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How Vinyl Saved Physical Media: View From a Label

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CONCORDRECORDS



TELARC®



SAVOY



Most Popular Formats



1960s-1990s
12" and 7" vinyl,
cassettes



2007
First Record Store Day



1990s-2022
CDs, DVDs



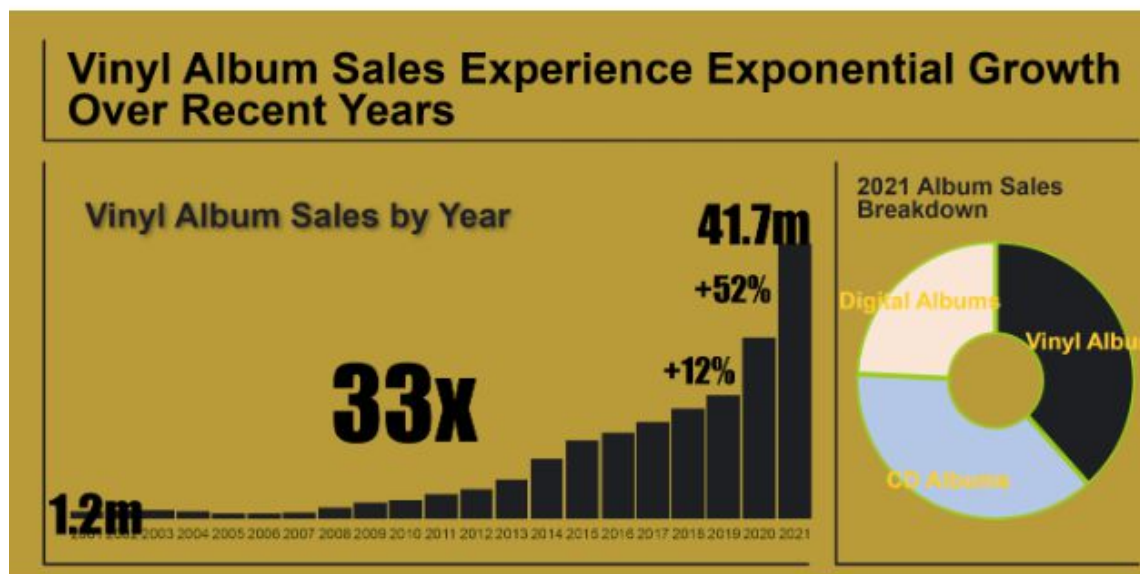
2007-2022

- Vinyl overtakes CD
- CDs up first time in 30 years
- Cassettes make comeback

Vinyl's Big Return



*The vinyl market is **33x** the size it was 20 years ago!*



LP sales are 33 times what they were two decades ago, with the most dramatic gains in the last two years, according to Luminate

Courtesy Luminate

2020

1.2 million
vinyl sales

+ 12%

2021

41.7 million
vinyl sales

+ 52%

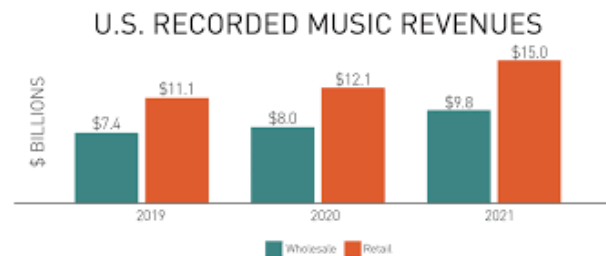
2022

thru
RSD 4/23

+ 4%

Record Store Day 2022 **Yields *Record Breaking* Vinyl Album Sales**

“Vinyl album sales at indie record stores hit modern-era high.” –*Billboard Magazine*



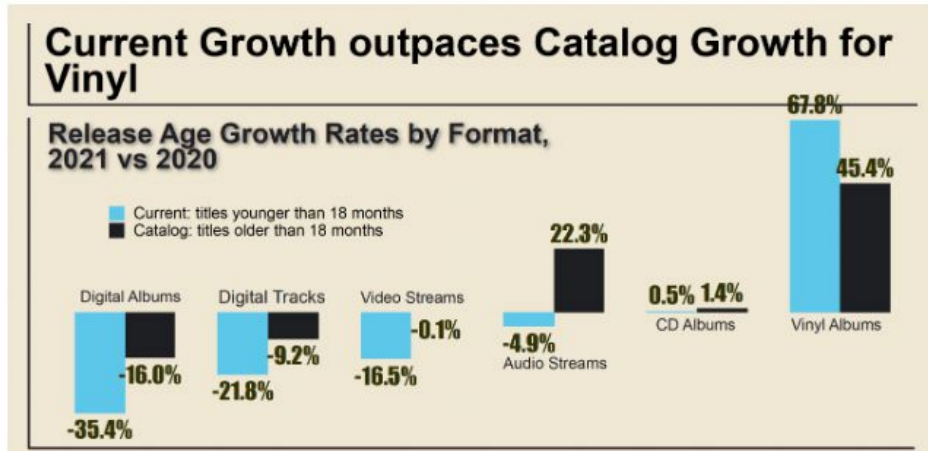
Vinyl leading album sales first time since 1991

