



2014 NIELSEN MUSIC U.S. REPORT

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ON-DEMAND STREAMING UP 54% WITH 164 BILLION STREAMS IN 2014

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Vinyl LP Sales Increase 52% - Now Comprise over 6% of Physical Album Sales

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Radio Remains Top Source for Music Discovery

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NEW YORK – Nielsen, the music industry's leading data information provider today released the [2014 U.S. Music year-end report](#) for the 12-month period of December 30, 2013 through December 28, 2014.

Streaming continued to show significant growth in 2014, with over 164 billion songs streamed on-demand through audio and video platforms. Physical album sales declined, with weakness in CDs despite record-setting strength in Vinyl LPs. Digital Albums and Digital Tracks also showed declines versus 2013, although digital consumption overall (sales and streams) showed growth. Total consumption for the year, based on Albums plus Track Equivalent Albums and Streaming Equivalent Albums, was down slightly versus 2013.

"Music fans continue to consume music through on-demand streaming services at record levels, helping to offset some of the weakness that we see in sales," says David Bakula, SVP Industry Insights, Nielsen. "The continued expansion of digital music consumption is encouraging, as is the continued record setting growth that we are seeing in vinyl LP sales."

Nielsen provides music research and monitoring services for the entertainment industry. Nielsen's airplay, sales and streaming data represents music consumers of all ethnicities and languages, and is featured weekly in Billboard's charts, including the iconic Billboard Hot 100 and Billboard 200, and is widely cited as the standard for music measurement.

ON-DEMAND MUSIC STREAMS

(INCLUDES AUDIO + VIDEO DATA FROM AOL, BEATS, CRICKET, GOOGLE PLAY, MEDIUM, RDIO, RHAPSODY, SLACKER, SPOTIFY, XBOX MUSIC, YOUTUBE/VEVO - **IN BILLIONS**)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
STREAMS	163.9	106.1	+54.5%
AUDIO	78.6	49.0	+60.5%
VIDEO	85.3	57.1	+49.3%

OVERALL ALBUM CONSUMPTION

WITH TEA AND SEA

(INCLUDES ALL ALBUMS & TRACK EQUIVALENT ALBUMS & STREAMING EQUIVALENT ALBUMS -IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
TOTAL ALBUM + TEA + SEA	476.5	486.1	-2.0%

NOTE: TRACK EQUIVALENT ALBUMS RATIO OF 10 TRACKS TO 1 ALBUM AND STREAMING EQUIVALENT ALBUMS RATIO OF 1500 STREAMS TO 1 ALBUM

TOTAL ALBUM SALES

(INCLUDES CD, CASSETTE, VINYL , & DIGITAL ALBUMS – IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
TOTAL UNITS	257.0	289.4	-11.2%
CD	140.8	165.4	-14.9%
DIGITAL	106.5	117.6	-9.4%
LP/VINYL	9.2	6.1	+51.8%

PHYSICAL ALBUM SALES BY STORE TYPE

(INCLUDES CDS, CASSETTES, VINYL LPS – IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
CHAIN	31.0	39.1	-20.6%
INDEPENDENT	18.2	18.3	-0.5%
MASS MERCHANT	62.9	77.9	-19.3%
NON-TRADITIONAL	38.5	36.5	+5.2%

(NON-TRADITIONAL INCLUDES INTERNET, VENUE, DIRECT-TO-CONSUMER AND OTHER NON-TRADITIONAL RETAIL OUTLETS)

DIGITAL TRACK SALES

(IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
TOTAL UNITS	1,102.5	1,259.3	-12.5%

TOTAL DIGITAL MUSIC CONSUMPTION

(DIGITAL ALBUMS + TRACK EQUIVALENT ALBUMS + STREAMING EQUIVALENT ALBUMS – IN MILLIONS)

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
TOTAL UNITS	326.0	314.2	+3.7%

CURRENT AND CATALOG SALES

(CATALOG IS DEFINED AS OVER 18 MONTHS SINCE RELEASE IN MILLIONS)

OVERALL ALBUMS

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
CURRENT	130.5	151.7	-14.0%
CATALOG	126.5	137.7	-8.1%

DIGITAL ALBUMS

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
CURRENT	52.9	62.3	-15.1%
CATALOG	53.6	55.3	-3.1%

PHYSICAL ALBUMS

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
CURRENT	77.6	89.5	-13.3%
CATALOG	73.0	82.4	-11.4%

