

## INDUSTRY OVERVIEW 2008

*Gospel music connects, uplifts, and entertains passionate fans of all ages in every style imaginable including pop, rock, black gospel, praise & worship, R&B, hip hop, southern gospel, country, and more.*

### MUSIC PURCHASES

- Christian/Gospel recorded music sales are more than **half a billion** annually!
- Over **53 million units** of Christian/Gospel CDs, cassettes, digital albums, and digital tracks were sold in 2007
- Christian/Gospel album sales represented **6.6%** of all album sales in 2007, a total higher than Latin (6.4%), Soundtracks (4.9%), Classical (3.3%), Jazz (2.8%), and New Age (0.6%).
- Christian/Gospel digital album sales were up over **66%** in 2007, while digital tracks were up over **36%**



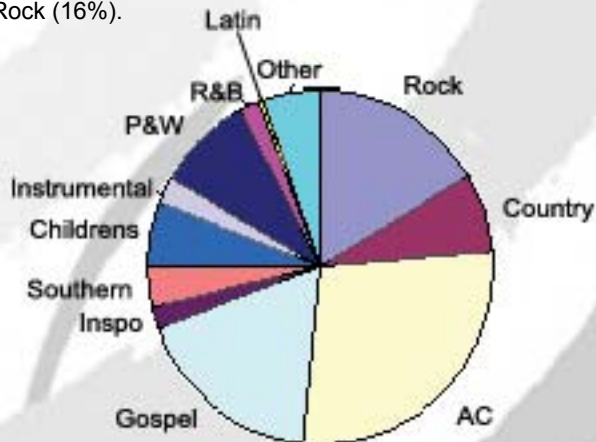
### BEST-SELLING ALBUMS – 2007 †

1. *The Altar and The Door-Casting Crowns*
2. *Flyleaf-Flyleaf*
3. *Portable Sounds-tobyMac*
4. *Five Score & Seven Years Ago-Relient K*
5. *Precious Memories-Alan Jackson*
6. *WOW Hits 2007-Various*
7. *See The Morning-Chris Tomlin*
8. *WOW Gospel 2007-Various*
9. *WOW Hits 2008-Various*
10. *Southern Weather-The Almost*

† Excludes all seasonal titles

### GOSPEL ALBUM SALES BY GENRE

The most popular styles of Christian/Gospel music were Pop/Adult Contemporary (23%), Black Gospel (20%) and Rock (16%).



### GOSPEL ALBUM SALES BY MARKET/REGION

- Top 10 markets for Christian/Gospel music in 2007 were Los Angeles · Atlanta · New York · Dallas-Ft. Worth · Chicago · Washington D.C. · Houston · Seattle-Tacoma · Tampa-St. Petersburg · Phoenix
- Top regions for 2007 were South Atlantic (24%), South Central (22%), East North Central (16%), Pacific (12%), Mid-Atlantic (9%), West North Central (8%), Mountain (6.5%) and Northeast (2.5%)