

hoopla U

Play. Stream. Repeat

Trends in Physical & Digital Music

Presenter



Karan Davey

*Marketing Product Lead,
Music*

Agenda

01 U.S. Music Overview (Luminate 2025)

02 CD Performance & the Future of CDs

03 Upcoming Physical Releases

04 Hoopla Digital Overview & Vendor Landscape

05 Upcoming Digital Releases

06 Library Resources

US Music Overview

(Luminate 2025) as it relates to physical CDs

Physical Album Sales

U.S. Metrics

2024* 2025*

U.S. TOTAL ALBUM CONSUMPTION* (ALBUM + TEA + SEA ON-DEMAND AUDIO)**



U.S. ON-DEMAND AUDIO SONG STREAMS



INTERACTIVE SONG STREAMS (H2 2025)***



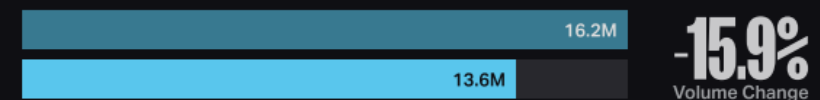
U.S. TOTAL DIGITAL MUSIC CONSUMPTION (DIGITAL ALBUMS + TEA + SEA ON-DEMAND AUDIO)**



TOTAL ALBUM SALES* (PHYSICAL + DIGITAL)



DIGITAL ALBUM SALES



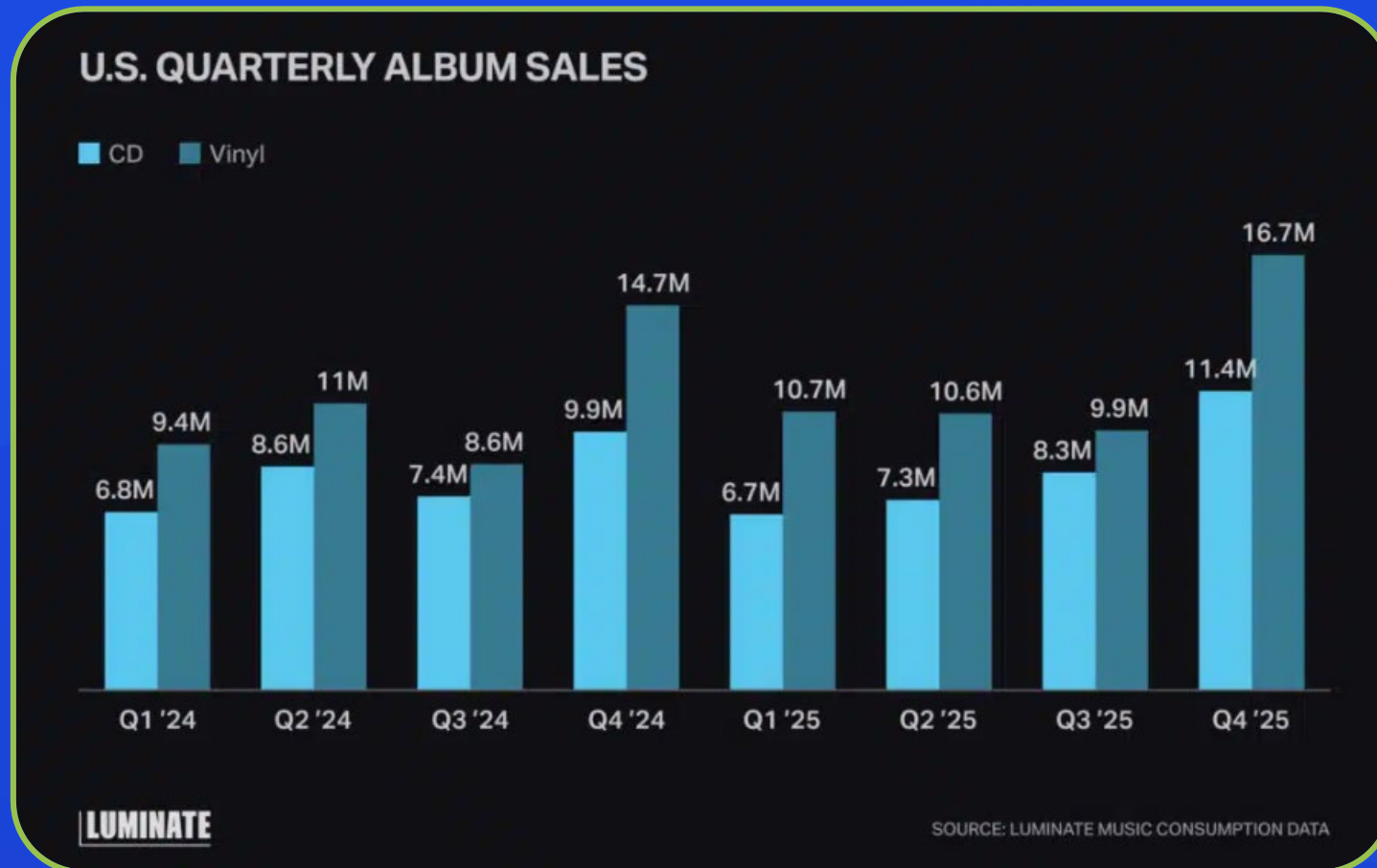
PHYSICAL ALBUM SALES* (LP, CD AND CASSETTE)



