



MRC Data Market Watch Facts & Figures: Oct 21st, 2021

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Here is this week's MRC Data Market Watch report which features Canadian music stats for the current week and YTD with comparisons to last year. This chart is published every Tuesday. The abbreviation "TEA" is a term used to describe the sale of music downloads or singles. A track equivalent album is equal to 10 tracks, or 10 songs.



MARKET WATCH

A Weekly National Music Sales Report

OVERALL

ROUNDED FIGURES

WEEK ENDING: 21-Oct-21

YEAR - TO - DATE OVERALL UNIT SALES *

	2020	2021	
Albums w/TEA w/SEA On-Demand	60,831,511	66,283,803	9.0%
Total Albums	5,029,398	4,430,548	-11.9%
Digital Albums	2,514,949	1,820,463	-27.6%
Physical Albums	2,514,445	2,610,086	3.8%
CD	1,954,530	1,839,246	-5.9%
LP	553,904	760,979	37.4%
Other	6,011	9,861	64.0%
Total On-Demand Streams	77,737,027,832	85,677,110,603	10.2%
On-Demand Audio	70,490,578,067	79,173,868,329	12.3%
On-demand Video *	7,246,449,765	6,503,242,274	-10.3%
Digital Tracks	20,334,942	15,044,518	-26.0%

TOTAL ON-DEMAND STREAMS

This Week	10-21-21	2,128,680,721	This Week 2020	1,967,368,634
Last Week	10-14-21	2,109,698,009	Change 2020	8.2%
Change		0.9%		

STREAMING ON-DEMAND AUDIO

This Week	10-21-21	1,979,940,606	This Week 2020	1,814,709,041
Last Week	10-14-21	1,960,476,695	Change 2020	9.1%
Change		1.0%		

STREAMING ON-DEMAND VIDEO **

This Week	10-21-21	148,740,115	This Week 2020	152,659,593
Last Week	10-14-21	149,221,314	Change 2020	-2.6%
Change		-0.3%		

TOTAL ALBUM SALES

This Week	10-21-21	107,287	This Week 2020	146,312
Last Week	10-14-21	98,162	Change 2020	-26.7%
Change		9.3%		

TEA (Track Equivalent Albums) ALBUM SALES

This Week	10-21-21	140,167	This Week 2020	185,434
Last Week	10-14-21	129,630	Change 2020	-24.4%
Change		8.1%		

CDs

This Week	10-21-21	48,372	This Week 2020	67,641
Last Week	10-14-21	44,258	Change 2020	-28.5%

Change 9.3%

DIGITAL ALBUMS

This Week	10-21-21	38,988	This Week 2020	50,275
Last Week	10-14-21	36,088	Change 2020	-22.5%
Change		8.0%		

LPs

This Week	10-21-21	19,602	This Week 2020	28,197
Last Week	10-14-21	17,616	Change 2020	-30.5%
Change		11.3%		

DIGITAL TRACKS

This Week	10-21-21	328,803	This Week 2020	391,230
Last Week	10-14-21	314,673	Change 2020	-16.0%
Change		4.5%		

**note: 2020 Data for video streams reflects a new reporting methodology

YEAR-TO-DATE ALBUM SALES GEOGRAPHIC REGION

	2020	2021	
Atlantic	262,246	213,386	-18.6%
New Brunswick	94,632	81,805	-13.6%
Quebec	1,255,592	1,121,937	-10.6%
Ontario	1,778,819	1,505,856	-15.3%
Manitoba	155,404	135,491	-12.8%
Saskatchewan	148,317	138,057	-6.9%
Alberta	500,513	420,353	-16.0%
British Columbia	536,221	453,864	-15.4%

Compiled and provided by MRC Data/Nielsen Music Canada

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