



NIELSEN MUSIC RELEASES 2016 CANADA YEAR-END REPORT

Highly Anticipated Report Provides Comprehensive Coverage of the Year in Music

NEW YORK, NY Jan. 5, 2017 - Nielsen Music - the industry's leading source for music data and insights - today released its 2016 Canada Year-End Report for the 12-month period ending Dec. 29, 2016. This highly anticipated report provides comprehensive coverage of the year in music from the coveted Nielsen Music Year-End charts, presented by Billboard, to insights on the most important industry trends from sales and streaming to social media and overall consumer engagement across today's most popular platforms.

The Nielsen Music Canada Year-End Report confirms that the music industry experienced steady and consistent growth in 2016, with total audio consumption up 5.3% over 2015, fueled by a 203% increase in on-demand audio streams compared to last year. The industry did experience decreases in digital album and digital track sales, but the growth in streaming led the total digital music consumption to be up over 4% this year. In 2016, catalogue album sales surpassed current sales for the first time in the Nielsen Music-era. 2016 also marked the highest vinyl sales total to date with a 29% increase over 2015.

This year's report shows that six of the top ten best-selling albums for 2016 belong to Canadian artists, with Drake's *Views* finishing at #1. This marks the first year since 2004 that the top selling album of the year came from a Canadian artist. Five of the top ten airplay songs also belong to Canadian artists, including Justin Bieber's "Love Yourself," which landed at #1.

Additionally, eight different Canadian artists had #1 albums on the Billboard Canadian Albums chart in 2016, including Drake, who spent 12 weeks at #1 - the most of any act this year. The Tragically Hip had two albums reach the top of the chart, including their latest release and their 2005 *Yer Favourites* album. Justin Bieber, Billy Talent, Celine Dion, Shawn Mendes, Leonard Cohen and The Weeknd also spent time at #1. ***See the Nielsen Music Year-End charts below for more information.***

"2016 was an exciting year for Canadian artists and the overall Canadian music industry," said Paul Shaver, Head of Nielsen Music Canada. "From the increased popularity of streaming to the total consumption growth, the music landscape continues to evolve at an incredible speed, and we're looking forward to tracking the industry trends for the year ahead."

Other notable insights and trends from the 2016 Nielsen Music Canada Year-End Report, include:

- Drake's *Views* was the most consumed album of 2016 by far, with 457K total consumption units. The album spent 12 weeks at #1 during the year, and it narrowly edged out Adele's *25* to become the highest selling album, while picking up the highest digital song sales for an album.
- Drake also set a new streaming standard this year. His album *Views* garnered over 290M streams, more than twice as many as Justin Bieber's *Purpose*, which was the second highest streamed album for the year. *Views* had more than 10M streams for each of its first eight weeks of release, and was the highest streamed album for each of its first 27 weeks of release. It had the highest one week stream total to date when it compiled over 22M streams in its debut week, an amount surpassed later in the year when The Weeknd's *Starboy* picked up 27M streams in its debut week.

- The Chainsmokers were another act that achieved great streaming success this year. They landed the top two on-demand audio streaming songs of 2016, with “Closer” finishing first and “Don't Let Me Down” in second. Their album *Collage* also comes in 10th on the consumption chart for 2016, despite only selling 6K units. The songs from the album totaled over 111M on-demand audio streams and over 550K digital song downloads.
- Digital song sales showed declines versus last year, with only four songs surpassing 300K digital song sales in 2016, compared with eleven in 2015. Sia’s “Cheap Thrills” led the way, followed by songs from Lukas Graham, Drake and Mike Posner. However, streaming consumption continues to be strong with 14 songs scoring over 50 million streams in 2016, compared with just one in 2015.
- Fans showed their support for The Tragically Hip. Their latest album, *Man Machine Poem*, and their 2005 best of release, *Yer Favourites*, both reached #1 on the weekly Billboard Canadian charts. Their overall album catalogue also sold over 250K units in 2016 and picked up over 67M streams.
- A pair of big albums from Canadian artists received the bulk of their consumption from album sales. Celine Dion’s *Encore Un Soir* is the #8 album on the YTD Overall Top 10 chart, with over 85% of its overall activity coming from physical sales. Leonard Cohen’s *You Want It Darker*, which spent three weeks at number one this year, received 78% of its total consumption from physical sales.
- Eight different Canadian artists reached #1 on the weekly Billboard Canadian charts in 2016. Drake led the way, spending 12 weeks at #1, while The Tragically Hip had two albums top the chart. The other #1 albums belonged to Justin Bieber, Billy Talent, Celine Dion, Shawn Mendes, Leonard Cohen and The Weeknd.
- Six artists had albums that sold over 100K units in 2016 - Drake, Adele, Celine Dion, Leonard Cohen, Metallica, and Beyoncé - compared to ten in 2015. Adele’s *25* was the one release that reached that threshold in each year.
- 2016 marked the highest yearly vinyl sales to date, up 29% over last year. Bob Marley and The Wailers’ classic album *Legend* was the #1 vinyl title of the year, while albums from The Tragically Hip and Gord Downie each placed in the top five.
- While Rock continues to be a very strong genre in terms of sales, the streaming landscape is led by R&B/Hip-Hop. It is one of three major genres, including Dance/Electronic and Rap, where well more than half of its total consumption comes from streaming.
- Catalogue albums sales were 51% of total album sales surpassing current album sales for the first time in 2016.
- At radio, five of the top ten most played songs this year belonged to Canadian artists, compared with just one in 2015. Justin Bieber’s “Love Yourself” topped the list, while breakout hits from Alessia Cara and Coleman Hell had big years.