*U.S. PHYSICAL SALES METRICS INCLUDE MODELED INDEPENDENT RETAIL NUMBERS. SEE METHODOLOGY AND FAQ SECTION AT THE BACK OF THIS REPORT FOR MORE / **SEA (STREAM-EQUIVALENT ALBUMS); 1250 PREMIUM STREAMS = ONE ALBUM // 3750 AD-SUPPORTED STREAMS = ONE ALBUM; TEA (TRACK-EQUIVALENT ALBUMS); 10 DIGITAL TRACKS = ONE ALBUM / ***NEW METRIC: INTERACTIVE ON-DEMAND. SEE METHODOLOGY AND FAQ SECTION AT THE BACK OF THIS REPORT FOR MORE / **1/3/25-1/1/26 (AS COMPARED TO 1/5/24-1/2/25) / SOURCE: LUMINATE CONSUMPTION DATA

Luminate Industry Metrics 2024 vs. 2025

Physical Album Sales were up for 2025 for physical CD, LP (Vinyl) and Cassette



CD Performance & the Future of CDs

Luminate U.S. Top 10 CD Albums in sales in 2025

U.S. TOP 10 CD ALBUMS

In total sales

	ARTIST	TITLE	SALES
1	Taylor Swift	<i>The Life of a Showgirl</i>	1,957,000
2	Stray Kids	<i>KARMA</i>	524,000
3	Stray Kids	<i>DO IT</i>	456,000
4	ENHYPEN	<i>DESIRE : UNLEASH</i>	261,000
5	ATEEZ	<i>GOLDEN HOUR : PART 3</i>	223,000
6	Stray Kids	<i>HOP</i>	223,000
7	KATSEYE	<i>BEAUTIFUL CHAOS</i>	186,000
8	The Weeknd	<i>Hurry Up Tomorrow</i>	176,000
9	Travis Scott & JACKBOYS	<i>JACKBOYS 2</i>	170,000
10	TOMORROW X TOGETHER	<i>The Star Chapter: TOGETHER</i>	168,000

LUMINATE

SOURCE: LUMINATE MUSIC CONSUMPTION DATA

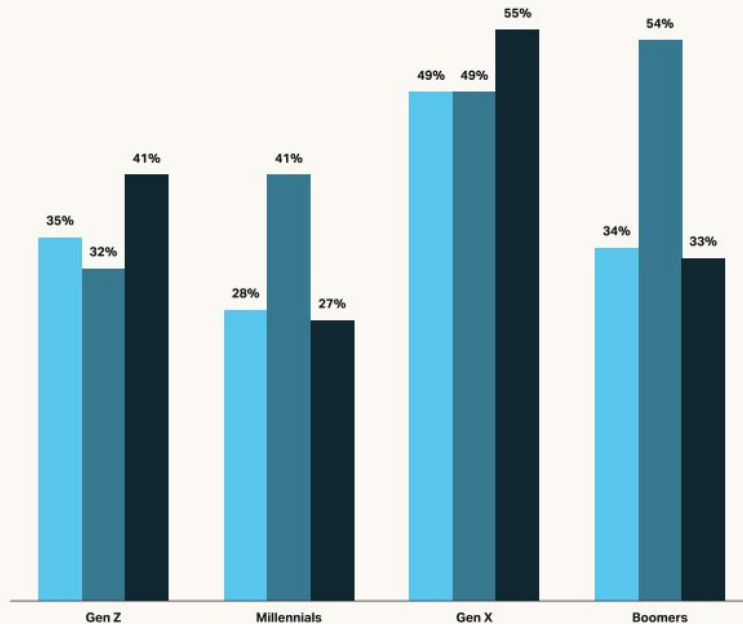
Retro Revival

Physical Media is back driven by nostalgia

MUSIC PURCHASE MOTIVATION, BY GENERATION

Share of music purchasers who selected "nostalgia" as an important factor when deciding to purchase each of the following formats

● CDs ● Vinyl ● Cassettes



SOURCE: LUMINATE U.S. MUSIC 360, 2025



Physical media is back, and nostalgia is a big reason why.