DIGITAL TRACKS

	<u>2014</u>	<u>2013</u>	<u>% CHG.</u>
CURRENT	532.9	593.8	-10.3%
CATALOG	569.6	665.6	-14.4%

GENRE BREAKDOWN – TOTAL CONSUMPTION

(SELECTED TOP GENRES – ALBUMS + TRACK EQUIVALENT ALBUMS + STREAMING EQUIVALENT ALBUMS)

Genre % of Format Total

	<u>% of Total Consumption</u>	<u>Albums</u>	<u>Tracks</u>	<u>Streams</u>
CHILDREN	1.0%	1.5%	0.3%	0.4%
CHRISTIAN/GOSPEL	3.1%	3.6%	2.8%	1.6%
CLASSICAL	1.4%	2.1%	0.5%	0.3%
COUNTRY	11.2%	11.8%	12.0%	6.4%
DANCE/ELECTRONIC (EDM)	3.4%	2.0%	4.6%	6.8%
HOLIDAY/SEASONAL	2.6%	3.6%	0.9%	1.1%
JAZZ	1.4%	2.0%	0.6%	0.3%
LATIN	2.6%	2.4%	1.8%	5.0%
POP	14.9%	10.8%	21.1%	21.1%
R&B/HIP-HOP	17.2%	13.9%	19.1%	28.5%
ROCK	29.0%	33.2%	21.3%	24.7%

2014 OVERALL TOP 10

(Based on U.S. Album Sales; Track Equivalent Albums; Stream Equivalent Albums)

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Total Volume</u>	<u>Album Sales</u>	<u>Song Sales</u>	<u>On-Demand Audio Streams</u>
1	VARIOUS ARTISTS	FROZEN	4,471,000	3,527,000	7,982,000	218,997,000
2	TAYLOR SWIFT	1989	4,399,000	3,661,000	7,210,000	26,143,000
3	SAM SMITH	IN THE LONELY HOUR	2,075,000	1,207,000	6,782,000	285,271,000
4	ARIANA GRANDE	MY EVERYTHING	1,514,000	509,000	8,313,000	260,176,000
5	KATY PERRY	PRISM	1,503,000	584,000	7,742,000	216,535,000
6	LORDE	PURE HEROINE	1,481,000	841,000	4,683,000	257,961,000
7	BEYONCE	BEYONCE	1,469,000	878,000	4,829,000	162,408,000
8	ED SHEERAN PHARRELL	X	1,396,000	810,000	4,493,000	204,933,000
9	WILLIAMS	G I R L	1,390,000	581,000	7,344,000	111,198,000
10	LUKE BRYAN	CRASH MY PARTY	1,341,000	800,000	4,579,000	125,736,000

2014 TOP ALBUMS (Based on U.S. Sales)

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	TAYLOR SWIFT	1989	3,661,000
2	VARIOUS ARTISTS	FROZEN	3,527,000
3	SAM SMITH	IN THE LONELY HOUR	1,207,000
4	PENTATONIX	THAT'S CHRISTMAS TO ME	1,139,000
5	SOUNDTRACK	GUARDIANS OF THE GALAXY	898,000
6	BEYONCE	BEYONCE	878,000
7	BARBRA STREISAND	PARTNERS	856,000
8	LORDE	PURE HEROINE	841,000
9	ONE DIRECTION	FOUR	814,000
10	ERIC CHURCH	OUTSIDERS	811,000

2014 Top CD Albums

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	VARIOUS ARTISTS	FROZEN	2,264,000
2	TAYLOR SWIFT	1989	2,228,000
3	PENTATONIX	THAT'S CHRISTMAS TO ME	736,000
4	BARBRA STREISAND	PARTNERS	723,000
5	SAM SMITH	IN THE LONELY HOUR	614,000
6	VARIOUS	NOW 50	585,000
7	GARTH BROOKS	MAN AGAINST MACHINE	518,000
8	LUKE BRYAN	CRASH MY PARTY	516,000
9	JASON ALDEAN	OLD BOOTS, NEW DIRT	512,000
10	BRANTLEY GILBERT	JUST AS I AM	490,000

2014 Top Digital Albums

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	TAYLOR SWIFT	1989	1,409,000
2	VARIOUS ARTISTS	FROZEN	1,261,000
3	SAM SMITH	IN THE LONELY HOUR	573,000
4	SOUNDTRACK	GUARDIANS OF THE GALAXY	556,000
5	ED SHEERAN	X	455,000
6	LORDE	PURE HEROINE	437,000
7	COLDPLAY	GHOST STORIES	425,000
8	BEYONCE	BEYONCE	422,000
9	PENTATONIX	THAT'S CHRISTMAS TO ME	403,000
10	J. COLE	2014 FOREST HILLS DRIVE	366,000

