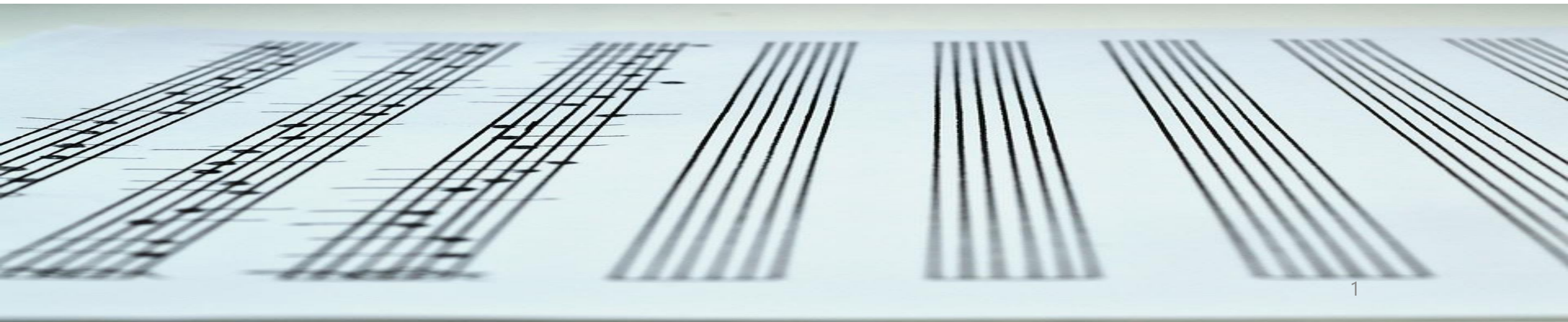
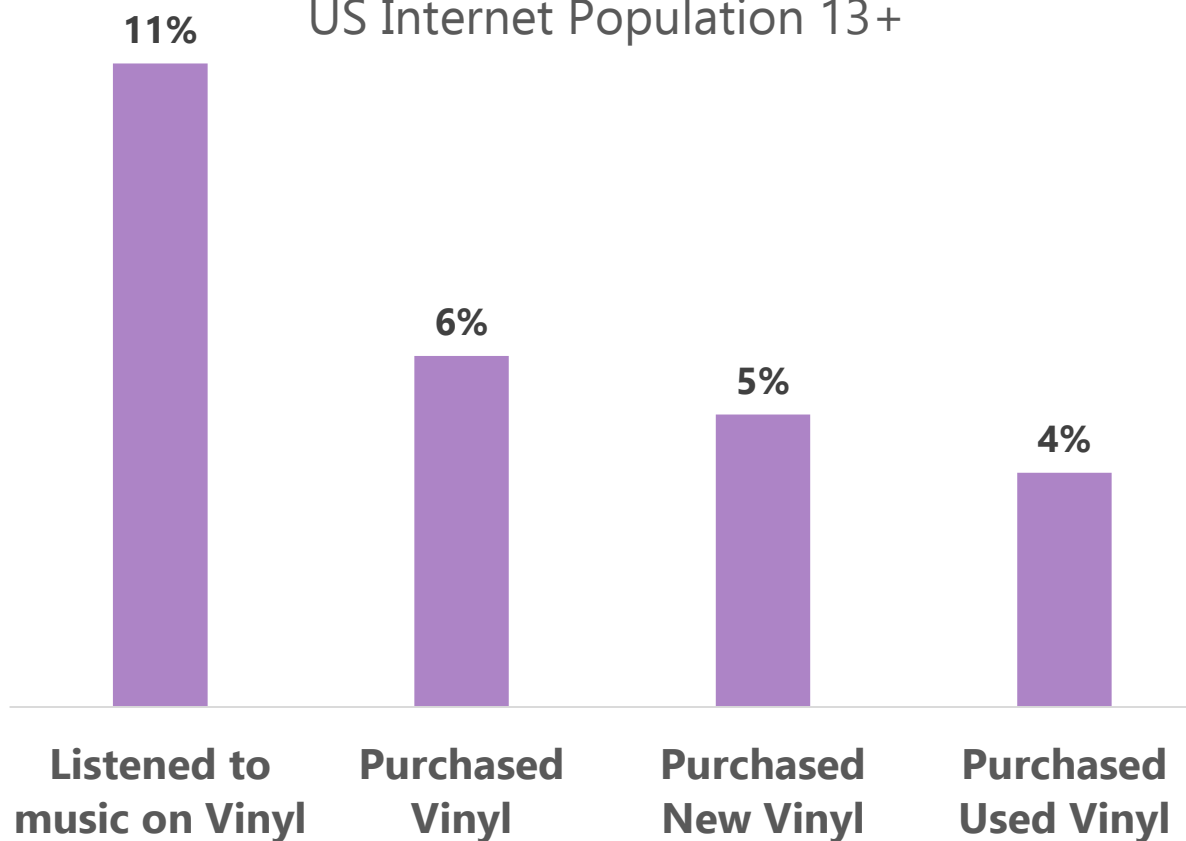