Vinyl, CDs and even cassette tapes were once thought dead, dying or niche, but now sales for all three are reinvigorated. Consumers specifically say nostalgia is what's motivating them, particularly Gen Xers who experienced firsthand the emergence of all these physical media formats.

Let us make your physical ordering easy with myCARTS plans

Start with our weekly no obligation plans delivered as a new cart

1

Hit Makers

Features new releases from artists who have had a previous release reach:

- gold status (500K+ copies)
- platinum status (1M+ copies)
- multiple platinum status (2M+ copies)

in the past seven years

2

Must Haves

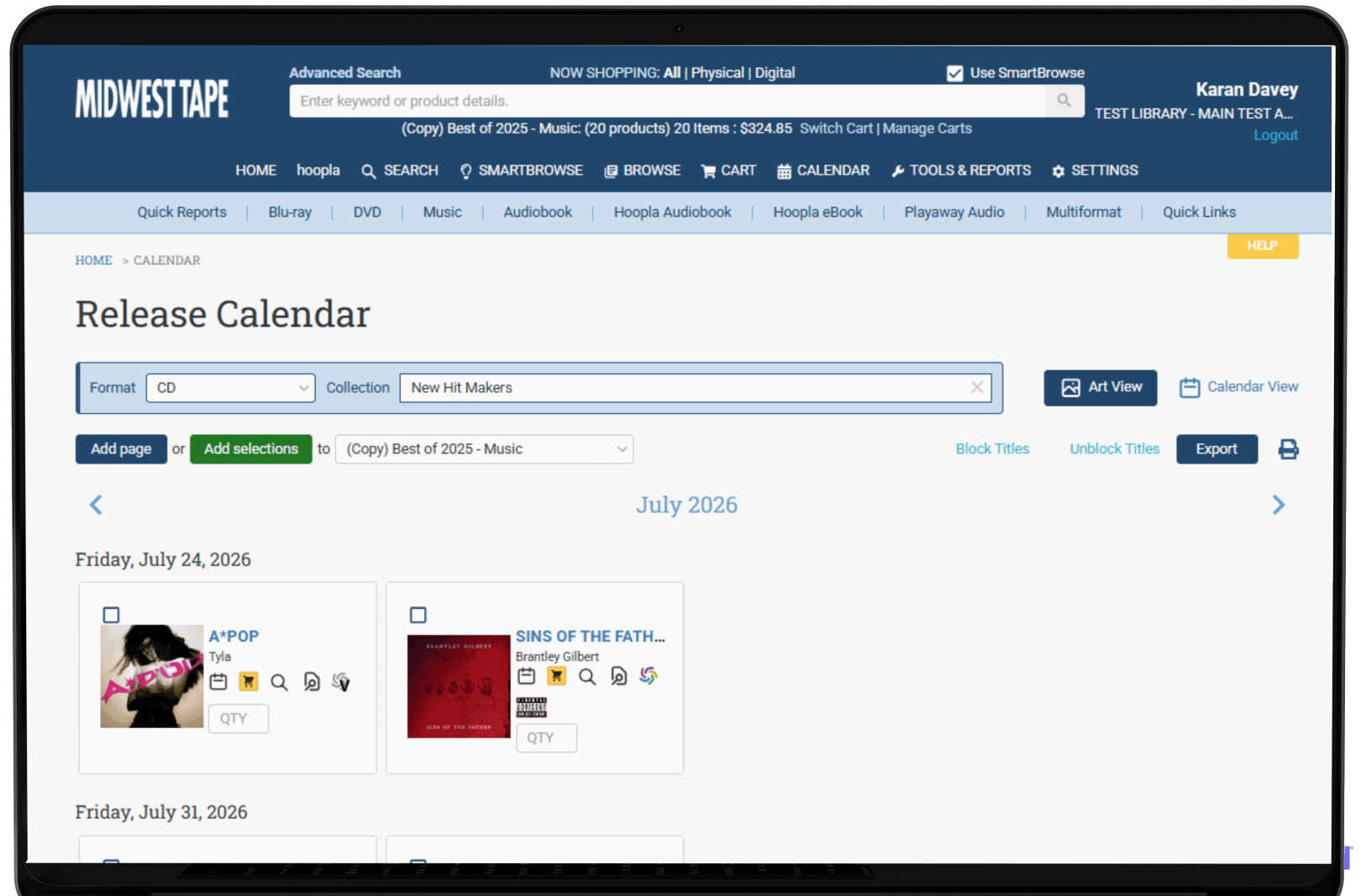
- New releases available for preorder across all genres
- no reissues, compilations, boxsets, or special editions