THE NIELSEN MUSIC 2016 CANADA YEAR-END CHARTS:

Overall Album Consumption with TEA and On-Demand Audio SEA

(INCLUDES ALL ALBUMS & TRACK EQUIVALENT ALBUMS & ON-DEMAND AUDIO STREAMING EQUIVALENT ALBUMS – IN MILLIONS)

NOTE: TRACK EQUIVALENT ALBUMS RATIO OF 10 TRACKS TO 1 ALBUM AND STREAMING EQUIVALENT ALBUMS RATIO OF 1500 STREAMS TO 1 ALBUM

	2016	2015	% Change
Total Consumption (Total Album + TEA + On-Demand Audio SEA)	43.8	41.5	5.3%

Total Digital Consumption (Digital Albums + TEA + On-Demand Streaming Equivalent Albums)

(DIGITAL ALBUMS + TRACK EQUIVALENT ALBUMS + STREAMING EQUIVALENT ALBUMS – IN MILLIONS)

	2016	2015	% Change
Total Digital Music Consumption	39.5	37.9	4.2%

Total Album Sales

(INCLUDES CD, VINYL , & DIGITAL ALBUMS – IN MILLIONS)

	2016	2015	% Change
Total Units	21.1	26.9	-21%
CD	12.3	15.2	-19%
Digital	8.2	11.2	-26%
LP/Vinyl	664K	517K	29%

Digital Track Sales

(IN MILLIONS)

	2016	2015	% Change
Total Units	73.7	96.1	-23%

Physical Albums by Strata

(INCLUDES CDS, CASSETTES, VINYL LPS – IN MILLIONS)

(NON-TRADITIONAL INCLUDES INTERNET, VENUE, DIRECT-TO- CONSUMER AND OTHER NON-TRADITIONAL RETAIL OUTLETS)

	2016	2015	% Change
Retail	6.04	7.81	-22.8%
Mass Merchant/ Non-Traditional Retail	6.90	7.92	-13.0%

Current and Catalogue Sales

	2016	2015	% Change
Overall Current	10,349,300	14,555,500	-29.0%
Overall Catalogue	10,788,700	12,344,400	-13.0%
Digital Albums Current	4,127,900	6,043,000	-32.0%
Digital Albums Catalogue	4,079,800	5,118,800	-20.0%
CD Albums Current	5,915,400	8,253,300	-28.0%
CD Albums Catalogue	6,338,300	6,958,400	-9.0%
Digital Tracks Current	35,316,900	43,949,100	-20.0%
Digital Tracks Catalogue	38,201,300	52,106,200	-27.0%

Genre Breakdown – Total Consumption

SELECTED TOP GENRES – ALBUMS + TRACK EQUIVALENT ALBUMS + STREAMING EQUIVALENT ALBUMS)

Genre % of Format Total

	<u>% of Total Consumption</u>	<u>Albums</u>	<u>Tracks</u>	<u>Streams</u>
ALTERNATIVE	13.3%	14.9%	12.7%	12.2%
CHRISTIAN	1.4%	1.6%	1.3%	0.9%
CLASSICAL	1.2%	1.9%	0.5%	0.8%
COUNTRY	8.0%	10.0%	10.7%	5.3%
DANCE/ELECTRONIC	6.3%	2.6%	8.2%	9.0%
HARD	6.1%	8.8%	4.5%	4.1%
HOLIDAY/SEASONAL	2.5%	4.2%	0.9%	1.4%
JAZZ	1.2%	1.8%	0.4%	0.9%
R&B/HIP-HOP	16.2%	10.7%	14.9%	21.6%
RAP	11.3%	8.3%	9.4%	14.6%

