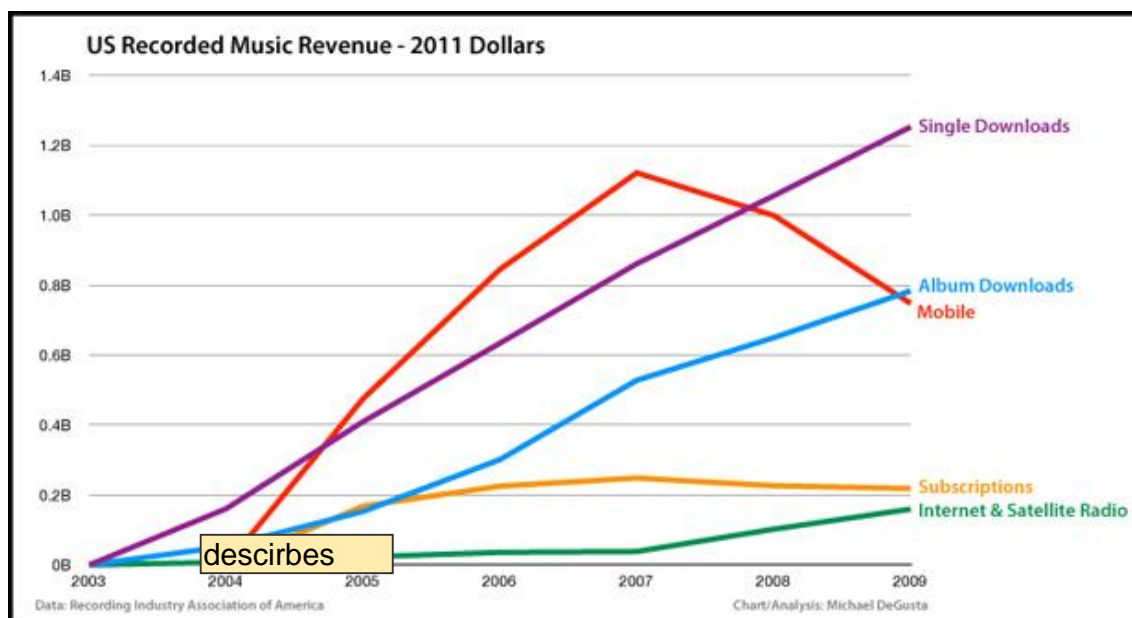


“DESCRIBING A GRAPH”

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October 2016



The shown graph **indicates** the development of the US Recorded Music Revenue, in US Dollars during the period from 2003 to 2009, that means, the first decade of the 21<sup>st</sup> century. First of all, it is evident that the music single download has grown exponentially since the beginning of the period, practically rising the incomes by \$ 0.2 billion each year, **meaning that** the single production market is probably the most important segment for artists to focus on, as for the online music platforms (such as Spotify, Deezer, etc), it represents their primary source of income.

On the other hand, we can see that the Internet & Satellite Radio market has practically remained at the same levels of generated income over the years, with the exception of the year 2008 where **it slightly rose the revenue** about \$0.1 Billion compared to previous years. From that moment on, the revenue has gradually increased and **for future years it is expected to keep growing.**

As for the mobile music downloads segment, which appeared **by 2004**, **it seemed promising, as the revenue increased dramatically for** three years in a row. But by 2007, that tendency changed because the revenue plummet down significantly and by 2009, the revenue dropped to its 2005 levels.

The music subscriptions segment also made its appearance **by 2004**, but unlike the mobile downloads it didn't have such a fast revenue growth, instead, it has slightly increased over the years but basically remaining the same these years.

Lastly, we must mention the album downloads tendency, and we can notice it has gradually risen during that period, showing a good development over the years, but not at such high rates like the singles download.