



Ingebjørg Bratland & Odd Nordstoga
Photo: Hans Fredrik Asbjørnsen

ENVY (Nico & Vinz)
Photo: Halina Sjuve



MUSIC SALES IN NORWAY 2013

Ask Embla
Photo: Truls Qvale



representing the
recording industry
worldwide



INTRODUCTION

The Norwegian music industry is rapidly growing. In 2013 recorded music was sold for 603 mill NOK, an increase of 11% from 2012 when sale of recorded music reached 545 mill NOK.

The main reason for the increase is the development of the streaming services in Norway. The income from streaming services like Wimp, Spotify and Beat has increased 60% (!) from NOK 246 mill in 2012 to NOK 394 mill in 2013, and streaming now represents 65% of the sale of music in Norway.

The total digital sales figures (download and streaming) increased with 40%, from 335 million NOK in 2012 to 468 million NOK in 2013. This definitely makes Norway one of the leading countries when it comes to digital consumption of music.

The music industry and the companies represented by IFPI are witnessing a total makeover of the music industry. It is smarter (driven by analysis and data), closer to the audience (through social media), it makes it easier to spread the music globally (for example Ylvis and Envy), and the new business models increase the revenues which can be reinvested in new talents.

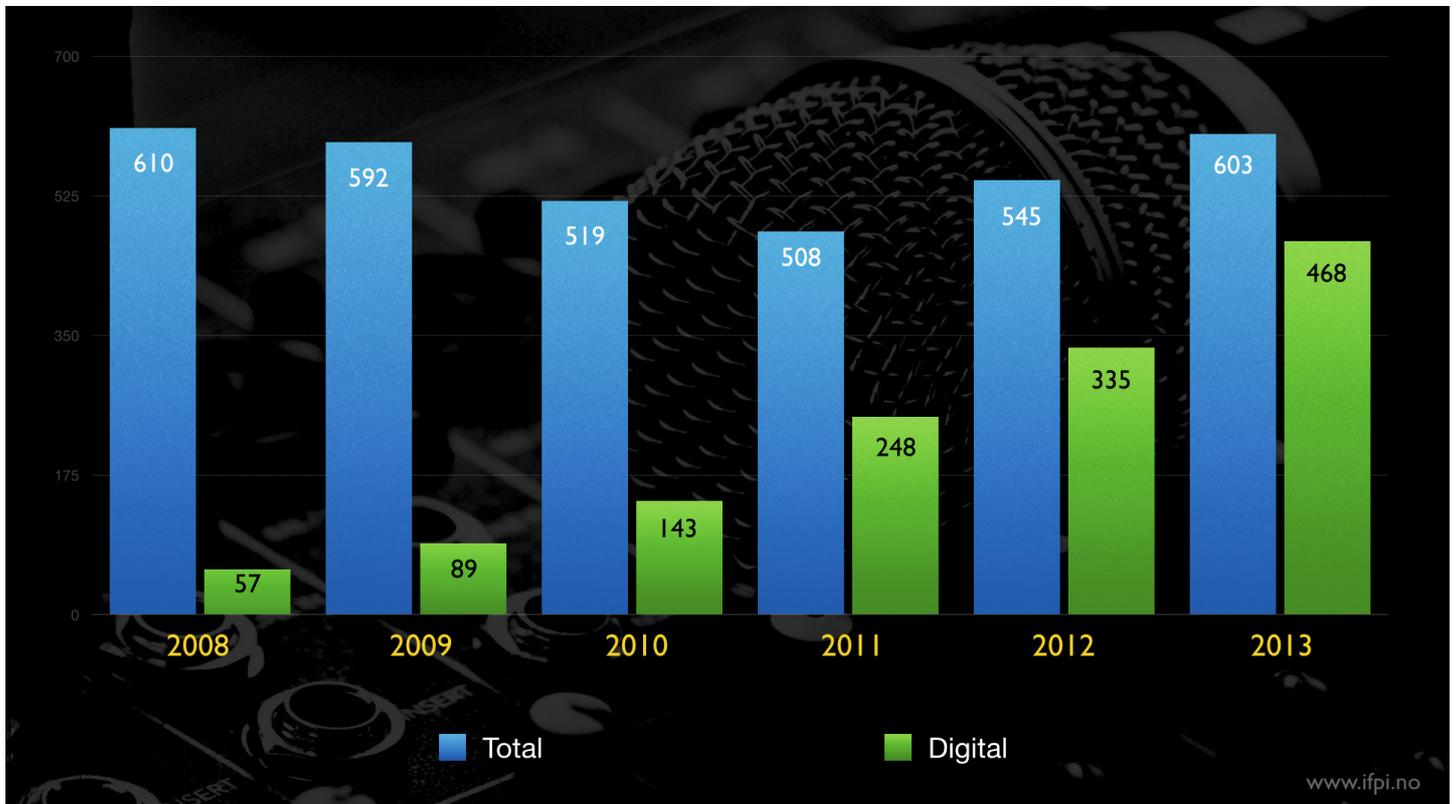


Managing Director IFPI Norway:
Marte Thorsby

We are very positive to this change and we will work enthusiastically to ensure continued development in the years ahead. We're working on increasing the use of streaming services through all age segments, with particular focus on the 40+. We've seen a decline in the consumption of Norwegian music in the transition from a physical to a digital market, and this is a trend the industry wants to turn. We believe that a greater age-related prevalence in the use of streaming services will contribute positively to the Norwegian repertoire. In addition, we are focusing on ensuring the transparency and the understanding of the new business models, and thereby ensure a common understanding that we're facing a new positive reality – for Norwegian consumers, Norwegian record companies and Norwegian artists.

The turnover in the Norwegian music industry

Fig. 1 Sales 2008 - 2013



Source: IFPI Norway

The figure shows the sales of recorded music from 2008 to 2013. The total turnover is made on the basis of monthly reports from distributors in Norway.

The music industry is constantly changing. Where we previously saw a steady decline in the overall music market, the trends are now reversed. Through the past two years the total music market has experienced growth – alone due to growth in the digital market.