2016 OVERALL TOP 10

(Based on Canadian Album Sales; Track Equivalent Albums; Stream Equivalent Albums)

NOTE: TRACK EQUIVALENT ALBUMS RATIO OF 10 TRACKS TO 1 ALBUM AND STREAMING EQUIVALENT ALBUMS RATIO OF 1500 STREAMS TO 1 ALBUM

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Total Volume</u>	<u>Album Sales</u>	<u>Song Sales</u>	<u>Audio Streams (000000)</u>
1	DRAKE	VIEWS	457,000	196,000	677,000	291M
2	ADELE	25	266,000	196,000	389,000	47M
3	JUSTIN BIEBER	PURPOSE	240,000	92,000	573,000	137M
4	TWENTY ONE PILOTS	BLURRYFACE	172,000	73,000	475,000	76M
5	THE WEEKND	STARBOY	171,000	79,000	207,000	108M
6	RIHANNA	ANTI	170,000	59,000	371,000	111M
7	SIA	THIS IS ACTING	169,000	63,000	545,000	77M
8	CELINE DION	ENCORE UN SOIR	140,000	134,000	38,000	2M
9	BEYONCÉ	LEMONADE	138,000	101,000	292,000	11M
10	THE CHAINSMOKERS	COLLAGE	136,000	6,000	559,000	111M

2016 TOP ALBUMS (Based on Canada Sales)

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	DRAKE	VIEWS	196,000
2	ADELE	25	196,000
3	CELINE DION	ENCORE UN SOIR	134,000
4	LEONARD COHEN	YOU WANT IT DARKER	106,000
5	METALLICA	HARDWIRED... TO SELF-DESTRUCT	103,000
6	BEYONCÉ	LEMONADE	101,000
7	JUSTIN BIEBER	PURPOSE	92,000
8	THE WEEKND	STARBOY	79,000
9	THE TRAGICALLY HIP	YER FAVOURITES	75,000
10	TWENTY ONE PILOTS	BLURRYFACE	73,000

2016 TOP CD ALBUMS

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	ADELE	25	134,000
2	CELINE DION	ENCORE UN SOIR	121,000
3	LEONARD COHEN	YOU WANT IT DARKER	82,000
4	METALLICA	HARDWIRED... TO SELF-DESTRUCT	79,000
5	MICHAEL BUBLE	NOBODY BUT ME	53,000
6	THE WEEKND	STARBOY	53,000
7	PENTATONIX	A PENTATONIX CHRISTMAS	52,000
8	DRAKE	VIEWS	49,000
9	2FRERES	NOUS AUTRES	48,000
10	JUSTIN BIEBER	PURPOSE	43,000

2016 TOP DIGITAL ALBUMS

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	DRAKE	VIEWS	145,000
2	BEYONCÉ	LEMONADE	84,000
3	ADELE	25	58,000
4	JUSTIN BIEBER	PURPOSE	45,000
5	TWENTY ONE PILOTS	BLURRYFACE	41,000
6	THE LUMINEERS	CLEOPATRA	40,000
7	THE TRAGICALLY HIP	YER FAVOURITES	39,000
8	RADIOHEAD	A MOON SHAPED POOL	33,000
9	RIHANNA	ANTI	32,000
10	SIA	THIS IS ACTING	32,000

2016 TOP LP VINYL ALBUMS

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	BOB MARLEY & THE WAILERS	LEGEND	4,700
2	DAVID BOWIE	BLACKSTAR	4,600
3	THE TRAGICALLY HIP	MAN MACHINE POEM	4,200
4	GORD DOWNIE	SECRET PATH	4,200
5	GUARDIANS OF THE GALAXY	AWESOME MIX VOL. 1	4,100
6	AMY WINEHOUSE	BACK TO BLACK	3,600
7	THE BEATLES	ABBAY ROAD	3,600
8	THE LUMINEERS	CLEOPATRA	3,500
9	JUSTIN BIEBER	PURPOSE	3,400
10	ADELE	25	3,300

2016 TOP DIGITAL SONGS

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	SIA	CHEAP THRILLS	367,000
2	LUKAS GRAHAM	7 YEARS	326,000
3	DRAKE	ONE DANCE	323,000
4	MIKE POSNER	I TOOK A PILL IN IBIZA	303,000
5	JUSTIN TIMBERLAKE	CAN'T STOP THE FEELING!	293,000
6	TWENTY ONE PILOTS	STRESSED OUT	283,000
7	THE CHAINSMOKERS FEAT. HALSEY	CLOSER	276,000
8	FLO RIDA	MY HOUSE	271,000
9	JUSTIN BIEBER	LOVE YOURSELF	258,000
10	DNCE	CAKE BY THE OCEAN	244,000