Lisa Bettinger

Music Marketing Specialist

Can view these plans on Midwest Tape Ecomm Site under Calendar



Upcoming **Physical** Releases

New releases we are excited about



July

New releases we are excited about



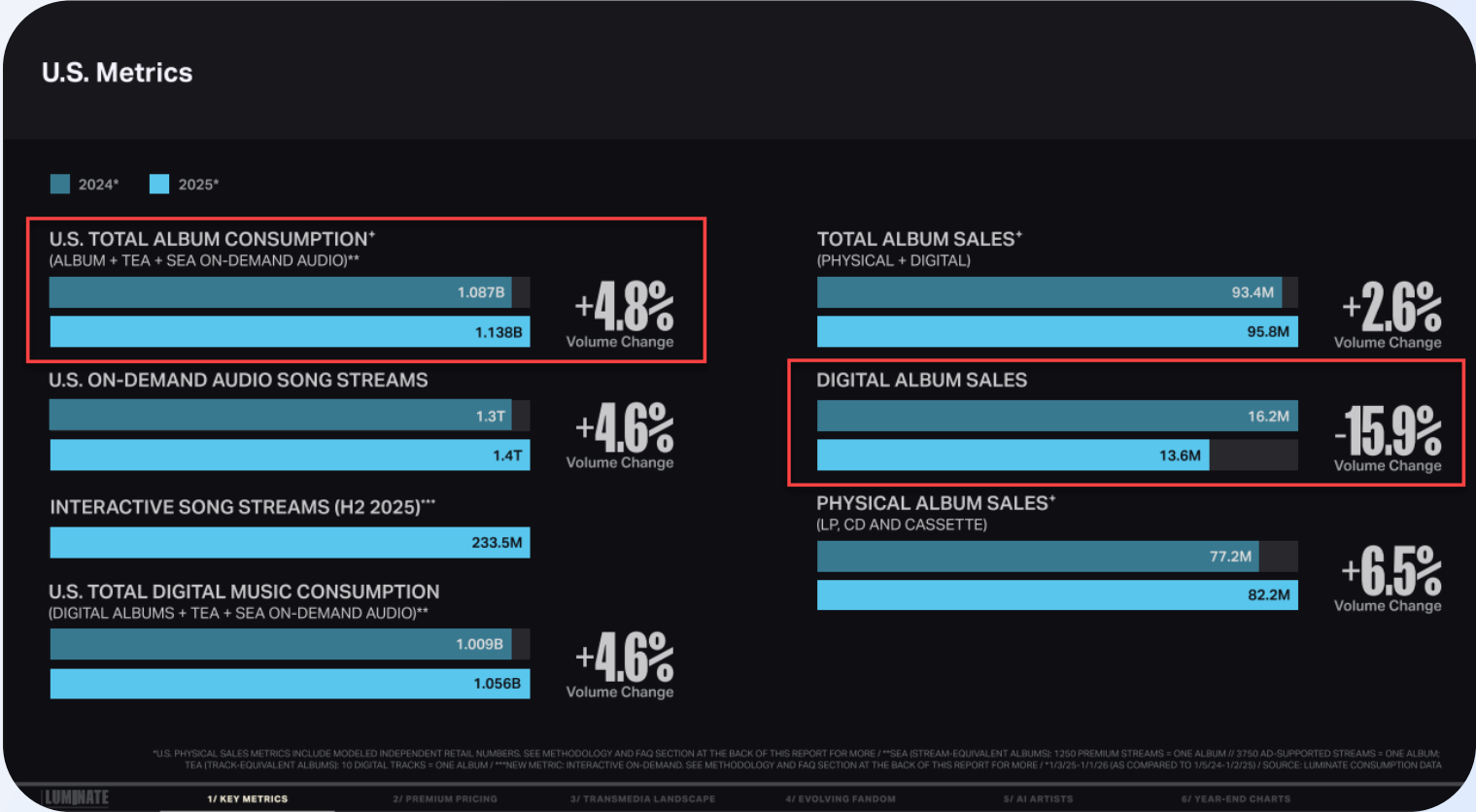
August

Hoopla Digital Overview & Vendor Landscape

