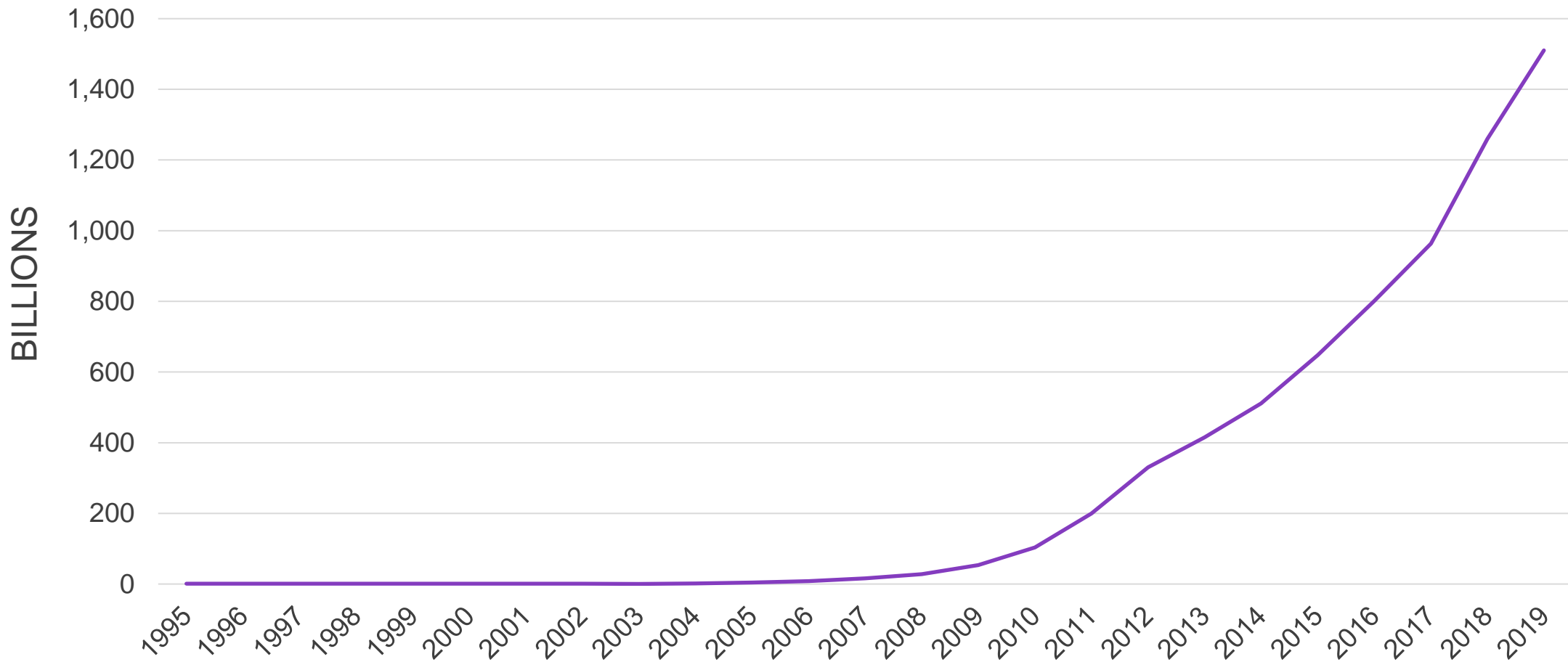


MUSIC INTERACTIONS MEASURED



Source: RIAA analysis of data from RIAA, MRC Data, AlphaData, and public company filings

GROWTH OF RECORDED MUSIC FORMATS



1975

Vinyl
Cassette
8-Track

1990

Vinyl
Cassette
CD
Music Video (VHS)

2005

Vinyl
Cassette
CD
Music Video (VHS)
DVD/SACD
Digital Downloads
RingTones
Digital Kiosk
Paid Subscriptions
Digital Radio Streams

2020

Vinyl
Cassette
CD
Music Video (VHS)
DVD/SACD
Digital Downloads
RingTones
Digital Kiosk
Paid Subscriptions
Ad-Supported Streams
Digital Radio Streams
Synch