2014 Top LP Vinyl Albums

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	JACK WHITE	LAZARETTO	86,700
2	ARCTIC MONKEYS	AM	58,700
3	LANA DEL REY	BORN TO DIE	42,100
4	BEATLES	ABBEY ROAD	38,200
5	BOB MARLEY & THE WAILERS	LEGEND	37,800
6	BLACK KEYS	TURN BLUE	34,200
7	BEATLES	SGT. PEPPER'S LONELY HEARTS CL	33,600
8	LANA DEL REY	ULTRAVIOLENCE	31,800
9	MILES DAVIS	KIND OF BLUE	31,700
10	AMY WINEHOUSE	BACK TO BLACK	27,800

2014 Digital Songs

<u>Rank</u>	<u>Artist</u>	<u>Title</u>	<u>Sales</u>
1	PHARRELL WILLIAMS	HAPPY	6,455,000
2	JOHN LEGEND	ALL OF ME	4,674,000
3	KATY PERRY FT. JUICY J	DARK HORSE	4,430,000
4	MEGHAN TRAINOR	ALL ABOUT THAT BASS	4,357,000
5	IGGY AZALEA FEAT. CHARLI XCX	FANCY	3,974,000
6	JASON DERULO FT. 2 CHAINZ	TALK DIRTY	3,959,000
7	DJ SNAKE & LIL JON	TURN DOWN FOR WHAT	3,449,000
8	TAYLOR SWIFT	SHAKE IT OFF	3,431,000
9	IDINA MENZEL	LET IT GO	3,370,000
10	SAM SMITH	STAY WITH ME	3,340,000

2014 Top Radio Songs

(U.S. Radio – all formats, including Network & Satellite)

<u>Rank</u>	<u>Artist</u>	<u>Song</u>	<u>Plays</u>
1	JOHN LEGEND	ALL OF ME	816,000
2	PHARRELL WILLIAMS	HAPPY	760,000
3	KATY PERRY FEAT. JUICY J	DARK HORSE	738,000
4	SAM SMITH	STAY WITH ME	609,000
5	NICO & VINZ	AM I WRONG	604,000
6	ONE REPUBLIC	COUNTING STARS	589,000
7	BASTILLE	POMPEII	576,000
8	MAGIC!	RUDE	569,000
9	LORDE	TEAM	565,000
10	JASON DERULO FT. 2 CHAINZ	TALK DIRTY	496,000

Total On-Demand Streams (Audio + Video combined)

<u>Rank</u>	<u>Artist</u>	<u>Song</u>	<u>On-Demand Streams</u>
1	KATY PERRY FEAT. JUICY J	DARK HORSE	268,322,000
2	IGGY AZALEA FEAT. CHARLI XCX	FANCY	264,981,000
3	MEGHAN TRAINOR	ALL ABOUT THAT BASS	252,239,000
4	JOHN LEGEND	ALL OF ME	236,105,000
5	IDINA MENZEL	LET IT GO	234,536,000
6	PHARRELL WILLIAMS	HAPPY	230,098,000
7	ARIANA GRANDE FT. IGGY AZALEA	PROBLEM	205,584,000
8	TAYLOR SWIFT	SHAKE IT OFF	193,502,000
9	JASON DERULO FEAT. 2 CHAINZ	TALK DIRTY	188,410,000
10	MAGIC!	RUDE	181,471,000

Top AUDIO On-Demand Streams

<u>Rank</u>	<u>Artist</u>	<u>Song</u>	<u>On-Demand Audio Streams</u>
1	JOHN LEGEND	ALL OF ME	96,923,000
2	IGGY AZALEA FEAT. CHARLI XCX	FANCY	91,272,000
3	KATY PERRY FEAT. JUICY J	DARK HORSE	87,051,000
4	TOVE LO	HABITS (STAY HIGH)	73,989,000
5	PHARRELL WILLIAMS	HAPPY	73,114,000
6	MAGIC!	RUDE	72,975,000
7	BASTILLE	POMPEII	71,745,000
8	ARIANA GRANDE FT. IGGY AZALEA	PROBLEM	70,583,000
9	DISCLOSURE FT. SAM SMITH	LATCH	67,317,000
10	SAM SMITH	STAY WITH ME	65,199,000

