

Europe Austria

Country Data

Population (millions) : 8.2
Median Age (years) : 42
Currency : Euro (EUR)
US\$ Exchange Rate : 0.68
Chart Compiler : Media Control Austria
Chart Links : www.austriatop40.at
Performance rights music licensing company : LSG
Link : www.lsg.at

Top Independent Labels (Alphabetical)

Echo-Zyx Music
Edel Musica
Hoanzl
Lotus Records
MCP
Preiser
Rebeat
SPV

World Ranking

Physical sales	16
Digital sales	23
Performance rights	13
Total market	15

Digital Indicators (Millions)

Internet users	4.7
Broadband lines	1.8
Mobile subs	10.0
Portable player users	1.2

Recorded music sales in Austria fell by 9.9% in 2008. Digital sales grew by 6.2% – one of the lowest growth rates in Europe. Digital sales still account for 7% of total revenues compared to a European average of 10%. Online sales continued to drive the digital market, with digital album sales growing strongly. Streaming services, such as YouTube, are becoming increasingly popular. In the mobile sector, mastertones still lead the field although the market continues to shift towards single track downloads to mobile. Online sales of physical product account for 11% of sales in Austria, with the share of specialist retail decreasing from 6% to 5%. 65% of the Austrian market is accounted for by larger retail outlets such as Cosmos, Libro and Media-Saturn.

The mail order business, including club sales, accounted for around 3% of the total market (GfK). The broader Austrian music industry generates around €2 billion, accounting for 1.25% of GDP. In terms of value creation and employment, the music industry is therefore more important than the textile industry, paper industry, chemical industry or plastics industry (IFPI Austria). Austria has some of the best facilities for performing arts venues in Europe, with 54% of all Austrian performance venues located in Vienna.

Recorded Music Sales (Trade Value)

Year	US\$ (M)	Local Currency (M)	Change
2008	147.3	100.2	-9.9%
2007	163.5	111.2	-1.2%
2006	165.5	112.6	-1.4%
2005	163.2	111.0	-4.5%
2004	170.9	116.2	-6.8%

Recorded Music Sales By Sector (US\$ Million, Trade Value)

Year	Physical	Digital	Perf. Rights
2008	123.6	10.2	13.5
2007	140.8	9.6	13.1
2006	144.9	8.4	12.2
2005	158.2	5.0	–
2004	169.4	1.6	–

Top Retailers

1	Media-Saturn
2	Libro
3	Amazon
4	Cosmos

Note: Performance rights revenues included from 2006. Digital sales included from 2004.

Digital Sales By Sector

Year	Online	Mobile	Subscriptions	Other
2008	52%	46%	–	2%
2007	42%	58%	–	–
2006	31%	69%	–	–
2005	31%	67%	2%	–
2004	17%	83%	–	–

Note: Other includes ad-supported revenues and other digital amounts.

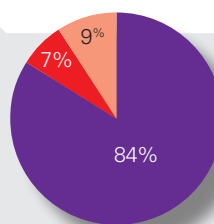
Recorded Music Sales Volume (Million Units)

Year	Physical			Digital	
	CD	Music Video	Other Physical	Single Tracks	Digital Albums
2008	8.2	1.1	0.9	3.0	0.3
2007	10.0	0.6	1.2	2.0	0.2
2006	10.1	0.7	1.1	1.2	0.1
2005	10.5	0.6	1.3	0.6	–
2004	9.7	0.6	1.8	–	–

Note: Music video includes DVD and VHS. Other physical includes singles, vinyl, cassette and other. Single tracks refer to online single track sales only (source: Nielsen SoundScan International). Digital albums source: Media Control GfK International GMBH

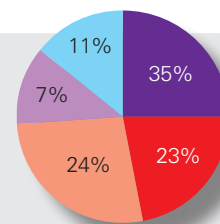
Top Selling Albums 2008

	Artist	Title	Company
1	El Canto Del Loco	Chant - Music For Paradise	Universal
2	Amy Winehouse	Back To Black	Universal
3	Soundtrack	Mamma Mia (Der Film)	Universal
4	Kiddy Contest Kids	Kiddy Contest Vol.14	SME
5	AC/DC	Black Ice	SME
6	Metallica	Death Magnetic	Universal
7	Amaral	Was Muss Muss – Best Of	Capitol
8	Soundtrack	High School Musical 3	Capitol
9	Coldplay	Viva La Vida	Capitol
10	Ich + Ich	Vom Selben Stern	Universal



Recorded Music Sales By Sector

■ Physical
■ Digital
■ Performance rights



Digital Sales By Format (Value)

■ Online single track
■ Online album
■ Mastertones
■ Subscriptions
■ Other