The Vinyl Connection

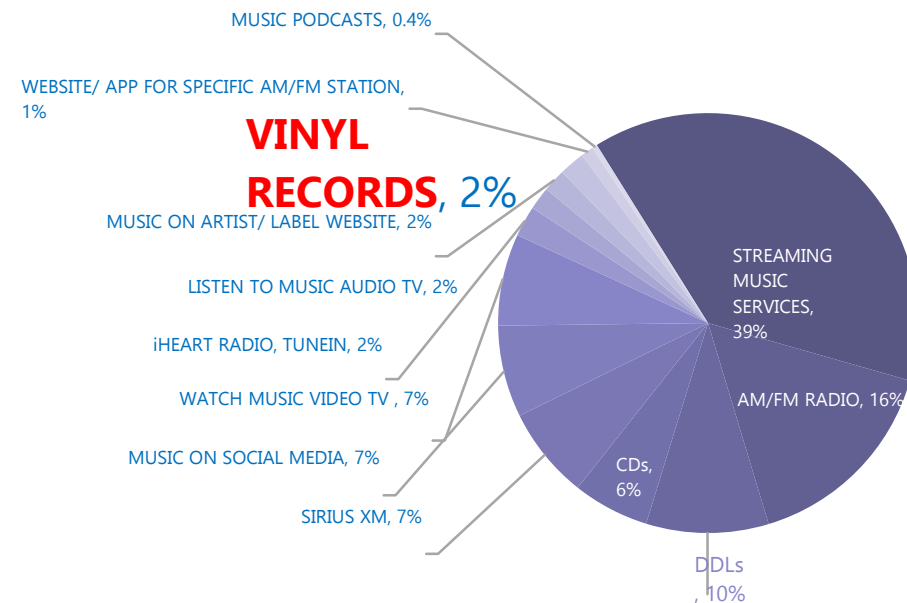


15 Million US Vinyl Buyers in 2019 but only 2% of music listening time

Past 12 Month Activities:
US Internet Population 13+

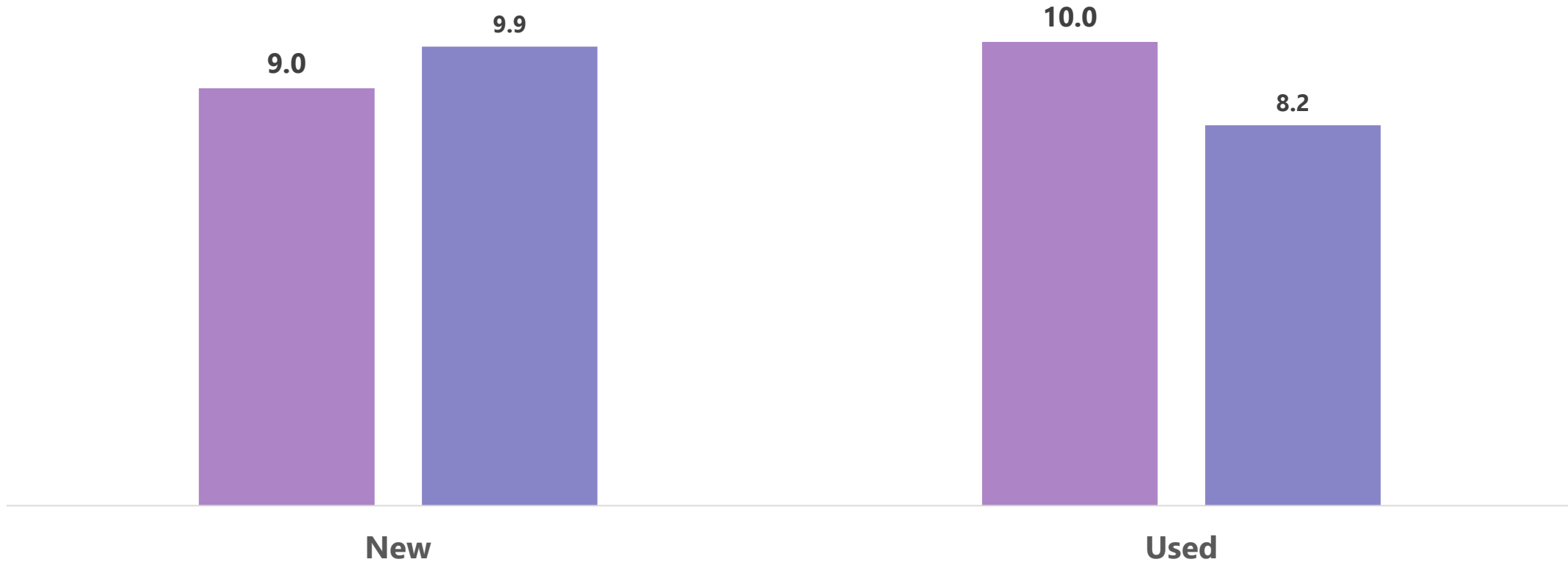


Share of Weekly Time Listening Q4'19:
All Music Listening
Internet Population 13+