Top VIDEO On-Demand Streams

<u>Rank</u>	<u>Artist</u>	<u>Song</u>	<u>On-Demand Video Streams</u>
1	MEGHAN TRAINOR	ALL ABOUT THAT BASS	188,749,000
2	IDINA MENZEL	LET IT GO	183,918,000
3	KATY PERRY FEAT. JUICY J	DARK HORSE	181,270,000
4	IGGY AZALEA FEAT. CHARLI XCX	FANCY	173,709,000
5	TAYLOR SWIFT	SHAKE IT OFF	167,360,000
6	PSY	GANGNAM STYLE	166,043,000
7	PHARRELL WILLIAMS	HAPPY	156,984,000
8	NICKI MINAJ	ANACONDA	143,183,000
9	JOHN LEGEND	ALL OF ME	139,182,000
10	ARIANA GRANDE FT. IGGY AZALEA	PROBLEM	135,001,000



NIELSEN MUSIC 2014 YEAR-END HIGHLIGHTS AND ANALYSIS

- On-Demand Streaming grew 54.5% over 2013, with Audio On-Demand (+60.5%) and Video On-Demand Streaming (+49.3%) both experiencing significant increases.
- The soundtrack to the movie *Frozen* ranked #1 for overall consumption this year (Album Sales + Track Equivalent Albums + Streaming Equivalent Albums) with over 4.47 million album equivalent units. Taylor Swift/*1989* ranked second with 4.40 million units.
- Taylor Swift had the best-selling album of the year with 3.66 million sales for her album *1989*. The album also had the best debut week of the year and the biggest opening week for an album since 2002 with nearly 1.3 million albums sold in the first week. *1989* also had the second biggest digital album sales week in history. In its debut week, *1989* comprised a full 22% of all album sales for the week.
- 2014 had two albums that sold over 3.5 million units during the calendar year (Taylor Swift's *1989* and the *Frozen* Soundtrack) – this is the first time since 2005 that two albums have sold over 3.5 million albums in a calendar year.
- While the top two albums this year performed significantly better than last year's top two albums, 2014 saw just four albums surpass 1 million units, compared to 13 last year. The top 10 albums in 2014 were virtually flat versus 2013, thanks to the strength of Taylor Swift and *Frozen*.
- Vinyl LPs had another record-breaking year, with 9.2 million sales, surpassing last year's record of 6.1 million units. This is the ninth consecutive year of growth for Vinyl sales. Vinyl now comprises over 6% of physical album sales.
 - 27 Vinyl LPs sold over 20,000 units in 2014, up from 11 Vinyl LPs in 2013.
 - 94 Vinyl LPs sold over 10,000 units in 2014, up from the 46 Vinyl LPs in 2013.
 - Rock is still the dominant genre for Vinyl LPs, with 71% of Vinyl LPs being classified as Rock.

- The Independent store strata outperformed other brick & mortar retailers, with album sales virtually flat against last year. The strength was led by Vinyl LPs, which were up 35% at Independent stores.
 - The Independent store strata had a record setting year with Vinyl LP sales, with 5.2M Vinyl LPs sold, making up 57 percent of all Vinyl sales.
- Genres performed differently across the different types of consumption, showing how different music fans prefer to access their favorite music.
 - Rock is the dominant genre for album sales (over 33% of albums) and of total consumption (29%). However, on a track sales basis, Pop (21.1%) is nearly as big as Rock (21.3%). R&B/Hip-Hop is the dominant genre for Streaming (28.5%) followed by Rock (24.7%) and Pop (21.1%).
 - Country consumers still prefer Albums (11.8%) and Track Downloads (12.0%) over Streams (6.4%)
 - Pop music consumers are buying individual hit songs much more than albums. While 21% of digital track sales are in the Pop genre, only 10.8% of album sales are Pop.
 - Some genres, particularly R&B/Hip-Hop, EDM and Latin perform particularly well in Streaming.
 - While R&B/Hip-Hop only comprises 13.9% of Album sales, it makes up 28.5% of Streaming.
 - Electronic/Dance (EDM) only makes up 2% of album sales, but makes up nearly 7% of Streaming, making the genre a bigger share of Streaming than Country.
 - Latin music also performs particularly well at Streaming, with 5% of Streaming coming from Latin music, while just 2.4% of album sales are Latin.

OVERVIEW OF MUSIC CONSUMPTION IN 2014

Music consumption has changed, but America's appetite for music remains as strong as ever.

Changes in how fans are consuming music defined the 2014 music landscape.

