

Music Consumer Profile - 2014

	Music	CD	Digital	P2P	Music	Paid	Downloaders/
Population 13+	Buyers	Buyers	Buyers	Downloaders	Streamers	Subscribers	Streamrippers
400/	400/	E40/	470/	F00/	400/	F 70/	57%
51%	51%	49%	53%	42%	51%	43%	43%
10%	10%	8%	12%	18%	12%	5%	16%
14%	14%	11%	17%	23%	16%	23%	26%
20%	20%	18%	24%	30%	22%	36%	31%
26%	26%	28%	28%	18%	27%	29%	19%
30%	30%	35%	19%	11%	24%	8%	8%
11%	11%	8%	8%	12%	11%	7%	11%
89%	89%	92%	92%	88%	89%	93%	89%
14%	14%	10%	15%	22%	15%	20%	20%
86%	86%	90%	85%	78%	85%	80%	80%
Classic Rock	Classic Rock	Classic Rock	Pop/Top 40/	Pop/Top 40/	Pop/Top 40/	Pop/Top 40/	Pop/Top 40/
('60s-'80s)	('60s-'80s)	('60s-'80s)	Current Hits	Current Hits	Current Hits	Current Hits	Current Hits
Pop/Top 40/ Current Hits	Pop/Top 40/ Current Hits	Country	Classic Rock ('60s-'80s)	Rap/Hip-Hop	Classic Rock ('60s-'80s)	Alternative/Modern/ Indie Rock	Rap/Hip-Hop
Country	Country	Pop/Top 40/ Current Hits	Alternative/Modern/ Indie Rock	Classic Rock ('60s-'80s)	Country	Classic Rock ('60s-'80s)	Alternative/Moder
	14% 20% 26% 30% 11% 89% 14% 86% Classic Rock ('60s-'80s) Pop/Top 40/ Current Hits	Population 13+ Buyers 49% 49% 51% 51% 10% 10% 14% 14% 20% 20% 26% 26% 30% 30% 11% 11% 89% 89% 14% 14% 86% 86% Classic Rock ('60s-'80s) Classic Rock ('60s-'80s) Pop/Top 40/ Current Hits Current Hits	Population 13+ Buyers Buyers 49% 51% 51% 51% 51% 49% 10% 10% 8% 14% 14% 11% 20% 20% 18% 26% 26% 28% 30% 30% 35% 11% 11% 8% 89% 92% 14% 14% 10% 86% 86% 90% Classic Rock ('60s-'80s) Classic Rock ('60s-'80s) Classic Rock ('60s-'80s) Classic Rock ('60s-'80s) Country Country Country Country Pop/Top 40/ Country Pop/Top 40/ Country	Population 13+ Buyers Buyers Buyers 49% 49% 51% 47% 51% 51% 49% 53% 10% 10% 8% 12% 14% 14% 11% 17% 20% 20% 18% 24% 26% 26% 28% 28% 30% 30% 35% 19% 11% 11% 8% 8% 89% 89% 92% 92% 14% 14% 10% 15% 86% 86% 90% 85% Classic Rock ('60s-'80s) Classic Rock ('60s-'80s) Current Hits Current Hits Country Country Classic Rock ('60s-'80s) Classic Rock ('60s-'80s) Classic Rock ('60s-'80s)	Population 13+ Buyers Buyers Buyers Downloaders 49% 49% 51% 47% 58% 51% 51% 49% 53% 42% 10% 10% 8% 12% 18% 14% 14% 11% 17% 23% 20% 20% 18% 24% 30% 26% 26% 28% 28% 18% 30% 30% 35% 19% 11% 11% 11% 8% 8% 12% 89% 92% 92% 92% 88% 14% 14% 10% 15% 22% 86% 86% 90% 85% 78% Classic Rock ('60s-'80s) Classic Rock ('60s-'80s) Current Hits Current Hits Current Hits Current Hits Current Hits Rap/Hip-Hop	Population 13+ Buyers Buyers Buyers Downloaders Streamers 49% 49% 51% 47% 58% 49% 51% 51% 49% 53% 42% 51% 10% 10% 8% 12% 18% 12% 14% 14% 11% 17% 23% 16% 20% 20% 18% 24% 30% 22% 26% 26% 28% 28% 18% 27% 30% 30% 35% 19% 11% 24% 11% 11% 8% 8% 12% 11% 89% 89% 92% 92% 88% 89% 14% 14% 10% 15% 22% 15% 86% 86% 90% 85% 78% 85% Classic Rock ('60s-'80s) ('60s-'80s) ('60s-'80s) ('60s-'80s) ('60s-'80s) Current Hits Current	Population 13+ Buyers Buyers Downloaders Streamers Subscribers 49% 49% 51% 47% 58% 49% 57% 51% 51% 49% 53% 42% 51% 43% 10% 10% 8% 12% 18% 12% 5% 14% 14% 11% 17% 23% 16% 23% 20% 20% 18% 24% 30% 22% 36% 26% 26% 28% 28% 18% 27% 29% 30% 30% 35% 19% 11% 24% 8% 11% 11% 8% 8% 12% 11% 7% 89% 89% 92% 92% 88% 89% 93% 14% 14% 10% 15% 22% 15% 20% 86% 86% 90% 85% 78% 85% 80% Classic Rock

Source: MusicWatch/2014 Annual Music Study

Definitions:

Music Buyer: Purchased at least one full/single CD or digital track/album or paid to listen to online radio or on-demand music services in the past year.

CD Buyer: Purchased at least one full/single CD in the past year.

<u>Digital Buyer</u>: Purchased at least one digital track/album in the past year.

P2P Downloaders: Downloaded at least one track for free from a file-sharing service in the past year.

Music Streamers: Listened to music via free/paid online radio or on-demand services for at least one hour in an average week in the past year (i.e., Pandora, Spotify, YouTube)

Paid Subscribers: Paid to listen to online radio or on-demand music services in the past year (i.e., Pandora One, Spotify Unlimited/Premium, Rhapsody Premier)

<u>Locker Downloaders/ Streamrippers</u>: Downloaded at least one song from online digital storage locker (i.e. Mediafire, Rapidshare) or streamripped at least one song (copied a music video or audio into a digital music file)

For more information contact, MusicWatch, Inc. http://www.musicwatchinc.com

^{*}Question: Of the types of music listed below, which are the three that you are most interested in? That is, you not only listen to them occasionally but you actually buy the music, pay to go to concerts, etc. (Select up to 3)