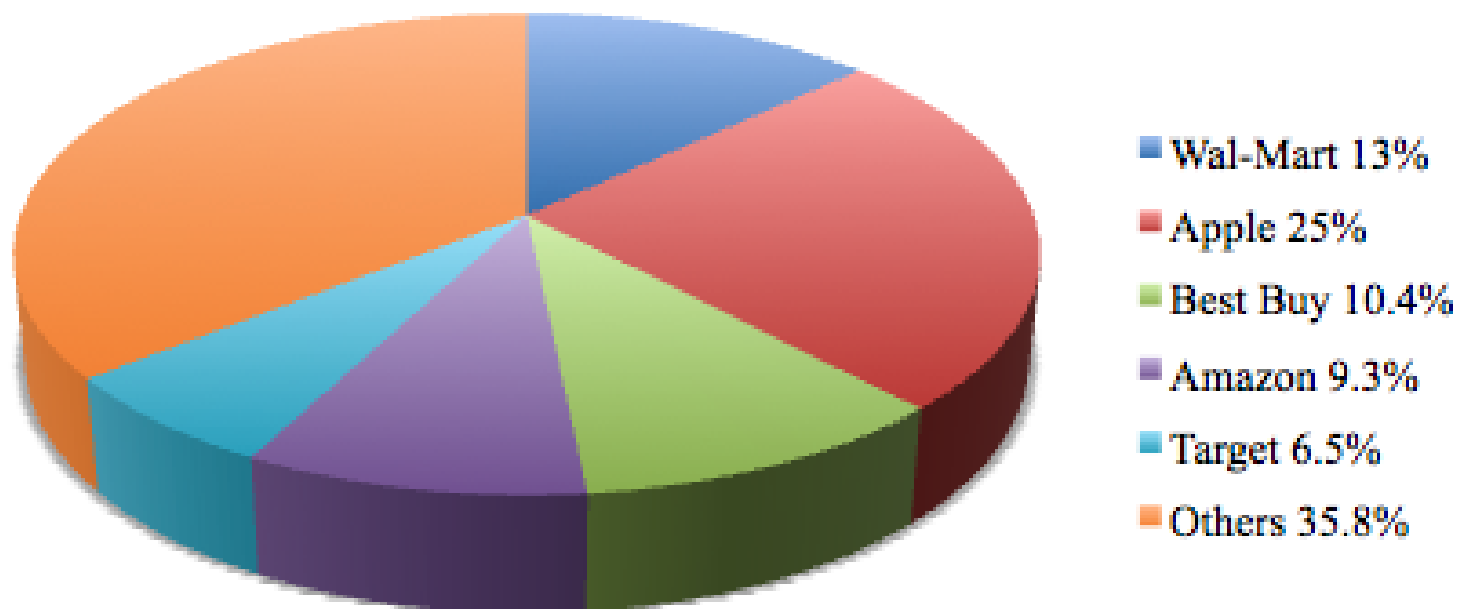
by Philip Elmer-DeWitt

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AUGUST 18, 2009, 6:50 PM EDT



