

PROJECT: “THE DEATH OF THE DIAMOND RECORD”

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15/01/2026

**“WHAT MAKES AN ALBUM
TRANSCEND TIME? IS IT THE
GENRE, THE ERA, OR THE
ARTIST’S ORIGIN?”**

CONTENTS

- 1 Title & Vision
- 2 Global Sales Leader (Top 5 Albums)
- 3 Market Hierarchy & Genre Dominance
- 4 Sales Trends Across Decades
- 5 Artist Consistency & Efficiency
- 6 Conclusion
- 7 Appendix

TITLE & VISION

The Concept

- A deep dive into the historical peak of physical music sales and the albums that defined global culture.

Visual Context

- The “Diamond Record” serves as a metaphor for an era of massive, centralized success that has fundamentally changed in the streaming age.



GLOBAL SALES LEADER (TOP 5 ALBUMS)

TOP 5 ALBUMS



Thriller - Michael Jackson



Abbey Road - The Beatles



Hotel California - Eagles



The Bodyguard - Whitney Houston



The Dark Side of the Moon - Pink Floyd

1

Thriller: Michael Jackson – The undisputed leader in global impact.

2

Abbey Road: The Beatles – The enduring legacy of the 1960s.

3

Hotel California: Eagles – Defining the sound of the 70s rock era.

4

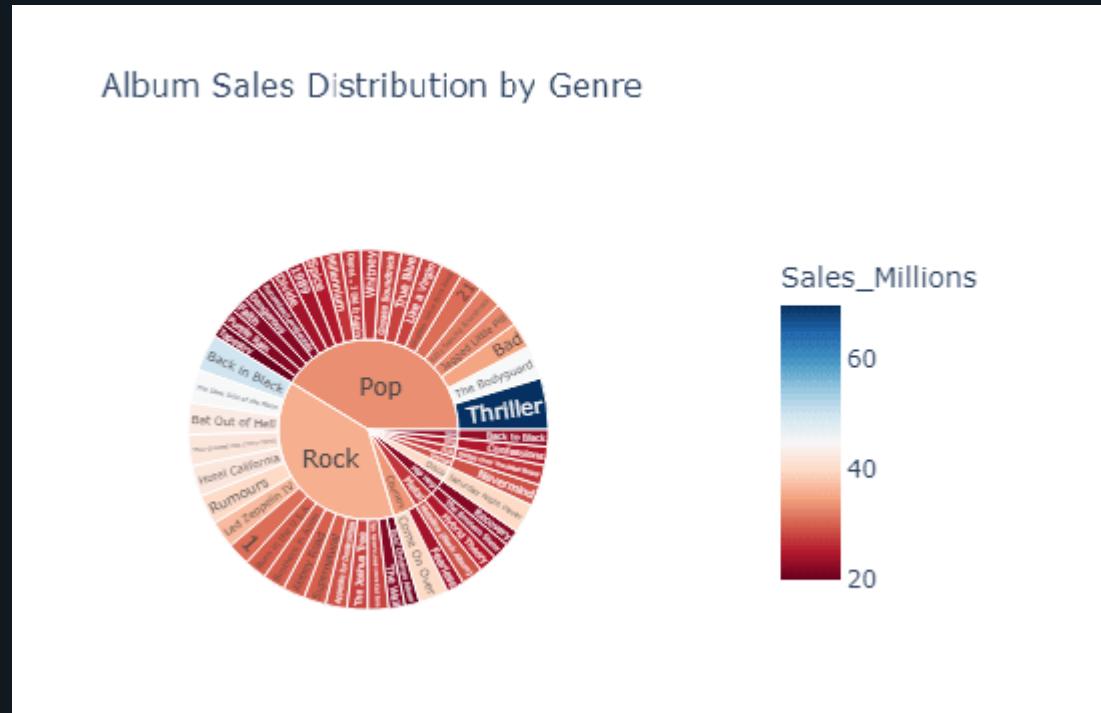
The Bodyguard: Whitney Houston – The peak of 90s vocal pop soundtracks.

