

PHYSICAL PRODUCT - SEASONALITY (PERCENTAGES) *

The seasonality weighting of sound recording sales is as follows:

SINGLES

	Units % #									
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
January - March	37.2	24.4	14.0	13.3	24.5	18.0	16.6	27.2	22.2	27.9
April - June	12.6	15.6	28.2	5.4	30.9	20.7	33.0	39.6	51.9	-7.9
July - September	16.4	31.9	20.0	33.7	22.0	28.5	18.3	19.4	18.0	38.7
October - December	33.8	28.1	37.8	47.6	22.6	32.8	32.1	13.8	7.9	41.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Wholesale Value %

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
	33.5	27.4	13.7	17.7	25.9	19.3	19.1	19.5	20.1	26.8
	16.2	12.9	24.7	11.5	34.8	28.4	27.4	48.7	45.3	17.2
	17.8	30.4	16.6	29.2	18.6	21.6	10.6	21.5	22.1	34.6
	32.5	29.3	45.0	41.6	20.7	30.7	42.9	10.3	12.5	21.4
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

ALBUMS

	Units % #									
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
January - March	20.0	22.9	20.2	23.5	22.0	21.0	23.5	23.1	25.0	24.0
April - June	23.4	19.0	19.4	18.9	16.6	18.7	20.7	20.2	20.9	22.5
July - September	19.8	24.6	23.6	23.8	19.2	20.0	20.5	22.3	21.5	26.2
October - December	36.8	33.6	36.8	33.8	42.2	40.3	35.3	34.4	32.6	27.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Wholesale Value %

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
	19.2	20.2	20.2	20.8	20.1	19.1	22.8	22.8	23.7	22.7
	22.4	19.4	18.7	19.0	17.9	19.3	20.5	20.6	21.0	21.8
	20.7	24.2	23.9	23.8	20.1	19.7	21.3	22.3	22.1	27.3
	37.7	36.2	37.2	36.4	41.9	41.9	35.4	34.3	33.3	28.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

TOTAL SOUND RECORDINGS

	Units % #									
	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
January - March	20.1	22.9	20.1	23.4	22.0	20.9	23.4	23.1	25.2	24.0
April - June	23.4	19.0	19.6	18.8	16.8	18.8	20.8	20.3	20.9	22.5
July - September	19.8	24.6	23.5	23.9	19.2	20.0	20.5	22.3	21.4	26.2
October - December	36.7	33.6	36.8	33.9	42.0	40.3	35.3	34.3	32.5	27.3
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Wholesale Value %

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
	19.2	20.2	20.2	20.8	20.1	19.1	22.8	22.8	23.7	22.7
	22.4	19.4	18.7	19.0	18.0	19.4	20.5	20.7	21.0	21.8
	20.7	24.2	23.9	23.8	20.1	19.7	21.3	22.3	22.1	27.3
	37.7	36.2	37.2	36.4	41.8	41.8	35.4	34.2	33.3	28.2
TOTAL	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

* These figures are based on submissions from reporting ARIA members, approximately 95% of the local wholesale market.

Prior to 2014 a "Unit" refers to the number of components in the product sold. For example, a double CD constitutes two units. As of 2014, a "Unit" refers to the unit of sale .e.g. a double CD constitutes one unit of sale.