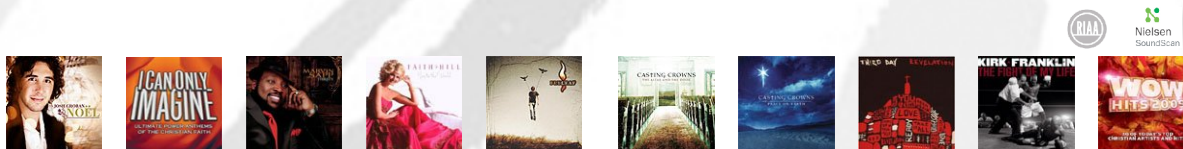


## INDUSTRY OVERVIEW 2009

*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 almost **half a billion** annually!
- Over **56 million units** of Christian/Gospel CDs, cassettes, digital albums, and digital tracks were sold in 2008
- Christian/Gospel digital album sales were up over **38%** in 2008, while digital tracks were up over **37%**



### BEST-SELLING ALBUMS – 2008

1. *Noel*— Josh Groban
2. *I Can Only Imagine*— Various
3. *Thirsty*— Marvin Sapp
4. *Joy to the World*— Faith Hill
5. *Flyleaf*— Flyleaf
6. *The Altar and The Door*— Casting Crowns
7. *Peace On Earth*— Casting Crowns
8. *Revelation*— Third Day
9. *Fight of My Life*— Kirk Franklin
10. *WOW Hits 2009*— Various

### GOSPEL ALBUM SALES BY GENRE

The most popular styles of Christian/Gospel music were:

- Pop/Adult Contemporary (28%)
- Black Gospel (18%)
- Rock (17%)
- Praise & Worship (9%)
- Country (6%)

### GOSPEL ALBUM SALES BY MARKET/REGION

- Top 10 markets for Christian/Gospel music in 2008 were Los Angeles · New York · Dallas/Ft. Worth · Atlanta · Philadelphia · Chicago · Washington D.C. · Houston · Washington D.C. · Houston · Seattle/Tacoma · Minneapolis/St. Paul
- Top regions for 2008 were South Central (30%), South Atlantic (29%), East North Central (19%), Pacific (14%), Mid-Atlantic (10%), West North Central (9%), Mountain (7%) and Northeast (2%)