

# Sales by Type of Music

## Rock's Share Increases To All Time High in 2006

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The data contained in the tables within this Market Information report are drawn from BPI analysis of the top 10,000 albums and the top 1,000 singles of the year from the Official UK Charts Co. Results are based on actual sales not chart position. The main difficulty in such an exercise is that some titles fit easily into more than one genre and individual artists can have a significant effect on overall results by being included or excluded from specific categories.

### Rock takes largest share

For the third year running, Rock took an increased share of sales in 2006, rising to 40.6% from its previous best ever of 36.2% in 2005. As in 2005, three of the Top Five year-end best sellers were classified as Rock, including Snow Patrol's *Eyes Open*, which ended the year as the biggest album with over 1.5m copies sold; Arctic Monkeys' debut



*Whatever People Say I Am, That's What I'm Not* and The Kooks' *Inside In/Inside Out*, the fourth and fifth best sellers respectively. The two other titles placed in the Top Five were classified



Snow Patrol: 1.5m copies sold of 'Eyes Open' in 2006 helped boost Rock share

as Pop: Take That's reunion album *Beautiful World* at number 2 and Scissor Sisters' follow up to their eponymous debut album - itself 2004's best seller - *Ta-Dah*, which ended the year as the third biggest seller. Overall, Pop's share amounted to 24.0% - down from 25.8% in 2005.

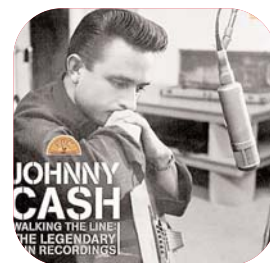


### R&B and Country enjoy share increases

R&B - composed of the Contemporary R&B and Soul sub-genres - enjoyed an increase in share in 2006, rising to third place behind Pop, at 8.8% of sales. Big sellers from Justin Timberlake, Jamiroquai and Gnarls Barkley boosted Contemporary sales,

while Corinne Bailey Rae and Amy Winehouse contributed to Soul's share.

The release of the Johnny Cash film *Walk The Line* had a huge effect on Country sales, with 56 titles (such as Union Square's *Walking The Line*) by the man in black appearing in the Top 10,000 albums list.



As a result, the genre's share rose to 2.1%, its best result since 1999.

Hip Hop recorded a relatively sharp decline in 2006, falling from 5.9% of all album sales in 2005 to only 3.3%. This was a trend mirrored in America where sales fell by 21% from 2005 to 2006, with no album from the genre in the USA Top 10 best sellers for the first time in 12 years. Conversely, Classical, Jazz and Dance shares remained relatively stable.

## Album Sales by Type of Music

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006
Rock	25.7%	24.5%	22.4%	25.9%	27.9%	31.0%	29.2%	29.8%	36.2%	40.6%
Pop	34.3%	36.9%	36.2%	32.4%	31.6%	30.3%	31.2%	29.6%	25.8%	24.0%
R&B	7.7%	6.1%	7.5%	8.5%	8.8%	7.4%	8.4%	9.1%	7.6%	8.8%
Dance	11.8%	10.2%	12.1%	13.3%	10.5%	9.5%	7.2%	6.9%	7.6%	7.4%
MOR/Easy	8.3%	6.3%	6.8%	4.6%	6.0%	6.1%	6.4%	7.8%	8.5%	6.8%
Hip Hop	na	1.7%	2.0%	3.9%	4.2%	5.1%	5.5%	6.5%	5.9%	3.3%
Classical	3.6%	5.0%	4.0%	4.0%	4.2%	3.5%	3.8%	2.6%	2.5%	2.6%
Country	2.1%	2.3%	3.7%	1.7%	1.5%	1.5%	1.8%	1.9%	1.2%	2.1%
Jazz	1.2%	1.4%	1.2%	1.0%	1.1%	2.0%	2.6%	2.7%	1.4%	1.4%
Folk	0.7%	0.8%	0.9%	1.1%	1.1%	1.4%	1.2%	1.2%	1.2%	0.9%
Reggae	0.8%	1.0%	0.6%	0.9%	1.0%	0.7%	1.5%	0.8%	0.9%	0.6%
World	na	1.2%	0.8%	0.6%	0.4%	0.4%	0.5%	0.4%	0.4%	0.5%
Childrens	1.1%	0.8%	0.5%	0.5%	0.6%	0.3%	0.2%	0.2%	0.4%	0.5%
Blues	0.3%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	0.3%	0.2%	0.2%
New Age	na	0.3%	0.1%	0.5%	0.2%	0.1%	0.2%	0.1%	0.3%	0.2%
Spoken Word	1.0%	0.7%	0.4%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Others	1.4%	0.4%	0.4%	0.5%	0.4%	0.3%	0.0%	0.1%	0.0%	0.0%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

## Pop and Rock Album Sales by Sub-Genre

### Contemporary Rock accounts for quarter of album sales

Albums classed as Contemporary Rock - including those by acts such as Kooks, Oasis, Killers and Keane - accrued an even greater share in 2006



than the high achieved in 2005. Nine of the Top 20 albums were from this genre, with many debut artists such as The

Fratellis, The Feeling and Orson helping to push the share up to its current high.