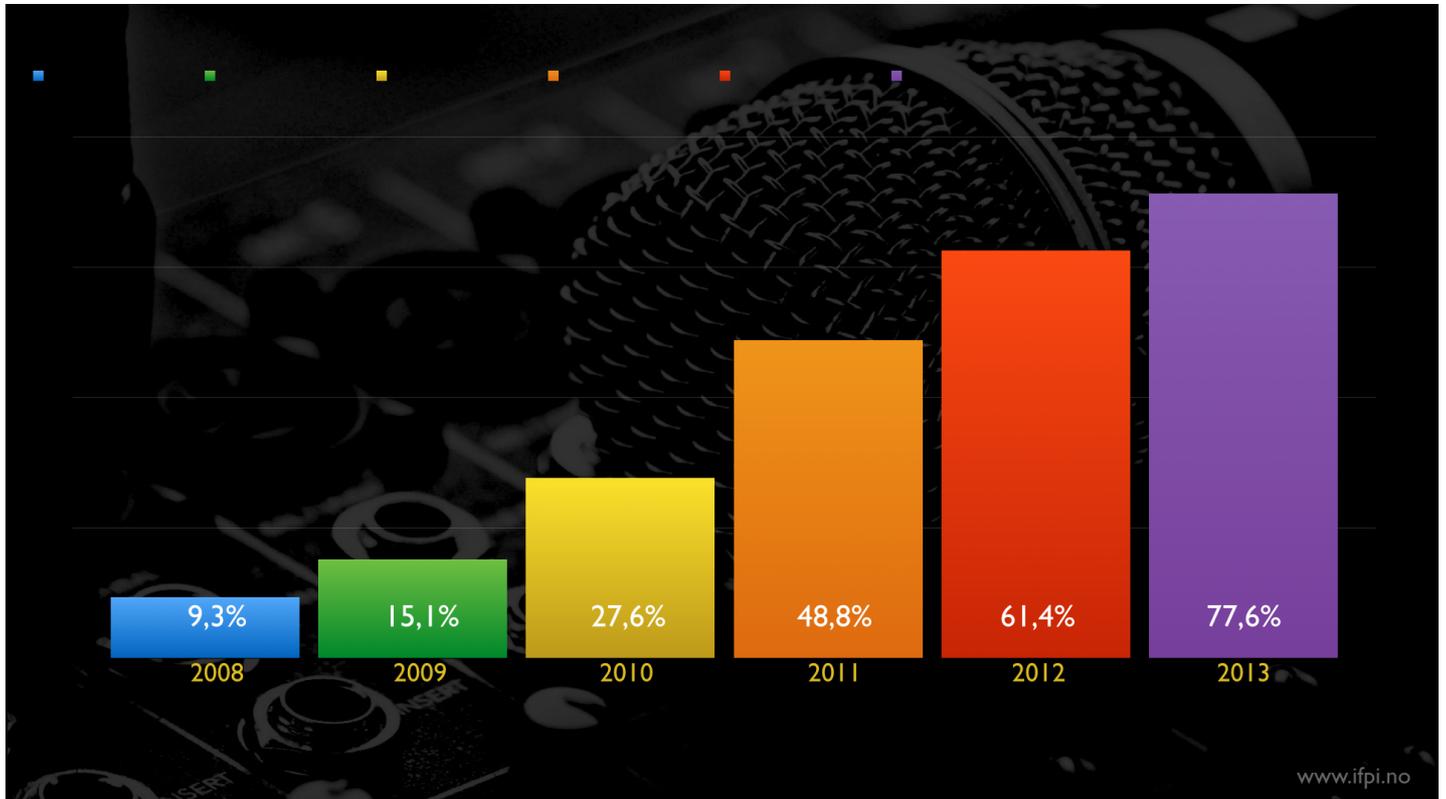
Music consumption from 2008 to 2013 has gone through major changes. We have moved from traditional music purchases such as CD and LP, to using digital music services including iTunes, Wimp, Spotify and Beat.

Like our Swedish neighbours, the Norwegian music consumers early embraced streaming services like Wimp and Spotify. We can now see the results, in a rapidly growing market.

In 2012 digital sales surpassed physical sales for the first time. Digital sales accounted for 61,4% - 335 million Norwegian kroner – compared to 9,3% - 57 million Norwegian kroner – in 2008. In 2013 the sale of digital music has increased to NOK 468 mill NOK – an increase of 40% from 2012.

In constant growth

Fig. 2 digital share of total revenue 2008 - 2013 (in %)



Source: IFPI Norway

The figure shows the digital share of the industry's total turnover from 2008 to 2013.

The numbers are crystal clear. The digital music sales are in steadily growth. In 2008 the digital sales (both downloads and streaming) accounted for 9,3% of the total music sales. In 2013 the digital sales accounted for 77,6% of the total music sales in Norway.

