



2014 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	2013		2014		Percent Change	
	Units	Dollars	Units	Dollars	Units	Dollars
CD	5,231	\$51,407	4,688	\$46,567	-10.4%	-9.4%
Music Video ¹	70	\$791	21	\$296	-70.7%	-62.5%
Total Physical	5,301	\$52,198	4,709	\$46,864	-11.2%	-10.2%
Download Singles	16,920	\$19,955	15,645	\$18,887	-7.5%	-5.4%
Download Albums	1,228	\$12,138	1,143	\$11,567	-7.0%	-4.7%
Other Downloads ²	534	\$856	242	\$437	-54.6%	-49.0%
Ringtones & Ringbacks ³	1,005	\$2,502	762	\$1,897	-24.2%	-24.2%
Subscription	NA	\$25,777	NA	\$29,176		13.2%
Total Digital	19,687	\$61,228	17,792	\$61,963	-9.6%	1.2%
TOTAL	24,989	\$113,426	22,501	\$108,827	-10.0%	-4.1%

Genre Breakout⁴

Regional Mexican/Tejano	53%
Pop/Rock	30%
Tropical	16%
Urban ⁵	1%

% of Shipments	2013	2014
Physical	46%	43%
Digital	54%	57%

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 2013.

¹ Includes DVD music video

² Includes Kiosk singles and albums, and Digital Music Videos

³ Includes Master Ringtones, Ringbacks, and Other Mobile

⁴ Based on physical product at suggested list price

⁵ Urban music formerly included under Pop/Rock genre

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For information on the RIAA's Premios de Oro y Platino Award celebrating the Latin music marketplace, and RIAA's Latin Digital Single Award counting downloads and on-demand streams visit www.riaa.com.