

FRENCH EXPORT FIGURES 2010

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→ Export revenues for French record labels* in 2010

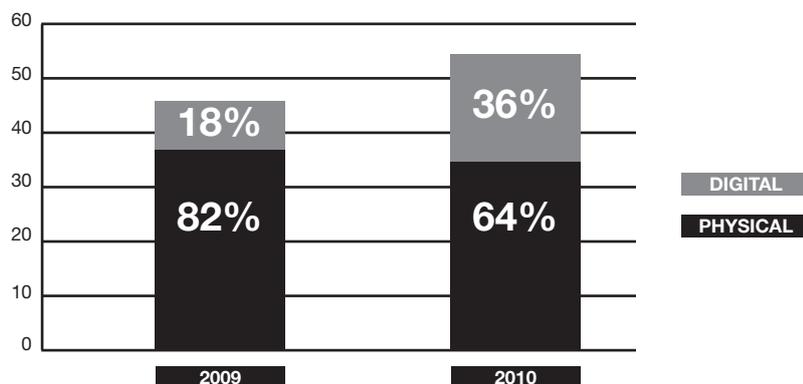
[Sources : bureauexport/SNEP/SACEM]

55M€ (+21% compared to 2009 / +12% to an equal sample*)

[*37 companies reported in 2010 / 24 companies in 2009 / 17 reported in both 2009 and 2010]

- ▶ Percentage of revenues attributed to physical sales = **64%**
- ▶ Percentage of revenues attributed to digital sales = **36%**
- ▶ Year-over-year export revenue change 2009/2010 = **-5% in physical** / **+142% in digital**
- ▶ Classical Music = **19% of total export sales**

→ Export revenues by French record producers in M€



→ Export revenues for French concert producers* in 2010

12,2M€

[*49 companies reported in 2010]

→ Royalties collected by SACEM from exports in 2010

74M€ (-4.7% compared to 2009)

→ Direct earnings collected by publishers from exports in 2010

Unreported (12M€ in 2009)

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In 2010, export revenues from French record labels clearly increased when compared to 2009 (+21%): 37 companies reported their revenues to bureauexport, with global export sales in 2010 totaling **55M€** compared to 45.2M€ in 2009.

This increase is the result of:

- a larger number of companies who declared their revenues this year. Based on an equal sample made up of the same 17 most active French companies internationally who reported their export revenues to bureauexport in 2009 and 2010, the year-over-year increase is **+12%**.
- an especially successful 2010 for French artists internationally, particularly with the success of David Guetta.
- an explosion of digital sales that were **multiplied by 1.5** between 2009 and 2010, and which represents **36%** of total sales of French export recordings. This number is even more important if compared to the digital part of sales for record labels in the French market, which was only 16% during the same time period.

The portion of 2010 export revenues collected by classical music is **19%** (no change compared to 2009), which is remarkable in comparison to the percentage represented by classical music sales earned in France in 2010 (only 5.7%).

Concerning SACEM, royalties collected in 2010 posted a relative decrease of -4.7% compared to 2009 with **74M€** collected.

CSDEM is unfortunately not able to report at this time on direct earnings collected from French publishers in 2010. These figures will be available spring 2012.

Concerning live events, this year bureauexport asked French tour producers to report on their export revenues: 49 of the most active French companies internationally responded to the call, totaling global export sales in 2010 of **12,2M€**.

→ Geographic distribution of export revenues in 2010



Europe still occupies a predominant place in French professionals' export revenues, with more than 70% produced in this geographic zone: 72% for record labels (no change compared to 2009) and 77% for concert producers.

The principal markets outside of Europe for record labels' export sales in 2010 are the United States (14.5%), Japan (6%), Canada (5%), and Australia (2.5%).