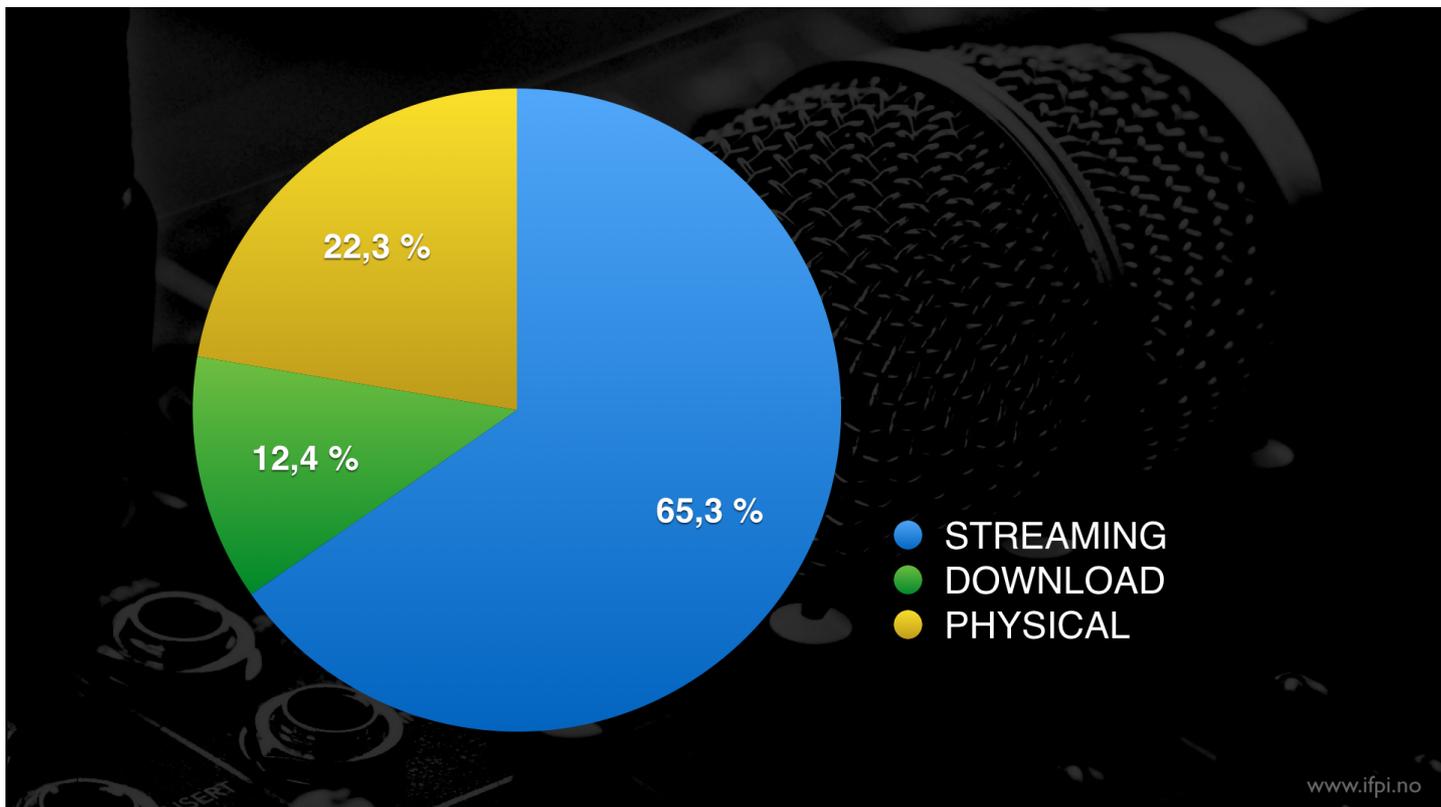
Norway is, together with the rest of the Nordic countries, in a unique position regarding digital development. No other countries in the world has achieved similar digital shares.

We believe in continued growth in 2014. Several streaming services are well established, and we experience that other streaming services also starts getting a foothold with the Norwegian music consumers.

Further, the fact that the generation 40+ increases their use of streaming services leads to a belief in continued digital growth in 2014.