Music Sales: Vendors



Source: NPD Group

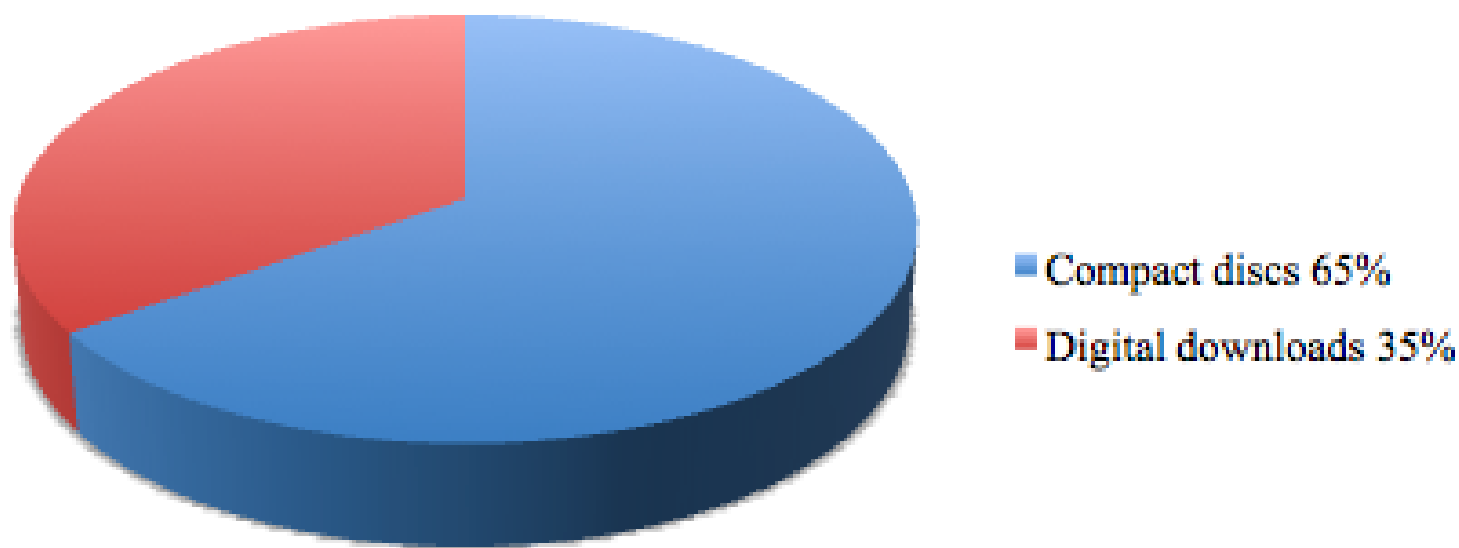
The **NPD Group** on Tuesday issued what at first appears to be a pair of contradictory facts:

Apple (**AAPL ▼ -0.31%**) now controls the largest share of the music business, its iTunes Store accounting for 25% of unit sales in the first half of 2009, up from 14% in 2007.

Compact discs are still the most popular format for paid music, accounting for 65% of unit sales. How can this be? The trick is that Apple controls the lion's share — 69% — of paid downloads, whereas CD sales are spread out among many players, chief among them Wal-Mart (**WMT ▼ -0.31%**), Best Buy (**BBY ▼ -0.06%**), Amazon (**AMZN ▼ -0.80%**) and Target (**TGT ▼ -0.42%**).

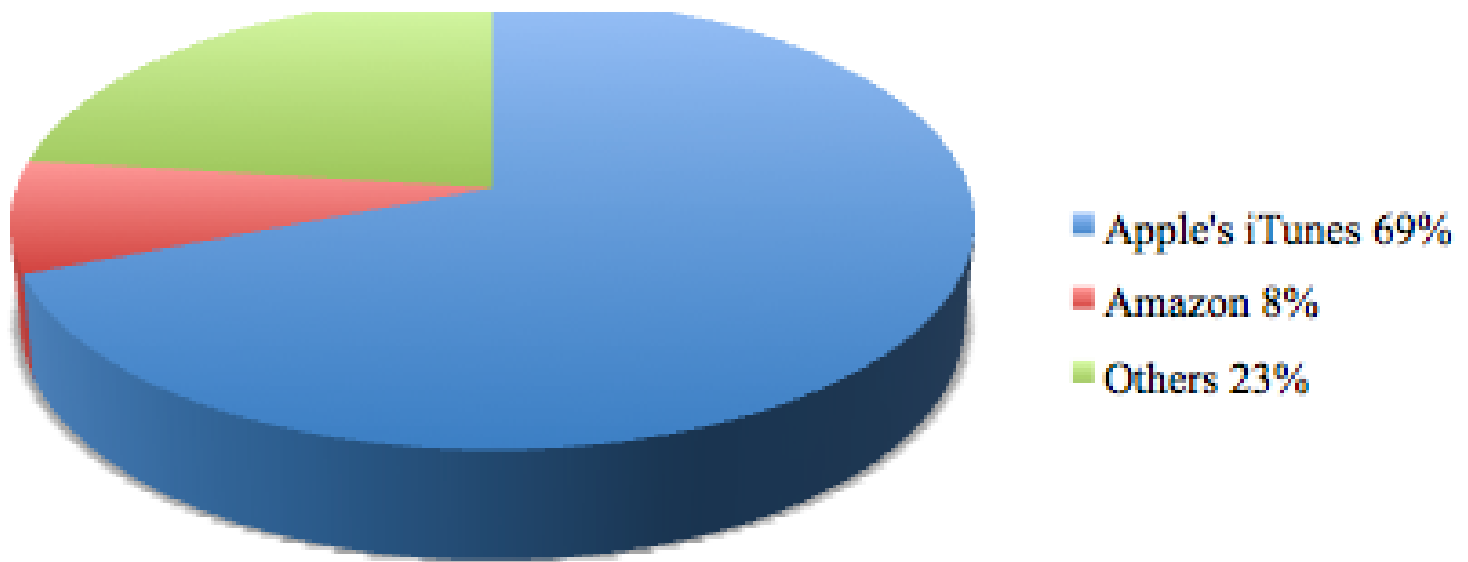
To see better how this works, let's put the data into pie charts:

