

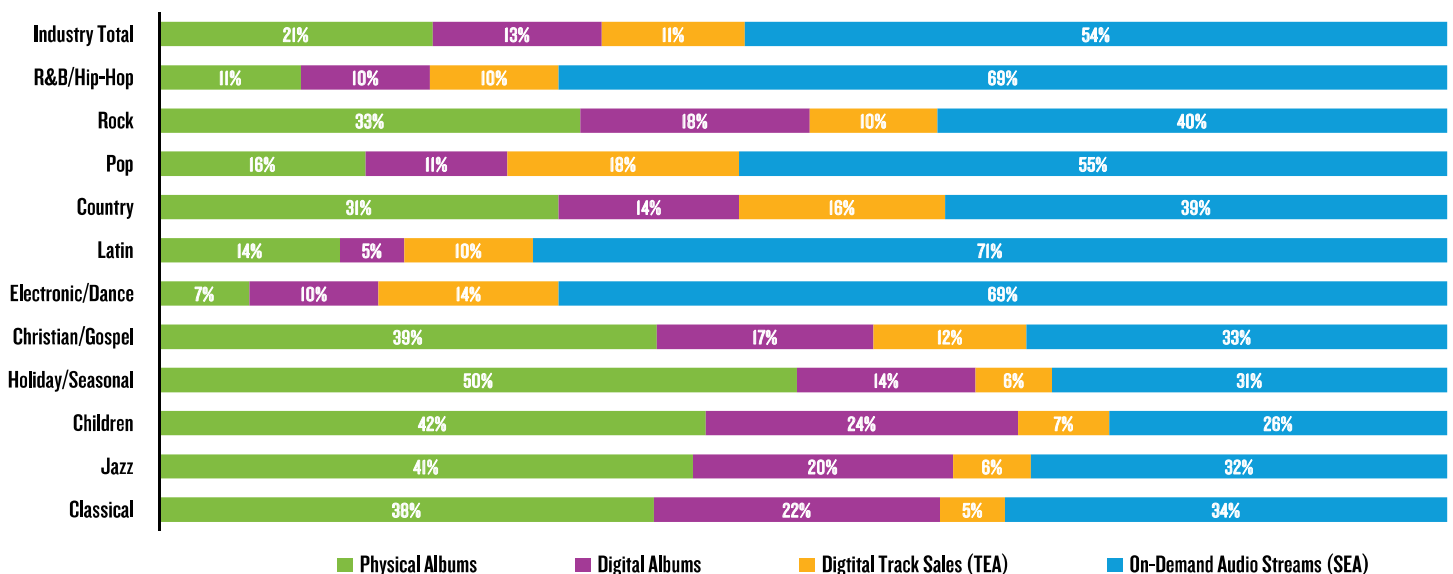
SHARE OF TOTAL VOLUME BY FORMAT AND GENRE (SELECTED TOP GENRES)

Genre	Total Volume*	Total Album Sales	Physical Album Sales	Digital Album Sales	Digital Song Sales	Total On-Demand Streams	On-Demand Audio Streams	On-Demand Video Streams
R&B/ Hip-Hop	24.5%	14.6%	12.8%	17.5%	20.8%	29.1%	30.4%	26.7%
Rock	20.8%	34.6%	36.8%	31.3%	20.7%	15.1%	17.3%	11.1%
Pop	12.7%	9.8%	9.6%	10.2%	19.7%	12.9%	12.8%	13.2%
Country	7.7%	11.5%	13.1%	9.2%	12.2%	5.5%	6.4%	4.0%
Latin	5.9%	1.7%	2.0%	1.1%	2.7%	8.0%	3.9%	15.5%
Electronic/ Dance	3.5%	1.7%	1.1%	2.5%	4.4%	4.2%	4.4%	3.7%
Christian/ Gospel	2.7%	4.6%	5.3%	3.5%	3.0%	1.8%	1.7%	2.0%
Holiday/ Seasonal	1.7%	3.6%	4.7%	2.0%	1.0%	1.0%	1.1%	0.9%
Children	1.3%	2.6%	2.7%	2.4%	0.8%	0.8%	0.7%	1.0%
Jazz	1.0%	2.1%	2.3%	1.7%	0.7%	0.6%	0.7%	0.3%
Classical	1.0%	1.9%	2.0%	1.8%	0.5%	0.6%	0.7%	0.4%

Read as: 14.6% of Total Album Sales come from R&B/Hip Hop genre

*Total Volume = Albums + TEA + On-Demand Audio/Video SEA

SHARE OF TOTAL AUDIO CONSUMPTION BY FORMAT



Read as: 33% of Rock consumption comes from Physical Album sales