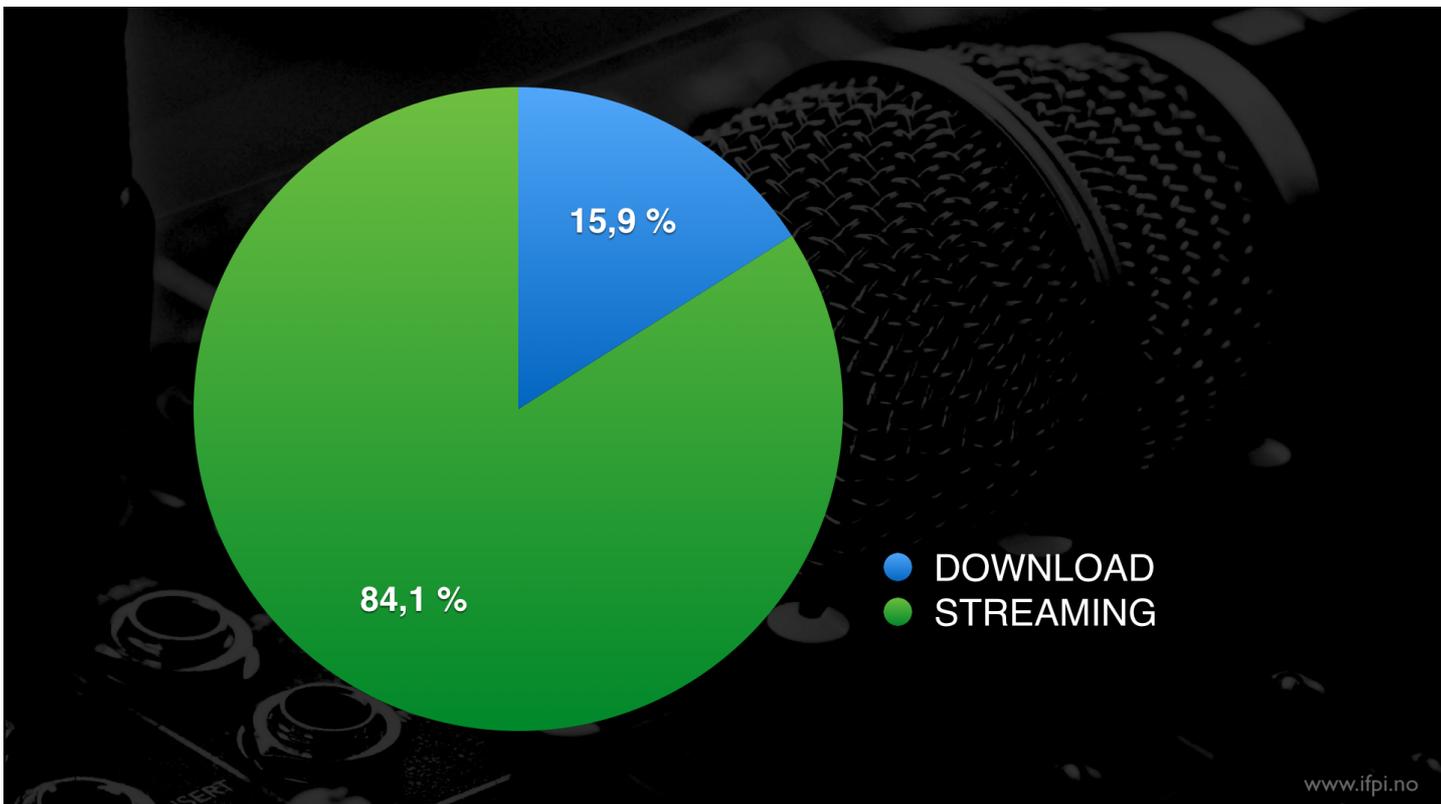
Digital tailwind

Fig. 3 shares of formats (%)



Source: IFPI Norway

The figure shows the percentage of formats in the Norwegian market of recorded music, 2013.



Source: IFPI Norway

The figure shows the percentage of formats of digital sales in the Norwegian market of recorded music, 2013.