Music Sales: Formats



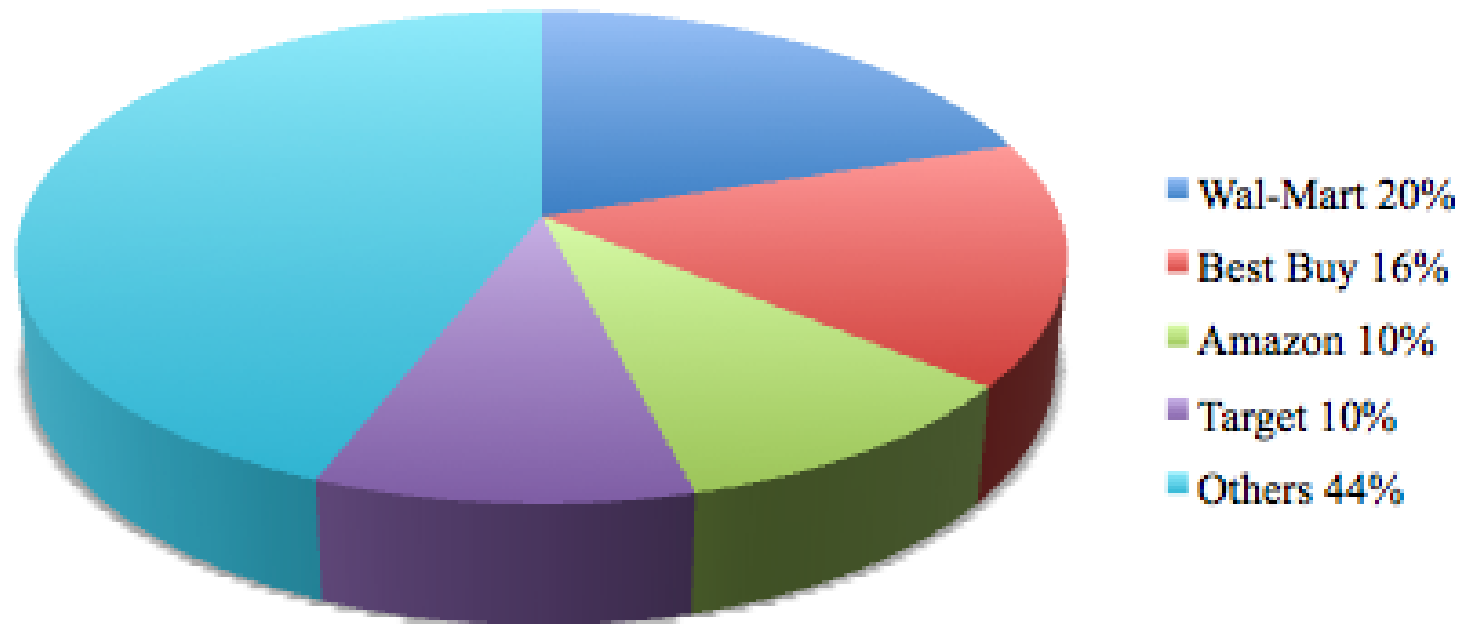
Source: NPD Group

Digital Downloads



Source: NPD Group

Compact Disc Sales



Source: NPD Group

Not covered in the NPD report, of course, is music piracy, which according to a recent U.K. [report](#) accounts for roughly 18% of music downloads — which would put it ahead of Amazon but well behind iTunes.



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