Indies selling 50% of all vinyl

Non trad, chains and mass merchants
are selling vinyl as well

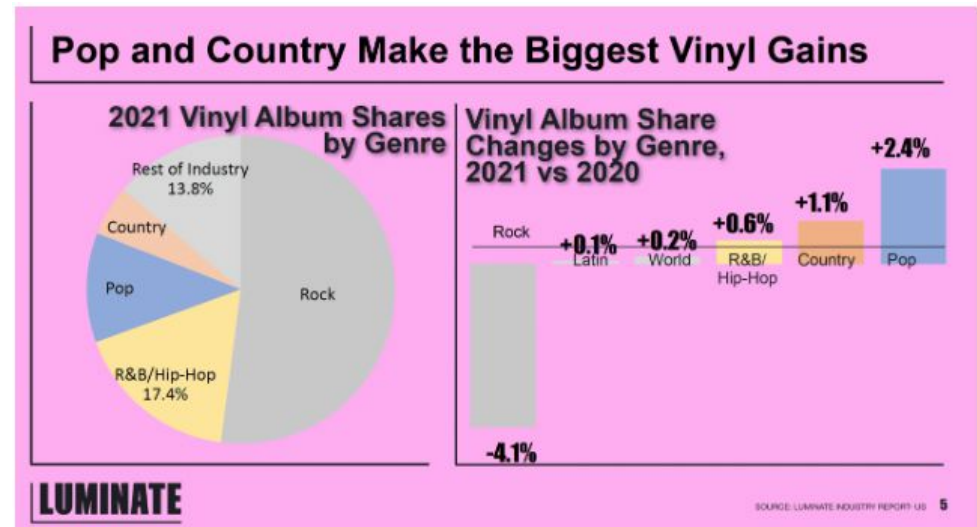
82% of vinyl is catalog * 18 % new releases

Digging Deeper



Current-release growth significantly outpaced catalog growth for vinyl, defying the trend in all other formats, per Luminate

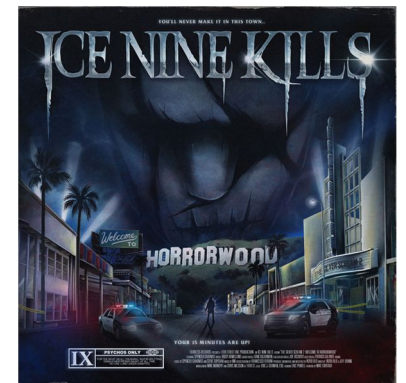
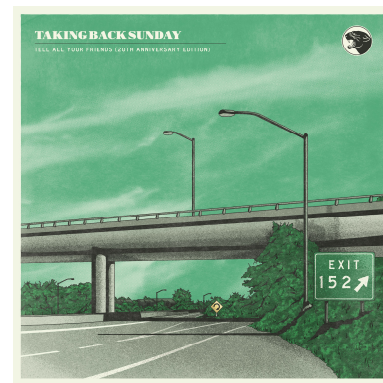
Courtesy Luminate



Rock still commands most of the vinyl market, but pop has had the biggest recent growth, per Luminate