Album chart 2013

Album top 20 2013

1		Various artists Hver gang vi møtes 2 Parlophone/Warner music group
2		Avicii True Virgin/Universal music group
3		Bjørn Eidsvåg Far faller Relis/Sony music entertainment
4	Kurt Nilsen	Have yourself a merry little Christmas Playroom/Sony music entertainment
5	Kurt Nilsen	Inni en god periode RCA/Sony music entertainment
6	One Direction	Midnight memories Syco/Sony music entertainment
7	Daft Punk	Random access memories Columbia/Sony music entertainment
8	Ingebjørg Bratland & Odd Nordstoga	Heimafrå Universal music group
9	Pink	The truth about love Sony music entertainment
10	Ole Paus	Avslutningen Warner music group
11	Eminem	The Marshall Mathers LP 2 Aftermath/Universal music group
12	Karoline Krüger & Sigvart Dagsland	Jul Universal music group
13	Justin Bieber	Believe – Acoustic Island/Universal music group
14	Rihanna	Unapologetic Def Jam/Universal music group
15	Diverse barn	MGP Jr. 2013 Parlophone/Warner music group
16	Vamp	Liten fuggel Universal music group
17	One Direction	Take me home Syco/Sony music entertainment
18	Stein Torleif Bjella	Heim for å dø Oh Yeah/Sony music entertainment
19	Vamp	To me alt Universal music group
20	Mumford & Sons	Babel Island/Universal music group

Single chart 2013

Single top 20 2013

1		Avicii Wake me up Virgin/Universal music group
2		Passenger Let her go Sony music entertainment
3		Envy Am I wrong Parlophone/Warner music group
4	Daft Punk feat. Pharrell Williams	Get lucky Sony music entertainment
5	Robin Thicke	Blurred lines Interscope/Universal music group
6	DJ Broiler	Vanski Universal music group
7	Pink	Just give me a reason Sony music entertainment
8	Ryan Lewis & Macklemore feat. Ray Dalton	Can't hold us Macklemore/Warner music group
9	Avicii	Hey brother Virgin/Universal music group
10	Imagine Dragons	Radioactive Universal music group
11	Ylvis	The Fox Parlophone/Warner music group
12	Naughty Boy feat. Sam Smith	La la la Virgin/Universal music group
13	Macklemore & Ryan Lewis	Thrift Shop ADA/Warner music group
14	Zara Larsson	Uncover Sony music entertainment
15	Ellie Goulding	Burn Polydor/Universal music group
16	Katy Perry	Roar Universal music group
17	Miley Cyrus	We can't stop RCA/Sony music entertainment
18	Ask Embla	Fathers eyes Sony music entertainment
19	Miley Cyrus	Wrecking ball RCA/Sony music entertainment
20	Adelén	Bombo Eccentric/Sony music entertainment

Most streamed single 2013

Streaming top 20 2013

1		Avicii Hey brother Virgin/Universal music group
2		Ylvis The Fox Parlophone/Warner music group
3		Miley Cyrus Wrecking ball RCA/Sony music entertainment

4 Avicii	Wake me up	Virgin/Universal music group
5 Katy Perry	Roar	Capitol/Universal music group
6 Ellie Goudling	Burn	Polydor/Universal music group
7 Avicii	You make me	Virgin/Universal music group
8 Naughty Boy feat. Sam Smith	La la la	Virgin/Universal music group
9 Jason Derulo feat. 2 Chainz	Talk dirty	Warner music group
10 Martin Garrix	Animals	Spinningrecords
11 Pitbull feat. Ke\$ha	Timber	Sony music entertainment
12 John Newman	Love me again	Islans/Universal music group
13 Jay-Z feat. Justin Timberlake	Holy grail	Universal music group
14 Lady Gaga	Applause	Interscope/Universal music group
15 ContieZ feat. Trevy G	Trumpsta	Safari music/Sony music entertainment
16 Robin Thicke feat. T.I. & Pharrell	Blurred lines	Interscope/Universal music group
17 Lorde	Royals	Universal music group
18 Passenger	Let her go	Nettwerk/Sony music entertainment
19 Miley Cyrus	We can't stop	RCA/Sony music entertainment
20 Envy	Am I wrong	Parlophone/warner music group