

2008 Year in Review

Top 10 Entertainment Roundup



Industry Briefs

2008 Year in Review

Introduction

This brief serves as a year-end look at the most popular entertainment trends among Americans during 2008. Included in this brief are the following media and consumer spending habits:

- Movies
- Music
- Television

Methodology

The Top Tens show year-to-date results for a selection of the Media sales measured by The Nielsen Company. Measurement dates may vary depending on the category. The data is drawn from Nielsen's diverse media and marketing measurement services including: Nielsen Entertainment, Nielsen Music, and Nielsen Media Research.

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Theatrical Movie Releases

Action and adventure dominated in theaters this year. The top three box offices earners of the past year were: *The Dark Knight*, *Iron Man* and *Indiana Jones and the Kingdom of the Crystal Skull*. These three movies combined took in \$1.16 billion through December 7.

Top 10 Movies 2008

January 1 - December 7, 2008

Rank	Film Title	Distributor	Cumulative Total (US\$)	Open Date
1	The Dark Knight	Warner Bros.	\$530,540,885	7/18/08
2	Iron Man	Paramount	\$318,313,199	5/2/08
3	Indiana Jones and the Kingdom of the Crystal Skull	Paramount	\$317,023,851	5/22/08
4	Hancock	Sony	\$227,946,274	7/2/08
5	Wall-E	Disney	\$223,704,223	6/27/08
6	Kung Fu Panda	Paramount	\$215,434,591	6/6/08
7	Madagascar: Escape 2 Africa	Paramount	\$165,653,852	11/7/08
8	Dr. Seuss' Horton Hears A Who	Fox	\$154,529,439	3/14/08
9	Sex and the City	Warner Bros.	\$152,647,258	5/30/08
10	Quantum of Solace	Sony	\$151,620,134	

Who were the winners in terms of themes and sub-genres?

There were three superhero movies in the top ten: *Dark Knight*, *Iron Man* and *Hancock*. Another popular segment was animation; four animated films made the top ten list: *Wall-E*, *Kung Fu Panda*, *Madagascar 2* and *Horton Hears a Who*. Only one true chick flick broke into the top ten – *Sex and the City*!

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Music - Albums

Overall, the combined sales of albums, singles, music videos and digital tracks in 2008 increased 10.5% over 2007. It was the best year yet for digital sales: Tracks posted a 27% gain to more than a billion units sold in 2008, and digital albums grew 32% to 65.8 million units, both new highs.

Top 10 Albums 2008

Dec. 31, 2007 to Dec. 28, 2008

	Title/Artist	Units Sold
1	Tha Carter III/ Lil Wayne	2,874,000
2	Viva La Vida/ Coldplay	2,144,000
3	Fearless/Taylor Swift	2,112,000
4	Rock N Roll Jesus/ Kid Rock	2,018,000
5	Black Ice/ AC/DC	1,915,000
6	Taylor Swift/Taylor Swift	1,597,000
7	Death Magnetic/ Metallica	1,565,000
8	Paper Trail/ T.I.	1,522,000
9	Sleep Through the Static/ Jack Johnson	1,492,000
10.	I Am... Sasha Fierce/ Beyonce	1,459,000

Note: Includes CD, CS, LP and Digital Albums.

Lil Wayne scored the top-selling album in 2008 with "Tha Carter III" with just under 3 million copies, but it's the lowest total for the year's top album in SoundScan history.

Other standouts included Taylor Swift, who was the top-selling solo artist across her two albums which were both on the top 10, and Coldplay, the top-selling group of 2008. Taylor Swift's "Fearless" and self-titled album finished the year at #3 and #6 respectively with sales of 2.1 and 1.5 million. This is the first time in the history of Nielsen SoundScan one artist had two different albums in the Top 10 on the year end album chart.

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Music - Digital Songs

2008 is the first time a digital song broke the 3 million sales mark in a single year. There were 2 songs that achieved this milestone; Leona Lewis' "Bleeding Love" and Lil Wayne's "Lollipop;" with sales of 3.4 and 3.2 million respectively. In addition, there were 19 different digital songs with sales that exceeded 2 million - more than double the number in 2007 (9).