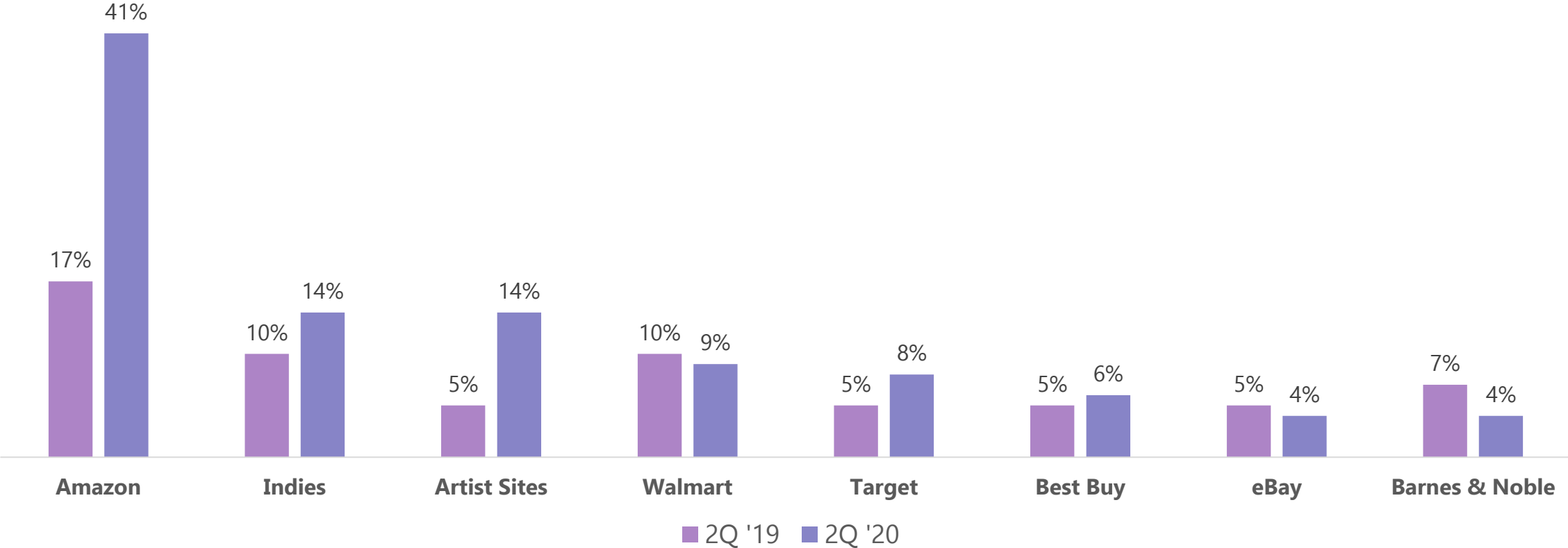
New vinyl buyers grow during pandemic but 2M fewer used buyers

Vinyl Buyers (M)
Q2 2020 vs Q2 2019



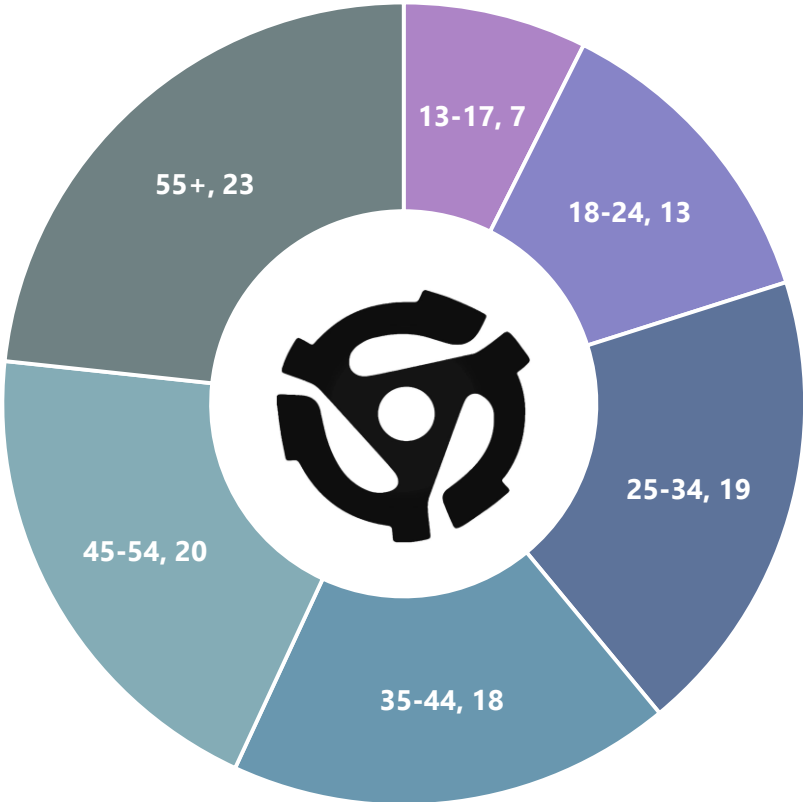
Many more shopping Amazon during Q2 2020 but trends likely impacted by local lockdown situation

