



Denmark

Population (millions)	5.5
Median age (years)	41
Language	Danish, Faroese, Greenlandic
GDP per capita (US\$)	37,000
GDP % change	1.8%
Currency	Danish Krone (DKK)
Exchange rate	5.62
Chart compiler	Nielsen Music Control
Link	www.hitlisten.nu
Performance rights music licensing company	Gramex
Link	www.gramex.dk

Top Independent Labels (in alphabetical order)

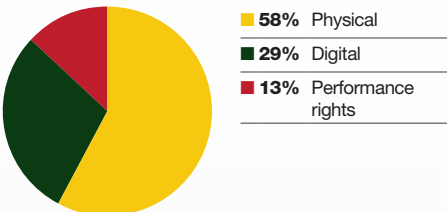
ArtPeople
Bonnier Amigo Music
MBO
Playground Music
Voices Music & Entertainment

Source: IFPI Denmark

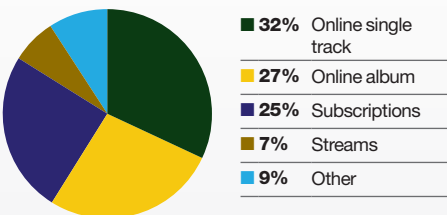
World Ranking	
Physical	23
Digital	17
Performance rights	15
Total market	21

Digital Indicators (millions)	
Internet users	4.7
Broadband households	3.2
Mobile subscriptions	7.4
Smartphone users	1.1
Portable player users	1.3

Recorded Music Sales by Sector 2010



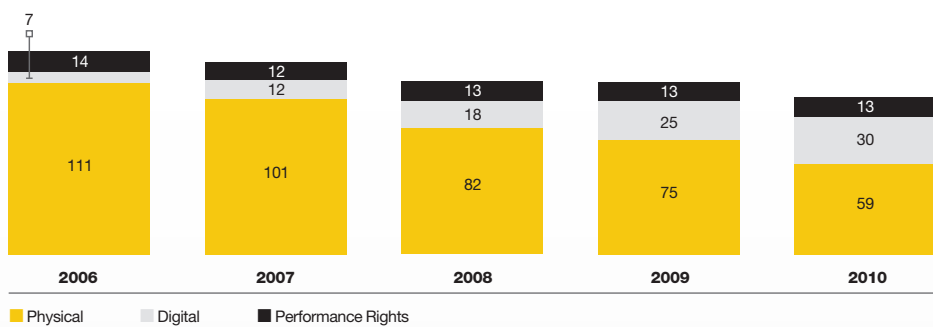
Digital Sales by Format 2010 (value)



Recorded Music Sales (US\$ million, trade value)

	Physical	Digital	Performance Rights	Total (US\$)	Total (DKK)	Total % Change
2010	59.0	30.3	12.9	102.2	575.0	-8.7%
2009	74.5	24.8	12.8	112.1	629.9	-0.8%
2008	82.0	17.6	13.4	113.0	635.0	-9.5%
2007	101.1	12.1	11.6	124.8	701.5	-5.6%
2006	111.4	7.1	13.6	132.2	742.7	1.4%

Recorded Music Sales Trend (US\$ million)



Recorded Music Sales Volume (million units)

	Physical			Digital	
	CD	Music Video	Other Physical	Single Tracks	Digital Albums
2010	6.2	0.1	0.1	7.8	1.1
2009	6.8	0.1	-	-	0.8
2008	7.4	0.1	-	6.1	0.4
2007	8.6	0.2	0.1	4.7	-
2006	9.8	0.3	0.1	2.2	-

Note: Music video includes DVD and VHS. Other physical includes singles, vinyl, cassette and other. Single tracks refer to online single track sales only.

Top Selling Albums, 2010

	Artist	Title	Company
1	Rasmus Seebach	Rasmus Seebach	ArtPeople
2	Kim Larsen	Mine Damer Og Herrer	EMI Music
3	Medina	Velkommen Til Medina	Labelmade/A:larm
4	Tina Dico	Welcome Back Colour	A:larm/MBO
5	Thomas Helmig	Thomas Helmig Past Forward	Sony Music
6	Take That	Progress	Universal Music
7	Hansi Hinterseer	The Danish Collection	Sony Music
8	Kashmir	Trespassers	Sony Music
9	Volbeat	Beyond Hell/Above heaven	EMI Music
10	Lady Gaga	The Fame Monster	Universal Music

Source: IFPI Denmark