Top 10 Digital Songs 2008

Dec. 31, 2007 to Dec. 28, 2008

	Title/Artist	Units Sold
1	Bleeding Love/ Leona Lewis	3,420,000
2	Lollipop/ Lil Wayne Feat. Static Major	3,161,000
3	Low/ Flo Rida Feat. T-Pain	2,979,000
4	I Kissed A Girl/ Katy Perry	2,977,000
5	Viva La Vida/ Coldplay	2,914,000
6	Disturbia/ Rihanna	2,766,000
7	Whatever You Like/ T.I.	2,682,000
8	I'm Yours/ Jason Mraz	2,655,000
9	No Air/ Jordin Sparks Duet w/ Chris Brown	2,612,000
10.	So What/ Pink	2,590,000

Note: This only includes digital singles as physical singles no longer exist.

Leona Lewis' "Bleeding Love" led the digital tracks list with 3.4 million paid downloads, while Rihanna was the top digital track artist with 9.9 million units.

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Music - Ringtones

During the last week of the year (Christmas week), ringtone purchases increased by 15% over the previous week (consistent with sales spike during the last week of 2007 and 2006). Mastertone purchases accounted for 95% of all ringtone sales in 2008; up from 91% in 2007.

Top 10 Mastertones 2008

Dec. 31, 2007 to Dec. 28, 2008

	Title/Artist	Sales
1	Lollipop/ Lil Wayne	2,365,000
2	Whatever You Like/ T.I.	1,627,000
3	Low/ Flo Rida	1,607,000
4	I Kissed A Girl/ Katy Perry	1,138,000
5	Love In This Club/ Usher feat. Young Jeezy	1,013,000
6	Bleeding Love/ Leona Lewis	922,000
7	With You/ Chris Brown	892,000
8	Bust It Baby/ Plies	891,000
9	Sexy Can I/Ray J	852,000
10.	Take A Bow/ Rihanna	844,000

The top master ringtone, according to Nielsen RingScan, was Lil Wayne's "Lollipop." In general, rap and R+B tunes dominated the ring tones. No artist had more than one song on the list, however, there were several new/breakthrough artists including Katy Perry and Leona Lewis.

The top 100 Mastertone ringtones accounted for 26% of all ringtone sales for the year in 2008, down from 30% in 2007.

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TV - Regularly Scheduled Programs

FOX's *American Idol* was the top TV program of 2008, according to Nielsen. Both Tuesday and Wednesday night performances were popular – drawing over 15% percent of all TV households. Other reality shows *Dancing with the Stars* and *Survivor* also made the list – meaning half of the top programs fell into the reality category. Only one new show, *The Mentalist*, broke into the top 10, claiming a rating of 10%.

Top 10 Regularly Scheduled TV Programs 2008

Jan 01, 2008- Dec 7, 2008

Rank	Program	Network	% of Homes In U.S. (Rating)
1	AMERICAN IDOL-TUESDAY	FOX	15.5%
2	AMERICAN IDOL-WEDNESDAY	FOX	15.3%
3	DANCING WITH THE STARS	ABC	12.3%
4	DANCING W/STARS RESULTS	ABC	11.4%
5	MENTALIST, THE	CBS	10.0%
6	NBC SUNDAY NIGHT FOOTBALL	NBC	10.0%
7	CSI	CBS	8.1%
8	NCIS	CBS	8.0%
9	60 MINUTES	CBS	7.6%
10	SURVIVOR: GABON	CBS	7.6%

Note: Household Ratings include Live and Same Day timeshifted viewing. Excludes telecasts under 5 minutes.

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TV - Timeshifted Programs

NBC's show *Heroes* benefited the most from time-shifted viewing. Viewers with DVR access gave *Heroes* the biggest bump of all Primetime shows in 2008 with an average 35% boost in viewership. Other Sci Fi shows *Fringe* and *Lost*, also saw large increases – both gaining over 25% increase in viewership. A few reality shows also made the list, though it seems viewers may prefer to watch this type of programming live.

Top 10 "Timeshifted" Primetime TV Programs 2008

January 1 - November 23, 2008

Rank	Program	Network	% Increase In Viewership
1	HEROES	NBC	35%
2	FRINGE	FOX	26%
3	LOST	ABC	25%
4	BONES	FOX	21%
5	GREY'S ANATOMY-THU 9PM	ABC	20%
6	HOUSE	FOX	18%
7	SURVIVOR: GABON	CBS	18%
8	AMERICAN IDOL-TUESDAY	FOX	13%
9	MENTALIST, THE	CBS	13%
10	AMERICAN IDOL-WEDNESDAY	FOX	12%

Note: Percent Increase in viewership is based on absolute difference between Live Household Ratings and Live+7.

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