Where did you buy Vinyl? (Base: Buyers 2Q)
Note: this is where shopped, not unit or \$ market share



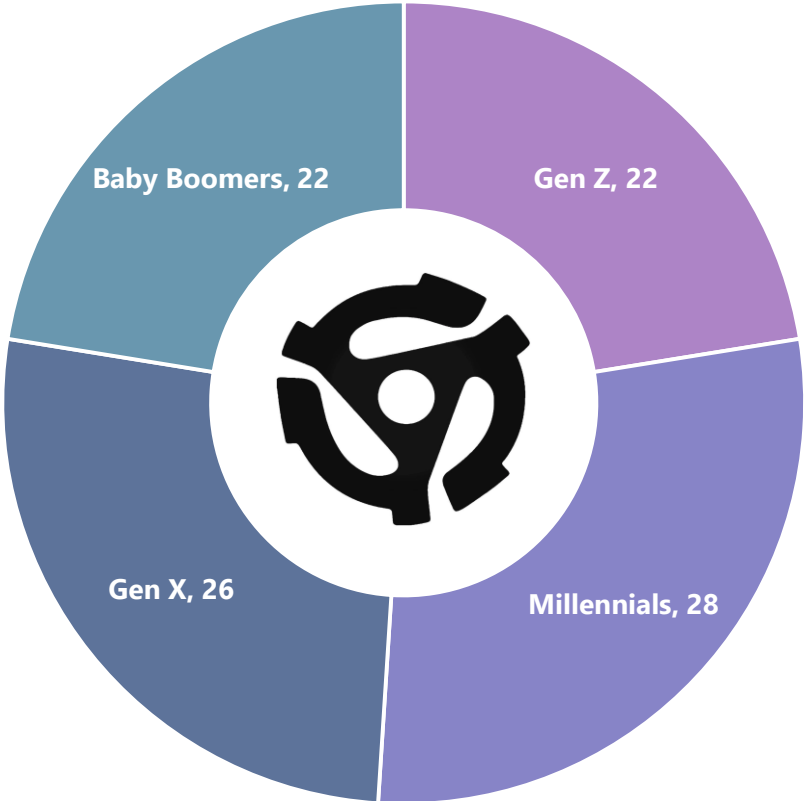
No debating- everybody buys Vinyl

% Vinyl Buyers By Age Segment



Vinyl buyers cross all age segments; higher income and education levels

% Vinyl Buyers By Generational Segment



51% Male

\$91K Household Income

38% College/Post Grad