The AOR (Adult Oriented Rock) sub-genre also saw improved fortunes due to best-selling new releases from Rod Stewart, Meatloaf and David Gilmour among others, while Muse's *Black Holes And Revelations* was the biggest Metal/Heavy title, with sales of well over half a million. Other albums from this category to feature in the Top 100

		2002	2003	2004	2005	2006
<b>Pop</b>	Pop	29.0%	30.0%	28.8%	24.7%	23.4%
	Rock'n'Roll	1.2%	1.0%	0.7%	0.9%	0.5%
	Karaoke	0.1%	0.1%	0.1%	0.2%	0.1%
	<b>Total</b>	<b>30.3%</b>	<b>31.2%</b>	<b>29.6%</b>	<b>25.8%</b>	<b>24.0%</b>
<b>Rock</b>	Contemporary	13.2%	13.0%	15.0%	21.7%	25.5%
	Metal/Heavy	7.6%	7.7%	7.4%	7.4%	7.2%
	AOR	9.3%	7.8%	6.8%	6.5%	7.2%
	Progressive	0.8%	0.7%	0.6%	0.6%	0.7%
	<b>Total</b>	<b>31.0%</b>	<b>29.2%</b>	<b>29.8%</b>	<b>36.2%</b>	<b>40.6%</b>

included titles by My Chemical Romance, Green Day and Fall Out Boy.



The Pop sub-genre now incorporates the previous Teen

allocation, which has now been phased out. There were several best selling albums in 2006 classified as Pop, by artists such as Pink, Girls Aloud and George Michael, but as in 2005 the relative lack of strong debut artists in comparison to Rock saw its share of sales fall resultingly. No Rock 'n' Roll titles featured in the Top 300, hence a slight drop in share in 2006.

## Other Sales by Sub-Genre



Rihanna: over 430,000 albums sold in 2006

### R&B

R&B's share of 8.8% of total album sales split into 6.3% for Contemporary R&B titles, while Soul titles accounted for 2.6%. Both shares were increases on 2005, when Contemporary R&B sales amounted to 5.5% of the market, and Soul 2.1%. The Top 100 featured 10 titles categorised as the former, including hits compilations from

Beverly Knight and Jamiroquai, and new albums by Beyonce, Lemar (below), Nelly Furtado and Rihanna. Over 300 Soul titles featured in the year-end Top 10,000 with three - from Corinne Bailey Rae, Amy Winehouse and Luther Vandross - making the Top 100.



### Classical

Classical titles are divided into three sub-genres: Opera, Vocal/Choral and Orchestral/Chamber/Instrumental. The Vocal/Choral category includes many high profile 'crossover' titles and often takes the largest share of sales of the three sub-genres. This was again the case in 2006, with titles such as *Voices*

*Of The Valley* by Fron Male Voice Choir, *Serenade* by Katherine Jenkins and Russell Watson's *The Voice* collection all appearing in the year-end Top 100.

### Jazz

Jazz titles are classified either as Contemporary - including albums by artists such as

Madeleine Peyroux (right), Norah Jones and Diana Krall - or Classic,

which encompasses artists such as Miles Davis and Nina Simone (whose *Very Best Of* was the biggest selling Jazz album of the year). In 2006, Classic titles accounted for the larger share of Jazz's total - 0.8%.



## Singles Sales by Type of Music

### Rock overtakes Pop as leading singles genre

Rock acts also dominated the singles chart in 2006, with cumulative sales eclipsing those of Pop artists for the first time. The 30.0% share accounted

for by Rock titles was a 6.5% improvement on 2005's



total and has seen the genre double its overall slice of the market in just

two years; in the same time Pop's has dropped by 8.5%. The Top Five best selling Rock singles of 2006 were by Orson, Snow Patrol, Razorlight, The Kooks and The Automatic, which collectively amassed sales of over 1 million units across physical and digital formats.