Courtesy Luminate

Concord Top Sellers



Concord Exclusives



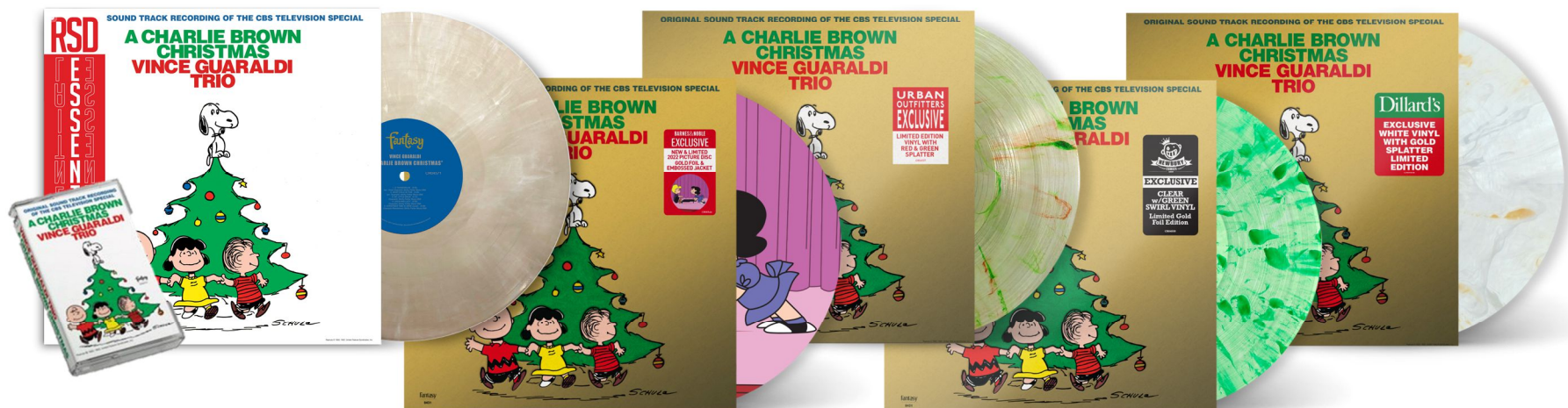
Concord Perennial Favorite



A Charlie Brown Christmas

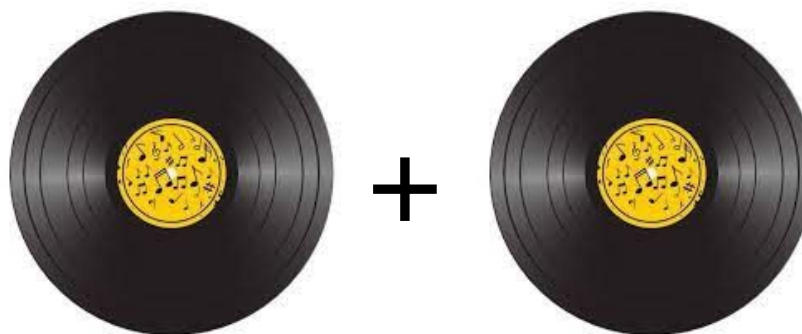


5x Platinum!



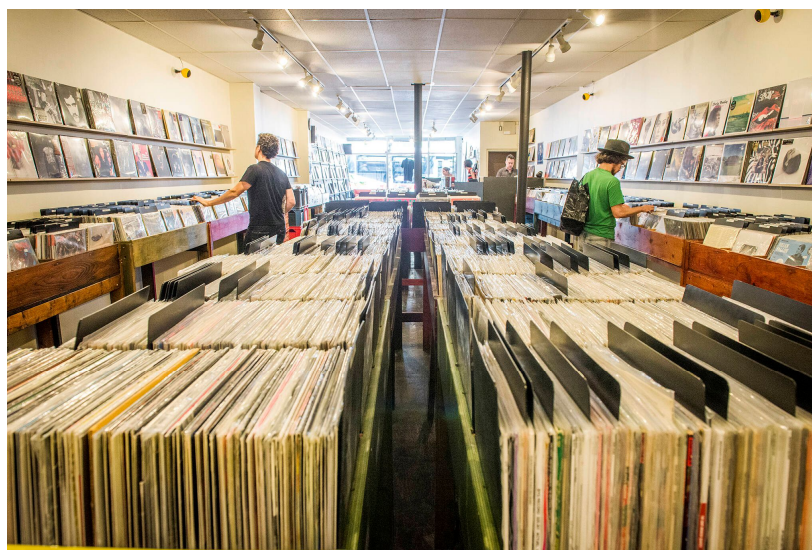
TRIVIA QUESTION #1:

What is the *plural* for vinyl?



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ANSWER: Vinyl

TRIVIA QUESTION #2:

Name the television show that featured the
oldest record player known to man?

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ANSWER: The Flintstones

TRIVIA QUESTION #3:

What movie featured the *coolest* record player?

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What movie featured the *coolest* record player?



ANSWER: A Clockwork Orange

TRIVIA QUESTION #4:

What movie featured the best *7-inch* record player?

TRIVIA QUESTION #4:

What movie featured the best *7-inch* record player?



ANSWER:

One Flew Over The Cuckoo's Nest

FINAL QUESTION:

Will the vinyl bubble burst?





CONCORD

The End.

... or is it?