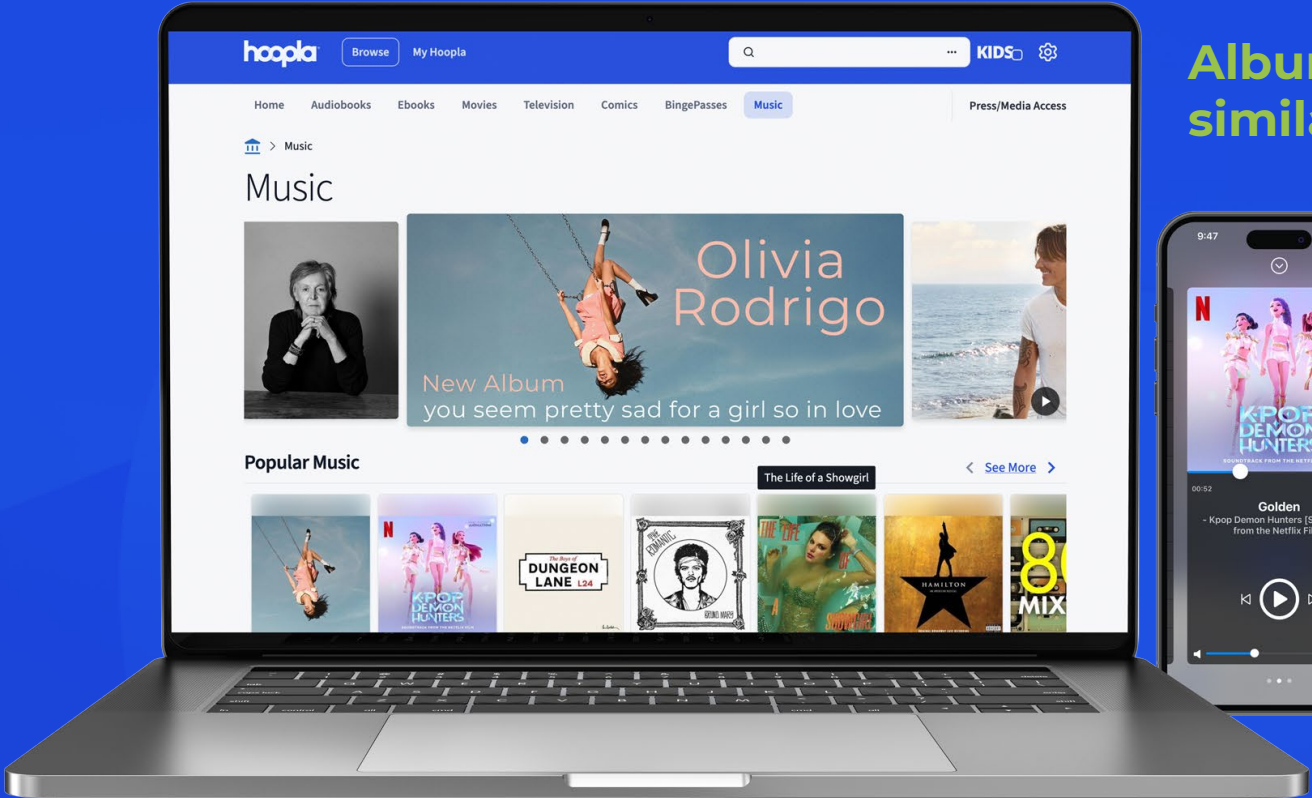
US Music Overview (Luminata 2025) as it relates to digital

Total Album Consumption (TAC) = A *hybrid metric* that combines streaming + track sales + album sales into one standardized unit.

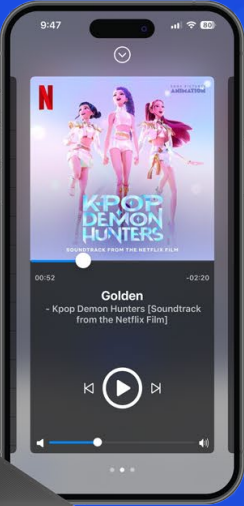
Digital Album Sales = Full album purchases via download (iTunes, Amazon, etc.)