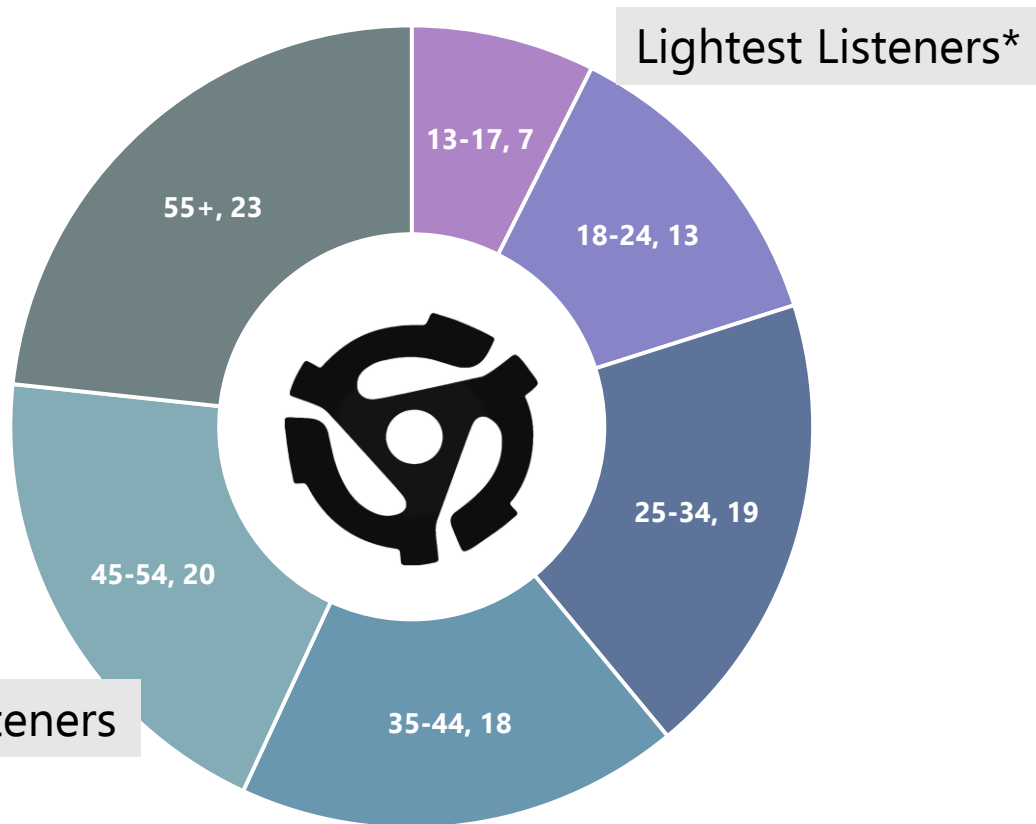
44% White Collar

81% Caucasian

Similar profiles for new and used

45-54 year old vinyl fans listen 3 days per week and average nearly 90 minutes per session

% Vinyl Buyers By Age Segment



51% Male

\$91K Household Income

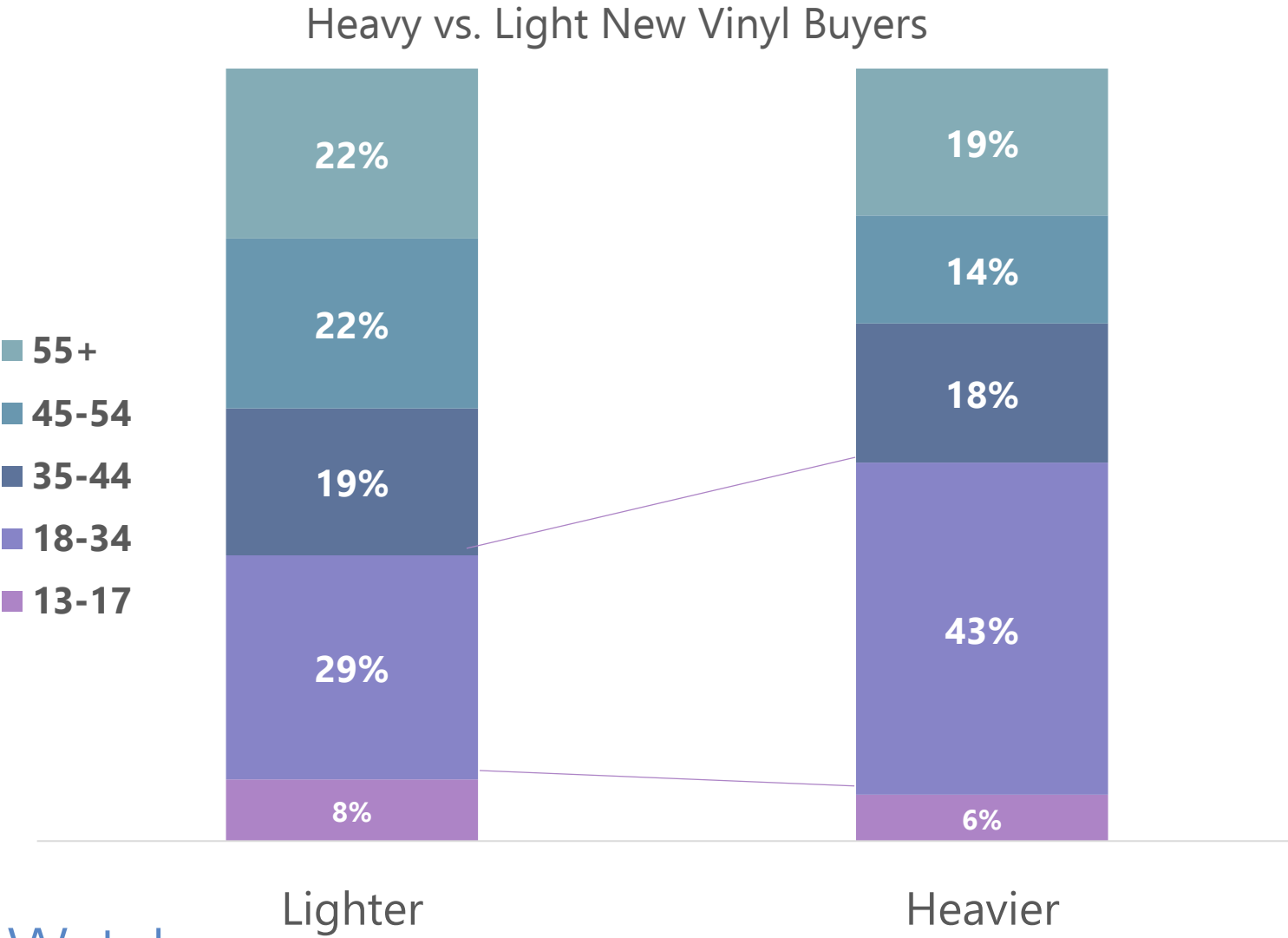
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Similar profiles for new and used

