

## DIGITAL PRODUCT - SEASONALITY (PERCENTAGES) \*

The seasonality weighting of digital sound recording sales is as follows:

### DIGITAL SINGLES

	holesale Value									
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
January - March	24.7	24.9	26.4	27.5	27.8	29.2	29.9	29.3	29.2	29.7
April - June	22.5	23.4	22.8	24.2	23.5	26.1	24.2	24.4	25.4	26.1
July - September	24.5	24.8	24.0	24.7	23.3	23.3	22.4	23.3	23.8	23.1
October - December	28.3	26.9	26.8	23.6	25.4	21.4	23.5	23.0	21.6	21.1
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Wholesale Units %							
	2006	2007	2008	2009	2010	2011	2012	2013
	23.5	21.1	24.6	23.7	25.1	25.2	20.4	26.0
	21.1	24.0	24.0	22.5	22.9	23.0	22.8	36.1
	25.0	27.4	23.7	26.7	23.2	24.9	24.0	19.2
	30.3	27.5	27.7	27.1	28.8	26.9	32.9	18.7
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

### DIGITAL ALBUMS

	holesale Value									
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
January - March	24.7	22.7	26.3	27.1	28.3	27.7	31.4	29.5	31.1	30.1
April - June	21.9	22.4	21.2	23.8	21.2	24.3	24.8	25.7	23.0	25.3
July - September	24.1	25.0	23.4	23.5	23.0	23.0	21.3	21.6	22.8	23.4
October - December	29.2	29.9	29.1	25.6	27.5	25.0	22.5	23.2	23.1	21.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

	Wholesale Units %							
	2006	2007	2008	2009	2010	2011	2012	2013
	18.8	30.3	22.8	21.7	24.9	22.9	26.7	27.6
	18.4	18.3	22.2	42.0	21.4	22.8	21.4	23.7
	31.0	21.8	24.6	3.9	24.4	24.8	23.4	23.3
	31.8	29.6	30.5	32.5	29.2	29.5	28.5	25.4
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

### OTHER DIGITAL SALES

	holesale Value									
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
January - March	35.1	31.7	28.3	22.2	24.7	15.1	21.6	21.5	23.3	23.6
April - June	22.0	19.9	20.9	27.1	21.8	19.4	24.5	25.1	24.0	24.9
July - September	21.2	19.3	20.8	21.9	23.7	24.7	25.1	26.0	25.3	25.2
October - December	21.8	29.1	29.9	28.8	29.8	40.7	28.8	27.4	27.4	26.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Unit sales are no longer collected for digital product

\* These figures are based on submissions from reporting ARIA members and do not represent the entire local wholesale market.