

Digital Music Distribution

- **Market Trends**
- **Worldwide Digital Distribution**
- **REBEAT Digital**
- **Q & A**

International Music Council
Tunis, Tunisia

October 2009

World Market

Global Recorded Music Sales 2008 (US \$ Millions)

Source: IFPI - RIN 2009

▪ Physical Sales	13.829	-15.4 %
▪ Digital Sales	3.784	+24,1 %
▪ Performance Rights	802	+16,2 %
Total	18.415	-8,3 %

World Rankings 2008

Source: IFPI - RIN 2009

1.	US	27.0 %)	
2.	Japan	22,3 %)	
3.	UK	10,0 %)	73,8 %
4.	Germany	8,8 %)	
5.	France	5,7 %)	
6.	Canada	2,5 %		
7.	Australia	2,1 %		
8.	Italy	1,8 %		
9.	Spain	1,6 %		
10.	Netherlands	1,5 %		
:				
35.	Columbia	0,2 %		
:				

Digital Share

Source: IFPI - RIN 2009

YEAR	worldwide	Country	2008
▪ 2004	1,9 %	▪ South Africa	2,8 %
▪ 2005	5,5 %	▪ Turkey	3,0 %
▪ 2006	10,7 %	▪ Argentina	4,2 %
▪ 2007	15,2 %	▪ Germany	7,6 %
▪ 2008	20,5 %	▪ Australia	13,1 %
		▪ France	15,3 %
		▪ Canada	16,9 %
		▪ Japan	20,0 %
		▪ USA	35,8 %
		▪ South Korea	59,9 %



Top reasons for purchasing more digital music:

- People want to buy songs vs. albums.
- People want music for their portable player.
- People like to get music instantly.

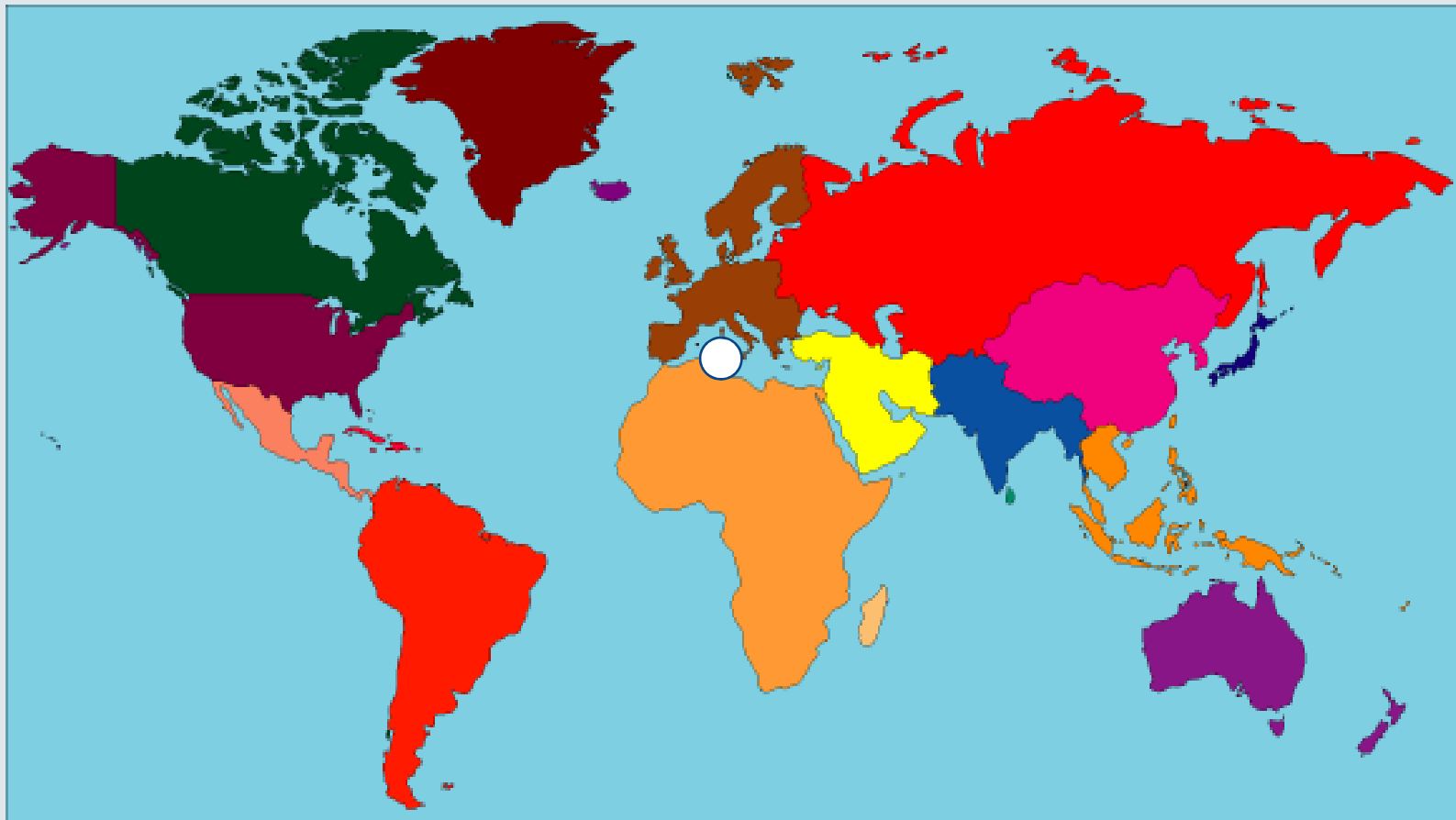
The Digital Opportunities

- 2008: Physical down -15% vs. Digital up +24%
=> Do not miss the digital formats in recorded music !
- e.g. South Africa: digital share < 3% while worldwide > 20%
=> Many countries offer overproportional growth potential !
- e.g. Columbia = 0,2% of the world music market.
=> Digital offers a market increase by 500 times !

Change your view! Make the World ...



... more colourful - with YOUR Music !





REBEAT Digital

www.rebeat.com

- Rebeat started 2003 as a (physical) distribution company.
- Headquarter is located in Tulln/Austria
- REBEAT Digital GmbH formed in 2006
- Music Distribution Software: Released in September 2007
- MLconsult joined early 2008
- Currently REBEAT is serving:
 - 300 shops worldwide, incl. iTunes, Amazon, Napster, Nokia etc
 - >1200 Labels, >40 different countries, >100.000 tracks online
- Characteristics: Innovative, Open (Artistic freedom, Musician oriented, low entry), Do-It-Yourself, Fair

Salesdata, money

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music distribution software | www.rebeat.com



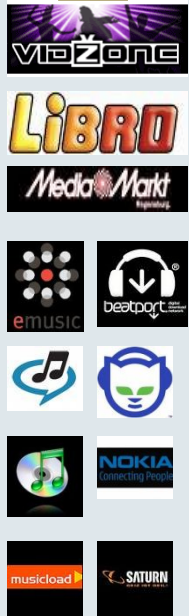
2 Rebeat converts your data and delivers to stores

Mechanical Royalties



1 You upload your music

4 Sales-statements Money



More than 300 stores worldwide





REBEAT Digital

www.rebeat.com

- The Music Distribution Software
- Questions and Answers

Digital Music Distribution

Thank You

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