

MRC

DATA

MARKET WATCH

A Weekly National Music Sales Report

WEEK ENDING: 07-Oct-21

OVERALL

ROUNDED FIGURES

YEAR - TO - DATE OVERALL UNIT SALES \*

		2020		2021	
Albums w/TEA w/SEA On-Demand		57,805,329		63,009,683	9.0%
Total Albums		4,766,450		4,225,099	-11.4%
Digital Albums		2,417,929		1,745,387	-27.8%
Physical Albums		2,348,518		2,479,712	5.6%
CD		1,837,555		1,746,616	-4.9%
LP		505,419		723,761	43.3%
Other		5,544		9,335	68.4%
Total On-Demand Streams		73,900,785,420		81,438,731,873	10.2%
On-demand Audio		66,951,383,323		75,233,451,028	12.4%
On-demand Video *		6,949,402,097		6,205,280,845	-10.7%
Digital Tracks		19,561,750		14,401,042	-26.4%

TOTAL ON-DEMAND STREAMS

This Week	10-7-21	2,124,459,853	This Week 2020	1,900,687,743	
Last Week	9-30-21	2,114,560,028	Change 2020	11.8%	
Change		0.5%			

STREAMING ON-DEMAND AUDIO

This Week	10-7-21	1,978,690,201	This Week 2020	1,757,776,765	
Last Week	9-30-21	1,967,885,478	Change 2020	12.6%	
Change		0.6%			

STREAMING ON-DEMAND VIDEO \*\*

This Week	10-7-21	145,769,652	This Week 2020	142,890,978	
Last Week	9-30-21	146,674,552	Change 2020	2.0%	
Change		-0.6%			

TOTAL ALBUM SALES

This Week	10-7-21	102,893	This Week 2020	135,321	
Last Week	9-30-21	99,766	Change 2020	-24.0%	
Change		3.1%			

TEA (Track Equivalent Albums) ALBUM SALES

This Week	10-7-21	134,608	This Week 2020	176,368	
Last Week	9-30-21	132,550	Change 2020	-23.7%	
Change		1.6%			

CDs

This Week	10-7-21	44,294	This Week 2020	56,417	
Last Week	9-30-21	43,958	Change 2020	-21.5%	
Change		0.8%			

DIGITAL ALBUMS

This Week	10-7-21	38,355	This Week 2020	59,141	
Last Week	9-30-21	38,588	Change 2020	-35.1%	
Change		-0.5%			

LPs

This Week	10-7-21	20,015	This Week 2020	19,573	
Last Week	9-30-21	16,975	Change 2020	2.3%	
Change		17.9%			

DIGITAL TRACKS

This Week	10-7-21	317,155	This Week 2020	410,474	
Last Week	9-30-21	327,837	Change 2020	-22.7%	
Change		-3.3%			

YEAR-TO-DATE ALBUM SALES GEOGRAPHIC REGION

		2020		2021	
Atlantic		248,651		203,306	-18.2%
New Brunswick		89,129		77,814	-12.7%
Quebec		1,168,952		1,070,254	-10.0%
Ontario		1,685,604		1,432,695	-15.0%

Note: 2020 Data for video streams reflects a new reporting methodology

[Home](#)[My Network](#)[Jobs](#)[Messaging](#)[Notifications](#)

1

### Reactions



Like



Comment



Share



Send



Add a comment...



Ad ...

Lisa, share what your organization has to offer



Get the steps to start advertising on  
LinkedIn

[Learn more](#)

### Similar pages



#### Radio Advertising

##### Bureau

Marketing & Adver...

11-50 employees

✓ Following



#### Radiocentre

Broadcast Media

11-50 employees

✓ Following



#### Radio Ink

##### Magazine

Broadcast Media

11-50 employees

+ Follow

[Show more](#) ▼

[About](#) [Accessibility](#) [Help Center](#) [Privacy & Terms](#) ▼ [Ad Choices](#) [Advertising](#)

[Business Services](#) ▼ [Get the LinkedIn app](#) [More](#)

LinkedIn Corporation © 2021