

WHAT WAS THE ANNUAL REVENUE FOR HIP HOP/RAP, ROCK, & JAZZ?

Annual Sales for Hip Hop/Rap, Rock, & Jazz

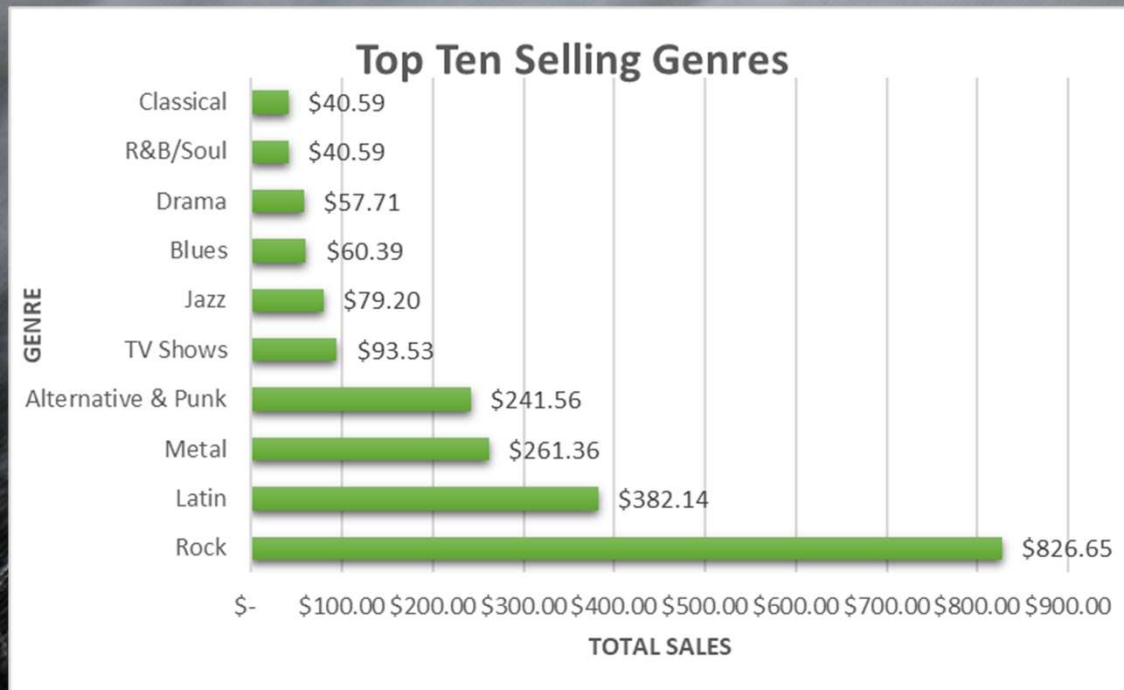


The Rock genre has the highest sales consistently across all five years. In 2009, Rock generated \$178.20 while slightly dipping in 2013 to \$174.24. Jazz has trended downward from 2009 (\$19.80) to 2012 (\$5.94) but had its highest sales in 2013 (\$21.78). Hip Hop/Rap has the lowest total sales with \$1.98 in 2009 to \$3.96 in 2013. Unlike Rock and Jazz, Hip Hop/Rap has steadily increased sales yearly.

The Rock genre remains the top-selling genre of the three throughout the years despite its fluctuation in sales. Jazz shows volatility in its sales performance although it consistently outperforms the Hip Hop/Rap genre. Hip Hop/Rap has the smallest figures but demonstrates consistent growth and stability through the years.

Data Source: Chinook Music Database

WHAT ARE THE TOP TEN GENRES?



Rock dominates as the top-selling genre, generating a total of \$826.65. This is significantly higher than any other genre. Latin comes in second, generating \$382.14. Alternative & Punk (\$241.56) and Metal (\$261.36) have comparable sales. These four genres collectively generate the majority of the total sales.

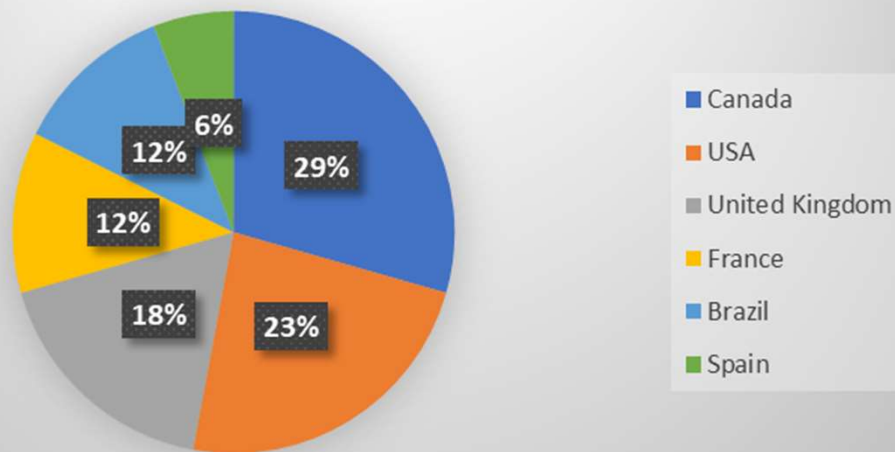
The bottom six genres all have modest sales under \$100. TV Shows lead among these six genres, generating \$93.53 in sales. Jazz (\$79.20) follows close behind, Blues (\$60.39), and Drama (\$57.71). Both R&B/Soul and Classic generated total sales of \$40.59 each.