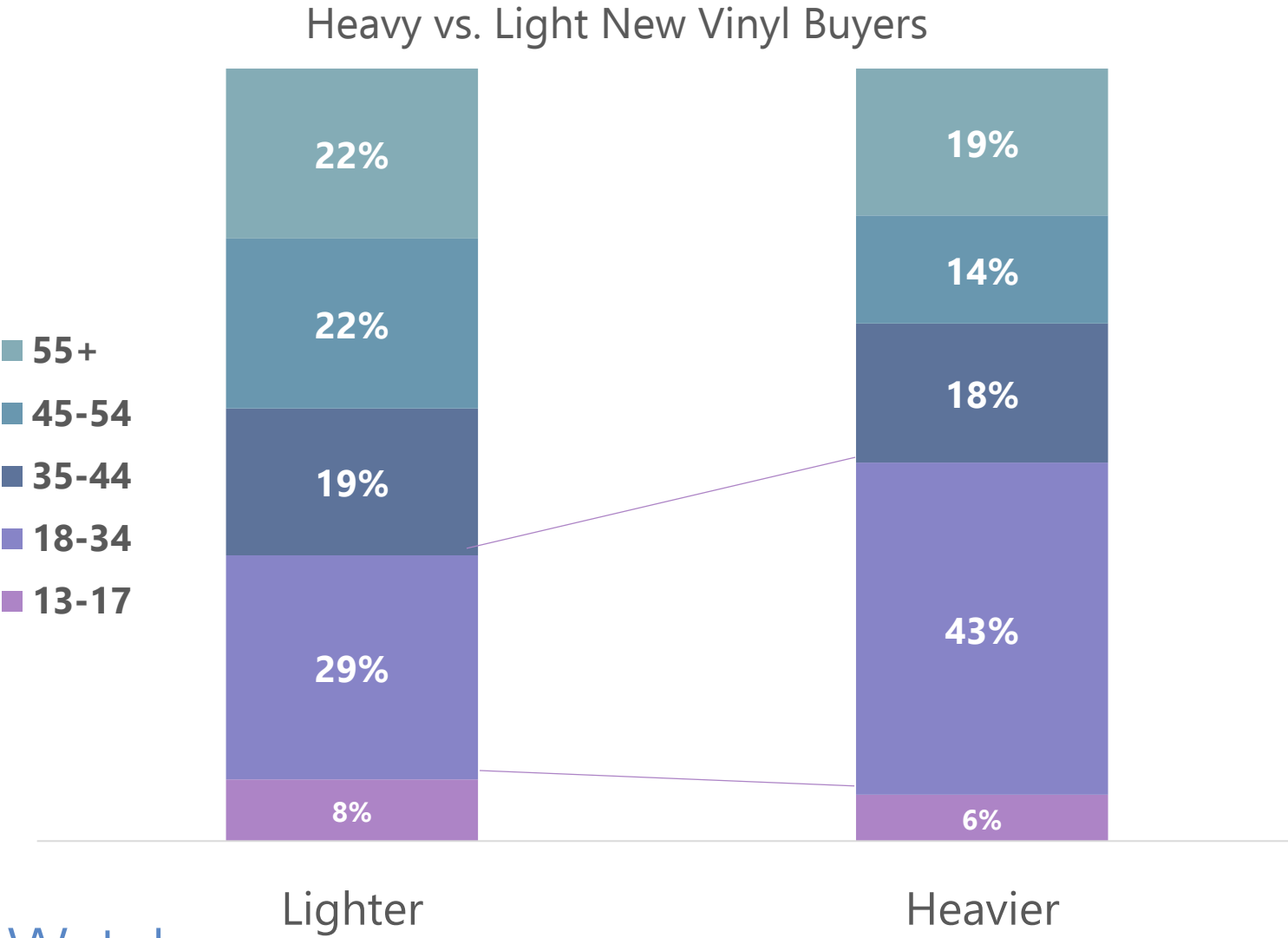
But, all vinyl buyers are not equal. Heavy buyers skew 18-34; fewer 45-54-year olds are heavy buyers



Light buyers average 1 new record/yr.; Heavy buyers average 2.3

Nearly 1 in 4 heavy vinyl buyers are students!

