**Going Digital**

Since the early 2000's, the music industry has changed as technology advanced. Prior to the digitization of music, CD's were the primary music medium. CD sales reached their peak in 1999, followed by the growth of digital streaming, subscriptions and downloads.

**RISE AND FALL OF MUSIC PLATFORMS**

Revenue in Millions

**KEY:**
- CD's
- Downloads
- Streaming
- Subscriptions

**DIGITAL VS PHYSICAL MUSIC IN 2018**

Digital includes: subscriptions, streaming and downloads

Units and sales in millions

**KEY:**
- Digital
- Physical

In 2018, digital music was the primary method of obtaining music. Digital has surpassed physical forms in units sold, revenue and percent of total music sales.

**Physical Changes**

In 2018, digital music was the primary method of obtaining music. Digital has surpassed physical forms in units sold, revenue and percent of total music sales.

**Digital vs Physical Sales**

- Digital: 8,405
- Physical: 1,154

**Percentage of Total Music Revenue**

- Digital: 70%
- Physical: 22%

**Number of Units Sold**

- Digital: 512
- Physical: 70

Source: RIAA

Credit: Nicole Hill, Cecilia Alvarez and Brooke Broecker