The chart shows the Rock genre is the most popular with sales more than double than its closest, the Latin genre. The large sales gap between Rock and the other genres highlights the genre's principal position in the market.

Data Source: Chinook Music Database

WHICH COUNTRIES LISTEN TO HIP HOP/RAP?

Which Countries Listen to Hip Hop/Rap?



The six countries that listen to Hip Hop/Rap are Canada, USA, United Kingdom, France, Brazil, and Spain.

Canada leads with 29% of total tracks purchased and USA with 23% of total tracks purchased. Combined, both countries control over 50% of our market share for the Hip Hop/Rap genre.

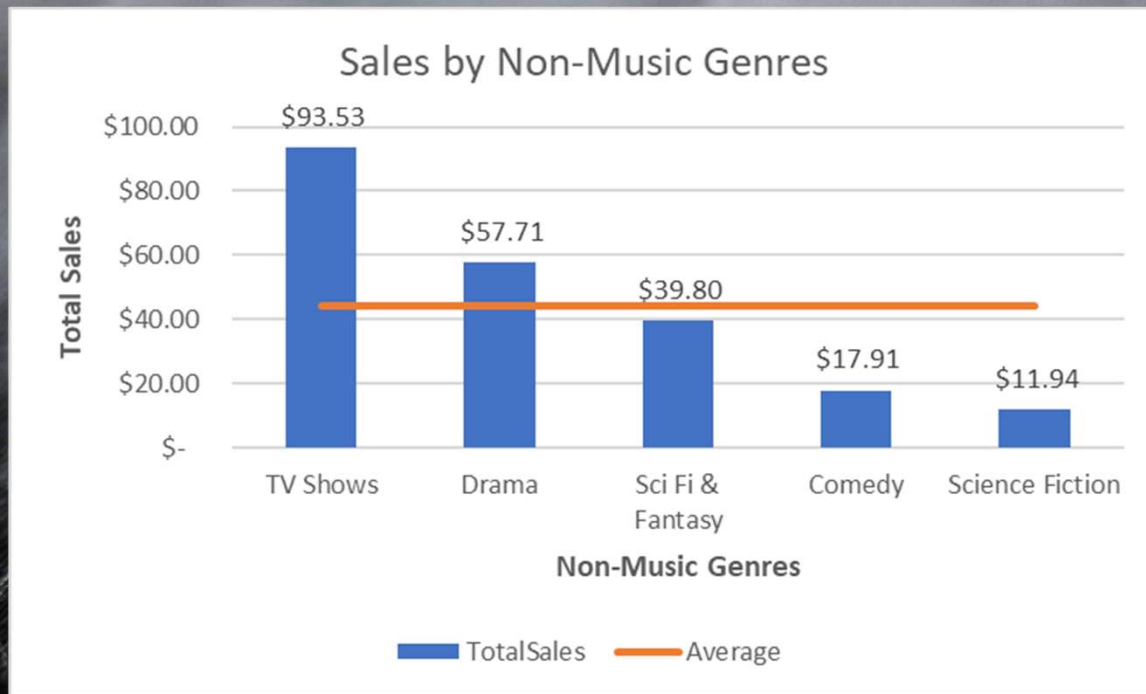
Europe's interest in the genre is notable with the United Kingdom (18%), France (12%), and Spain (6%).

Brazil has 12% of total sales for Hip Hop/Rap, showing interest in South America.

As the chart shows, data illustrates an international interest in Hip Hop/Rap, particularly popularity in the Americas (North and South America), and Europe.

Data Source: Chinook Music Database

Which Non-Music Genre Is the Most Popular?



TV Shows lead amongst the non-music genres, generating \$93.53 in sales. Almost double the next genre, Drama (\$57.71). Sci Fi & Fantasy produced \$39.80 in sales. The weakest sales performers are Comedy (\$17.91) and Science Fiction (\$11.94) come in well below the average (\$44.18).

TV Shows and Drama are performing well above the average. Although, Sci Fi & Fantasy is below the average, its sales performance indicates it's doing well close to the mean for all non-music genres.

The TV Shows genre is the most popular non-music genre, contributing the most in sales. Drama and Sci Fi & Fantasy are also doing well. Comedy and Science Fiction show the least consumer demand.

Data Source: Chinook Music Database