RISE AND FALL OF MUSIC PLATFORMS

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.

# Going Digital

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 Music in 2018

**Digital includes: subscriptions, streaming and downloads**

**Units and sales in millions**

<table>
<thead>
<tr>
<th>Year</th>
<th>Digital Sales</th>
<th>Physical Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>2004</td>
<td>512</td>
<td>70</td>
</tr>
<tr>
<td>2018</td>
<td>1,154</td>
<td>22</td>
</tr>
<tr>
<td>2015</td>
<td>8,405</td>
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</tr>
</tbody>
</table>

**Source:** RIAA

**Revenue in Millions**

**Number of Units Sold**

- **Digital:** 70%
- **Physical:** 30%

**Percentage of Total Music Revenue**

- **Digital:** 89%
- **Physical:** 11%

**Source:** Recording Industry Association of America

Credit: Nicole Hill, Cecilia Alvarez and Brooke Broecker

**Key:**
- Red: CDs
- Orange: Downloads
- Maroon: Streaming
- Pink: Subscriptions