2016 TOP RADIO SONGS

(Canadian Radio – all formats)

<u>Rank</u>	<u>Artist</u>	<u>Song</u>	<u>Plays</u>
1	JUSTIN BIEBER	LOVE YOURSELF	92,000
2	DNCE	CAKE BY THE OCEAN	91,000
3	JUSTIN TIMBERLAKE	CAN'T STOP THE FEELING!	91,000
4	SIA	CHEAP THRILLS	90,000
5	ALESSIA CARA	WILD THINGS	83,000
6	TWENTY ONE PILOTS	STRESSED OUT	80,000
7	CALVIN HARRIS FEAT. RIHANNA	THIS IS WHAT YOU CAME FOR	78,000
8	SHAWN MENDES	TREAT YOU BETTER	74,000
9	COLEMAN HELL	2 HEADS	73,000
10	DRAKE	ONE DANCE	72,000

TOTAL ON-DEMAND STREAMS (AUDIO + VIDEO COMBINED IN MILLIONS)

<u>Rank</u>	<u>Artist</u>	<u>Song</u>	<u>On-Demand Streams</u>
1	THE CHAINSMOKERS FEAT. HALSEY	CLOSER	83.4
2	THE CHAINSMOKERS FEAT. DAYA	DON'T LET ME DOWN	72.2
3	SIA	CHEAP THRILLS	69.9
4	DRAKE	ONE DANCE	69.3
5	MIKE POSNER	I TOOK A PILL IN IBIZA	65.8
6	RIHANNA FEAT. DRAKE	WORK	65.5
7	JUSTIN BIEBER	SORRY	65.4
8	FIFTH HARMONY FEAT. TY DOLLA \$IGN	WORK FROM HOME	62.4
9	DESIIGNER	PANDA	61.3
10	LUKAS GRAHAM	7 YEARS	58.6

TOP AUDIO ON-DEMAND STREAMS (IN MILLIONS)

<u>Rank</u>	<u>Artist</u>	<u>Song</u>	<u>On-Demand Audio Streams</u>
1	DRAKE	ONE DANCE	67.6
2	THE CHAINSMOKERS FEAT. HALSEY	CLOSER	46.6
3	THE CHAINSMOKERS FEAT. DAYA	DON'T LET ME DOWN	44.3
4	SIA	CHEAP THRILLS	41.7
5	MIKE POSNER	I TOOK A PILL IN IBIZA	39.1
6	DRAKE FEAT. RIHANNA	TOO GOOD	36.6
7	RIHANNA FEAT. DRAKE	WORK	35.7
8	MAJOR LAZER FEAT. JUSTIN BIEBER & MO	COLD WATER	35.4
9	DESIIGNER	PANDA	33.8
10	CALVIN HARRIS FEAT. RIHANNA	THIS IS WHAT YOU CAME FOR	33.8

TOP VIDEO ON-DEMAND STREAMS (IN MILLIONS)

Rank	Artist	Song	On-Demand Video Streams
1	JUSTIN BIEBER	SORRY	38.4
2	THE CHAINSMOKERS FEAT. HALSEY	CLOSER	36.9
3	TWENTY ONE PILOTS	STRESSED OUT	32.2
4	FIFTH HARMONY FEAT. TY DOLLA \$IGN	WORK FROM HOME	31.6
5	RIHANNA FEAT. DRAKE	WORK	29.8
6	LUKAS GRAHAM	7 YEARS	29.2
7	SIA	CHEAP THRILLS	28.2
8	THE CHAINSMOKERS FEAT. DAYA	DON'T LET ME DOWN	27.8
9	JUSTIN BIEBER	LOVE YOURSELF	27.8
10	DESIIGNER	PANDA	27.5

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Nielsen Holdings plc (NYSE: NLSN) is a global performance management company that provides a comprehensive understanding of what consumers Watch and Buy. Nielsen's Watch segment provides media and advertising clients with Total Audience measurement services across all devices where content—video, audio and text—is consumed. The Buy segment offers consumer packaged goods manufacturers and retailers the industry's only global view of retail performance measurement. By integrating information from its Watch and Buy segments and other data sources, Nielsen provides its clients with both world-class measurement as well as analytics that help improve performance. Nielsen, an S&P 500 company, has operations in over 100 countries that cover more than 90% of the world's population. For more information, visit www.nielsen.com.