- Streaming music is surging.
- Smartphone/mobile usage for music listening grew (as did smartphone and tablet ownership).
- Radio continued to be the number-one source of music discovery.

Americans still love music, and are listening all the time

- 93% of the U.S. population listens to music, spending more than 25 hours each week listening to their favorite songs.
- When surveyed about their activities in the past year, 75% of respondents said they actively chose to listen to music, even ahead of watching television at 73%.
- Nearly 25% of all music listening happens in the car; listening at work or while doing chores at home each account for around 15% of our weekly time spent with music.
- Listening to music on smartphones now exceeds listening to music on iPods, with 41% of listeners accessing music on their smartphones in a typical week, an increase of over 20% versus last year.
 - Smartphone penetration grew from 69% at the start of 2014 to 76% of U.S. mobile subscribers by October 2014.

Streaming continues its surge - audio and video

- Nielsen Music tracked 164 billion On-Demand streams in 2014, up 54% in 2013 (106 billion).
- In a typical week, 67% of music consumers listen to music online (any form of streaming music).
- The week ending Nov. 9, 2014, marked the first time since Nielsen started tracking streaming in 2004 that total streams surpassed 4 billion in one week. Of these record-breaking streams -
 - 3.9 billion were on-demand (audio and video)
 - 1.845 billion were audio streams, making it the second highest week for audio streams ever
 - The week was also a record high for video, with over two billion video streams

Source: Nielsen

*Nielsen Music 360 2014 U.S. Study is a comprehensive, in-depth study of consumer interaction with music in the United States. Data for this study was collected in August and September of 2014 among 2,581 representative consumers ages 13+. Surveys were conducted online using a third party panel. Data was weighted to the U.S. census population based on age, gender, race, education and household size. Additional samples of teenagers and Hispanics were collected to improve our analysis of those populations. Those respondents are not weighted into our 2,581 general population sample and are only used when investigating Teens or Hispanics alone. The survey was only presented **in English** so our Hispanic sample represents **English-speaking Hispanics** of various acculturation levels.*

Radio Remains Top Source for Music Discovery, With Pop and Country Leading the Way

Radio remains the top method of music discovery, and its local nature makes it an integral part of the daily lives of hundreds of millions of consumers in markets large and small. 51% of consumers use radio to discover new music.

- 59% of music listeners use a combination of over-the-air AM/FM radio and online radio streams to hear music
- 243 million U.S. consumers (aged 12 and over) tune in each week to radio. That's 91.3% of the national population tuning in across more than 250 local markets.
- Across the 48 Nielsen portable people meter (PPM) markets, Pop Contemporary Hit Radio (CHR) and Country were the leading music formats amongst all listeners in 2014, followed by Adult Contemporary (AC), Hot AC and Classic Hits.
- Country radio grew significantly with 18-to-34-year-old audiences through the first half of the year, peaking in June with its all-time best audience share, before ending the year on a downtrend. For the year, Country ranked second across the Nielsen PPM markets.
- Hot AC increased its share of audience, moving from fifth to third this year among audiences aged 18 to 34. 2014 marked the best year ever for the format.

The chart below breaks down the national listening landscape for the top 10 most popular radio formats of 2014 for the 18-34 audience in Nielsen's PPM markets.

TOP AUDIO FORMATS OF 2014 (PERSONS 18-34)

RANK	FORMAT	P18-34 SHARE
1	POP CONTEMPORARY HIT RADIO (CHR)	12.3%
2	COUNTRY	9.8%
3	HOT ADULT CONTEMPORARY (AC)	7.1%
4	RHYTHMIC CONTEMPORARY HIT RADIO (CHR)	6.7%
5	ADULT CONTEMPORARY (AC)	5.9%
6	URBAN CONTEMPORARY	5.8%
7	MEXICAN REGIONAL	5.2%
8	ALTERNATIVE	5.0%
9	CLASSIC ROCK	3.9%
10	NEWS TALK INFORMATION	3.5%

Source: Nielsen

AQH – Average quarter hour. Data from January-November 2014. Persons 18-34 AQH across all 48 PPM markets. Mon-Sun 6am- 12midnight. Read as: Year-to-date (through November 2014). 12.3% of U.S radio listeners aged 18-34 were tuned to a Pop CHR station during any 15 minute period during the day.

Consumers might not be buying as many CDs, but they are still spending on music

- On average, consumers spend \$109 annually on music activity.
- On average, live music events account for just over half of total music activity spending.
- Festivals are gaining steam: 32 million people attend at least one festival a year (12%).
 - Festival-goers spend more than typical music listeners on all forms of music overall (e.g. digital purchases, streaming, other live events, etc.).

