



2015 RIAA Year-End Industry Shipment and Revenue Statistics
LATIN MUSIC
 Phone: 202-775-0101

United States Unit Shipments and Estimated Retail Dollar Value
 (In thousands, net after returns)

For a list of authorized services see whymusicmatters.com

Format	2014		2015		Percent Change	
	Units	Dollars	Units	Dollars	Units	Dollars
Physical						
CD	4,688	\$46,567	2,854	\$28,498	-39.1%	-38.8%
Music Video ¹	21	\$296	25	\$414	19.8%	39.7%
Total Physical	4,709	\$46,864	2,879	\$28,912	-38.9%	-38.3%
Permanent Download						
Download Singles	15,645	\$18,887	13,204	\$16,347	-15.6%	-13.4%
Download Albums	1,143	\$11,567	1,155	\$11,031	1.1%	-4.6%
Other Downloads ²	242	\$437	215	\$371	-11.5%	-15.0%
Ringtones & Ringbacks ³	762	\$1,897	616	\$1,534	-19.2%	-19.2%
Digital Streaming						
Paid Subscription	NA	\$29,176	NA	\$27,657	NA	-5.2%
On-Demand Streaming (Ad-Supported) ⁴	NA	\$14,404	NA	\$23,468	NA	62.9%
SoundExchange ⁵	NA	\$24,460	NA	\$29,471	NA	20.5%
Total Digital	17,792	\$100,827	15,190	\$109,879	-14.6%	9.0%
Synchronization Royalties⁶	NA	\$1,984	NA	\$1,486	NA	-25.1%
TOTAL	22,501	\$149,675	18,069	\$140,277	-19.7%	-6.3%
Genre Breakout⁷						
Regional Mexican/Tejano		48%				
Pop/Rock		39%				
Tropical		9%				
Urban ⁹		3%				

% of Shipments ⁸	2014	2015
Physical	32%	21%
Digital	68%	79%

Note: Latin music is defined as product 51% or more Spanish language. This report only includes shipments of Latin music products.

Note: Revenues from on-demand ad-supported streaming and from SoundExchange distributions are not currently available for individual genres. Historical data updated for 2014

¹ Includes DVD music video

² Includes Kiosk singles and albums, and Digital Music Videos

³ Includes Master Ringtones, Ringbacks, and Other Mobile

⁴ Ad-supported audio and music video services not operating under statutory licenses

⁵ SoundExchange distributions to music labels

⁶ Includes fees and royalties from synchronization of sound recordings with other media

⁷ Based on physical product at suggested list price

⁸ Synchronization royalties excluded from calculation

⁹ Urban music formerly included under Pop/Rock genre

Permission to cite or copy these statistics is hereby granted, as long as proper attribution is given to the Recording Industry Association of America.

[For information on the RIAA's Premios de Oro y Platino Award celebrating the Latin music marketplace visit www.riaa.com.](http://www.riaa.com)