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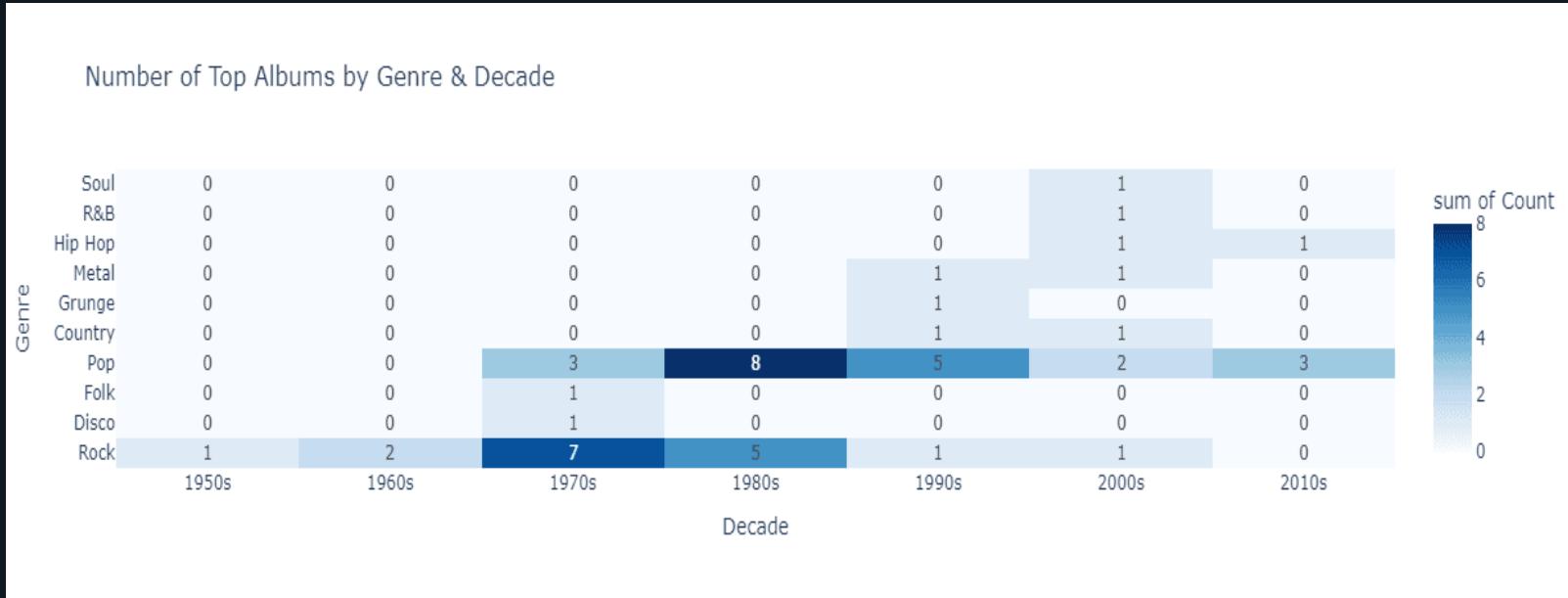
The Dark Side of the Moon: Pink Floyd – A masterpiece of conceptual rock longevity.

MARKET HIERARCHY & GENRE DOMINANCE

- **Primary Genres:** Pop and Rock dominate the historical sales landscape.
- **Leading Artists by Volume:**
 - **Michael Jackson:** Leads with over 120 million certified units on this list.
 - **The Beatles & Eagles:** Represent the pinnacle of group-based sales.
- **Geographic Concentration:** Sales are heavily concentrated in the **USA and UK**, reflecting the historical dominance of Western distribution networks.



SALES TRENDS ACROSS DECADES



The “Golden Era” (1970s – 1980s):

- The **1980s** represent the absolute peak for Pop sales, led by Michael Jackson.
- The **1970s** show the highest density of consistent Rock best-sellers.

The Transition (2000s – 2010s):

- A noticeable decline in “Diamond” sales volume as digital formats emerged.
- Modern outliers like **Taylor Swift** and **Adele** represent the final bastions of massive physical/digital sales consistency.

ARTIST CONSISTENCY & EFFICIENCY



Top Performers:

- **Meat Loaf:** Shows extreme efficiency with very high average sales per entry.
- **Whitney Houston & Pink Floyd:** Maintain high “per-album” values across decades.
- **Volume vs Consistency:** While Elvis Presley has numerous entries, his average sales per listed are lower compared to modern “blockbuster” artists.

CONCLUSION

End of an Era

The data confirms that the “Diamond Records” (10M+ sales) is becoming a historical relic of the pre-streaming world.

Structural Shift

Success in the 2020s is measured by fragmentation and streaming reach rather than the massive centralized sales of the 80s.

The Takeaway

These albums are more than commercial successes; they are the “Foundational Roots” of modern music, much like the early programming languages that shaped our digital world.

APPENDIX

Check the complete analysis in GitHub:

- [GitHub](#)