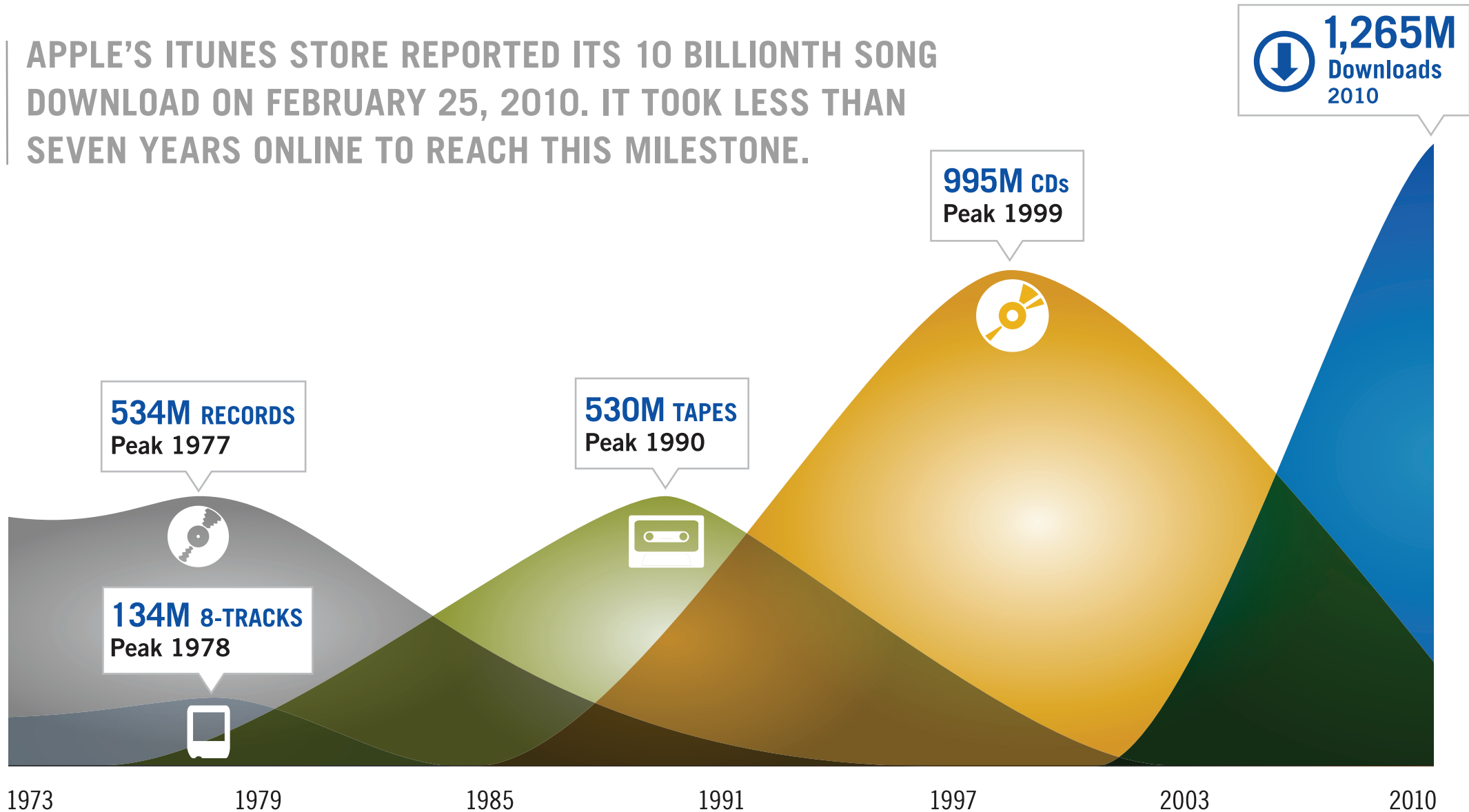


The Beat Goes On (Units Shipped in Millions)

In the U.S., Innovation in Recorded Music Formats Has Driven Demand

APPLE'S ITUNES STORE REPORTED ITS 10 BILLIONTH SONG DOWNLOAD ON FEBRUARY 25, 2010. IT TOOK LESS THAN SEVEN YEARS ONLINE TO REACH THIS MILESTONE.



Source: Recording Industry Association of America, as of December 2010.

Digital includes downloaded singles, downloaded albums, kiosks and downloaded music videos. Total vinyl records, tapes and CDs includes singles and albums.