Releases by Pop artists - such as Leona Lewis, Scissor Sisters and Shakira - comprised four of the Top



	2001	2002	2003	2004	2005	2006
Rock	13.7%	13.4%	17.1%	15.1%	23.5%	30.0%
Pop	42.4%	51.8%	38.3%	36.6%	33.9%	28.1%
R&B	12.7%	7.6%	15.9%	18.3%	12.1%	18.6%
Dance	20.0%	15.4%	15.3%	13.9%	10.8%	13.4%
Hip Hop	8.8%	10.0%	11.1%	14.1%	13.7%	8.6%
Reggae	0.4%	0.2%	1.2%	0.9%	1.0%	0.7%
MOR	1.0%	0.9%	0.4%	0.7%	5.0%	0.3%
Country	0.6%	0.5%	0.7%	0.1%	0.0%	0.1%
Others	0.3%	0.3%	0.1%	0.3%	0.0%	0.1%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

Five best sellers of the year but only 225 of the Top 1000 singles were classified as such, compared with Rock's 384.

The biggest seller of the year - Gnarl's Barkley's *Crazy* - helped, along with other big releases from Nelly Furtado, Rihanna and Justin Timberlake, to push R&B's share up to a new high of 18.6%. Conversely, Hip Hop's share of sales dropped to its lowest since 2000, with only 10 of the Top 100 singles categorised as such compared with 20 in 2005.

Number Ones from Fedde Le Grand and Meck helped Dance's 2006 share to improve on 2005's, while Number Two hits from Infernal and Cascada actually ended the year as the genre's biggest sellers.

MOR/Easy's share, however, dropped sharply; this was in part due to 2005's biggest seller being Tony Christie's million-selling (*Is This The Way To Amarillo*), although the genre also suffered due to a lack of new releases from artists such as Katie Melua.

## Share of Genre's Sales Accounted for by Key Artists (Albums)

<b>Classical</b>	Katherine Jenkins	14.3%	<b>Pop (all genres)</b>	Take That	4.5%
	Fron Male Voice Choir	10.4%		Scissor Sisters	4.0%
<b>Country</b>	Johnny Cash	40.3%	<b>Reggae</b>	Bob Marley	30.8%
	Dixie Chicks	5.4%		UB40	11.5%
<b>Dance</b>	Massive Attack	4.8%	<b>R&amp;B</b>	Corinne Bailey Rae	6.2%
	Faithless	2.8%		Jamiroquai	4.9%
<b>Hip Hop</b>	Black Eyed Peas	8.1%	<b>Rock - AOR</b>	Beatles	9.7%
	Streets	6.6%		Rod Stewart	8.0%
<b>Jazz</b>	Nina Simone	28.8%	<b>Rock - Contemporary</b>	Snow Patrol	4.7%
	Madeleine Peyroux	8.2%		Jack Johnson	3.8%
<b>MOR</b>	Il Divo	9.1%	<b>Rock - Metal/Heavy Rock</b>	Muse	7.7%
	Neil Diamond	5.1%		Green Day	5.3%

### Take That 2006's biggest Pop act

The comeback of Take That generated a huge amount of publicity and their sell-out arena, and subsequently stadium, tours ensured that demand for



their first new album in 11 years was very high. *Beautiful World* met expectations, with well over 1.1m copies sold in

between its late November release and the end of the year. The repromoted back catalogue and compilations also saw a huge upturn in sales, meaning that by the end of the year the band had sold over 1.5m albums, equivalent to 4.5% of Pop sales in the Top 10,000.

### The year in Rock

The biggest selling act of the year, though, was Snow Patrol whose

combined back catalogue and *Eyes Open* sales reached almost 1.7m. The second and third biggest selling Rock acts were also from the Contemporary sub-genre - Jack Johnson and Razorlight.

The Beatles topped the AOR sub-genre chart, with almost 1 million copies of their 26 titles - including new release *Love* - sold in 2006, whereas in the Metal/Heavy category Muse (right), Green Day and My Chemical Romance took a combined 16.8% of the genre's sales.



### Johnny Cash sales soar

With 19.6% of Country sales allocated to his back catalogue in 2005, Johnny Cash has always sold strongly.

However, the effect of the film biopic *Walk The Line* saw his titles attributable for a massive 40.3% of sales in 2006.

Another artist whose back catalogue was revisited in 2006 was Nina Simone (below), of whom 19 titles featured in the Top 10,000, amounting to 28.8% of Jazz sales.

Bob Marley was again the biggest seller in Reggae, with a cumulative share of 30.8% spread across a massive 35 titles, while UB40's 11.5% share was spread across nine. As in 2005, Il Divo were the biggest selling MOR act, while Katherine Jenkins was the best selling Classical artist for the third year running.



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