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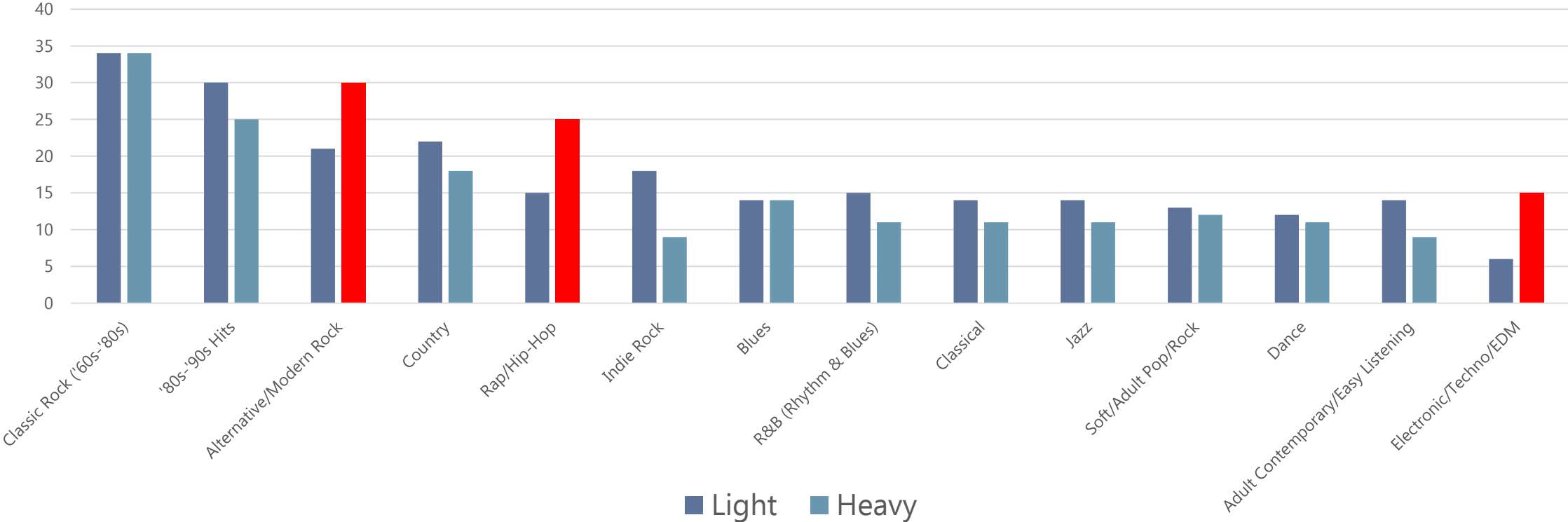
Selling **1** additional album to each heavy buyer would add 5M units and \$130M in revenue, or 26% growth*

Corresponding to age profile, 80-90's, Indie, R&B, Classical, AC & Jazz skew to light buyers. Alt, Rap & EDM more popular among heavy buyers

Genres Listen To & Most Interested In

(Listen, Follow On Social, Buy, Playlist, See Live, etc.)