Vendor Differences between Hoopla Digital and Midwest Tape



Album driven,
similar to physical



Vendors we
work with:



Upcoming **Digital** Releases

New **digital** releases we are excited about



June

New **digital** releases we are excited about



July

New **digital** releases we are excited about

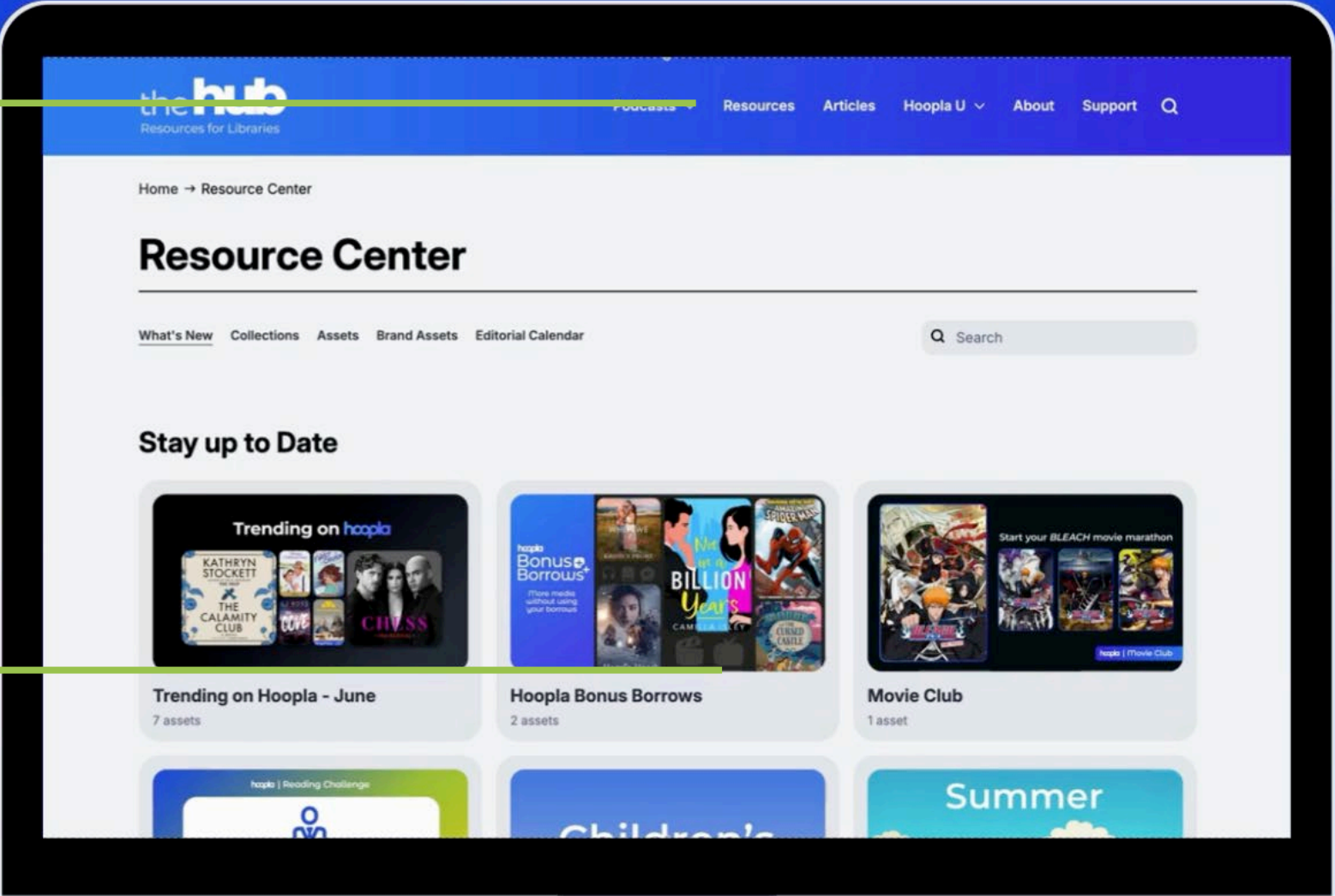


August & September

Library Resources

Library Resources

Click Resources at the top of The Hub



Different sized social images available for download

Scroll to the bottom of the page to see specific format menu

Questions?

Thank you for joining us!

- Questions: email kdavey@midwesttapes.com
- Recording will be available on the Hoopla Hub in the coming days, under webinars <https://library.hoopladigital.com/webinars/>
- Follow up survey
- Certificate of attendance will also be available on the Hub
- See you in August for our next webinar

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