Music on Television

Just a few years ago, televised award shows were in a ratings tailspin. Fast forward to 2014 and it is a very different story.

- In 2014, music award shows reached a television audience of 115 million viewers and sparked 47 million comments on Twitter.
- The 2014 Grammy Awards show averaged 28.5 million viewers, up slightly from last year and the second largest audience in 21 years.
- The 2014 Billboard Music Awards Show averaged 10.5 million viewers, an increase of 13% from the previous year.
- The 2014 Country Music Awards show saw an increase in the number of teens (up 12%) and kids (up 14%) tuning into the broadcast from last year, likely buoyed by performances from Ariana Grande and Meghan Trainor.
- 2014 Latin Grammy's reached nearly 12 MM viewers, an increase among Adults 18-49 (+10%) and Adults 18-34 (+16%) from previous year.
- TV Music Award Show viewers in general are heavily female, with the most highly concentrated segment of viewers between the ages of 18-24.

- Audience engagement is higher for award shows than other programming; over 15% higher than newscasts and 40% higher than sports.

Source: Nielsen

Nielsen Music Audience Insights: Award Shows tracks audience engagement with award ceremonies through several Nielsen products: Nielsen TV Ratings, Nielsen Social, Nielsen BDS/Soundscan, Nielsen TV Brand Effects (24 hour viewer recall of program content and advertising), and Nielsen Scarborough (single source consumer behavior and purchasing information). Data collected 11/24/13-11/9/14. The following award ceremonies were included in the analysis Grammy Awards, American Music Awards, People's Choice, Billboard Music Awards, iHeart Radio Music Awards, MTV Video Music Awards, Country Music Awards, American Country Music Awards, American Country Awards, BET Hip Hop Awards.

Music on Television: Biggest Moments on Twitter

- The most-Tweeted minute of the 2014 Grammy Awards was during the Kendrick Lamar/Imagine Dragons performance, which garnered 143,000 Tweets at 9:50pm EST on January 26, 2014.
- The most-Tweeted minute of 2014 for a television series was during The Voice (NBC), which garnered 310,000 Tweets at 8:59pm EST on May 13, 2014.
- Among the **2014 Top 10 Specials on Twitter**, 9 of the top 10 were Entertainment specials, and half were music specials (full list below).

2014 TOP 10 TV SPECIALS ON TWITTER

RANK	PROGRAM	DATE	NETWORK	AUDIENCE (000)	TWEETS(000)
1	The Oscars	03/02/14	ABC	13,924	11,163
2	The 56th Annual Grammy Awards	01/26/14	CBS	12,825	13,779
3	2014 MTV Video Music Awards	08/24/14	MTV	10,890	12,644
4	The 71st Annual Golden Globe Awards	01/12/14	NBC	10,437	2,359
5	2014 American Music Awards	11/23/14	ABC	10,265	5,651
6	2014 Billboard Music Awards	05/18/14	ABC	10,179	5,450
7	The BET Awards 2014	06/29/14	BET	9,302	10,891
8	2014 MTV Movie Awards	04/13/14	MTV	9,100	2,411
9	State of the Union 2014	01/28/14	TV Event	8,798	2,088
10	The 66th Primetime Emmy Awards	08/25/14	NBC	8,763	1,102

Read as: Over 13.9 million distinct Twitter accounts viewed one or more of the 11.2 million Tweets sent about The Oscars on

ABC. Source: Nielsen

Data from 1/1/2014-11/30/2014. Nielsen Social captures relevant Tweets in the U.S. from three hours before through three hours after broadcast, local time. Unique Audience measures the audience of relevant Tweets ascribed to a program from when the Tweets are sent until the end of the broadcast day at 5am. Specials include new/live telecasts and are ranked by Unique Audience. Data does not include airings from 6/13/14-6/15/14; reach metrics are unavailable for those dates.

Global Top 10 Artists, Based on Social & Web Engagement

Social/Web Engagement in 2014 based upon growth in Global Facebook Likes, Global Twitter Followers & Global Wikipedia page views.

1. Shakira
2. Taylor Swift
3. Ariana Grande
4. Katy Perry
5. Justin Bieber
6. Eminem
7. One Direction
8. Jennifer Lopez
9. Justin Timberlake
10. Selena Gomez

Source: Nielsen Music Connect

About Nielsen

Nielsen (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence and mobile measurement. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA, and Diemen, the Netherlands. For more information, visit www.nielsen.com.

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