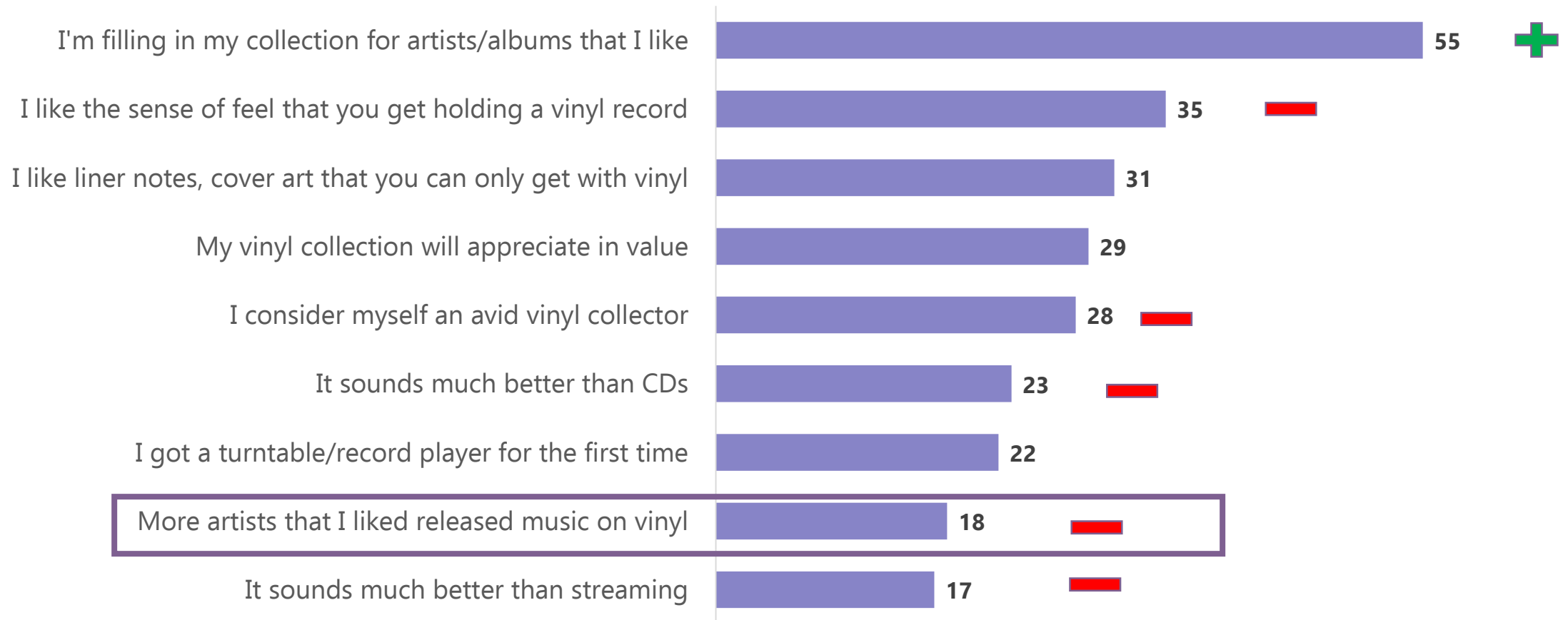
Not all genres are shown



Collecting a key, and growing motivator but fewer adding because of desired releases, sensory and sound quality factors

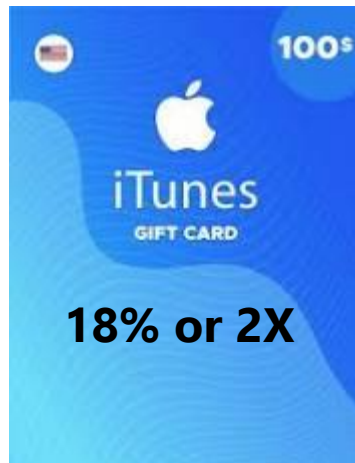
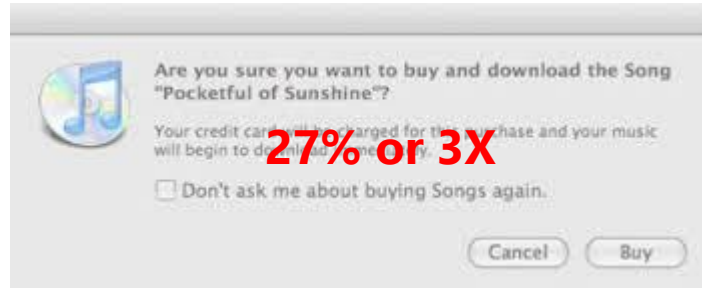
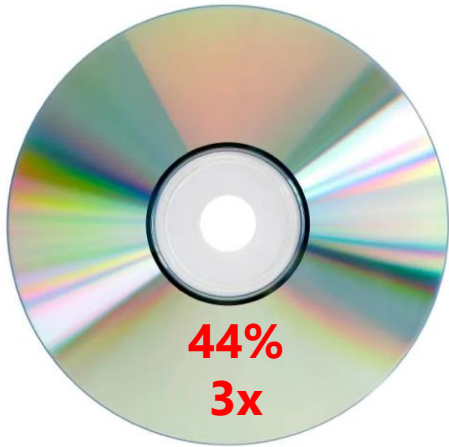
Why Buy More Vinyl?

(% Selecting Choice; Among Vinyl Buyers Who Bought More vs. Prior Year)



Facts about Vinyl Buyers for your next (virtual) cocktail party...

They spend **\$400** annually on recorded and live music- more than double the average music streamer



Thoughts to take away...

Continue to see healthy vinyl market even during COVID-19 pandemic

Bifurcated, but that's a good thing for targeting key demos and genres

Think about improving take rates and continuity (reward programs, loyalty, heavy listeners)

Collectability & sensuality...is sound quality waning?

Inherent value in vinyl buyers = bundling opportunities

Thank you

For more information...

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