

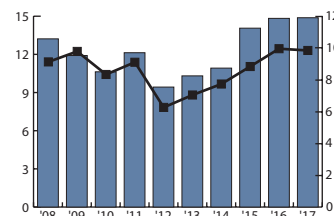
2018 NAMM® GLOBAL REPORT



INFORM YOUR DECISIONS

The Global Report is an invaluable business tool that provides insight, analysis and actionable intelligence to help you make better business decisions and operate successfully. Inside you'll find the status of 26 markets around the world, including an extensive section on the United States.

See a sample at NAMM.org/global and inform your decision making.



U.S. DATA

How do you get sales data in an industry where most of the business is done by privately held companies, and there are few if any reporting sources? The answer is, you spend a lot of time digging.

This snapshot of 5,000 specialized MI companies is derived from a variety of sources including import and export data as compiled by the World Trade Organization, data gleaned from regular Music Trades retail surveys, filings from the industry's 15 publicly held enterprises, association data and informed estimates.

- Comprehensive U.S. music and sound market overview
- 10 Year trend in the U.S. music industry
- Imports and exports units and values, by category
- Units sold
- Total sales
- GDP
- Sales per capita

12 PRODUCT MARKETS

Retail Value • Market Share • Units Sold • Total Sales



Fretted Products and Effects

Includes acoustic guitars, electric guitars, ukuleles, amplifiers, strings, effects pedals, and multi-effects floor processors.



Pianos and Organs

Includes acoustic grand pianos, acoustic vertical pianos, electronic player pianos, digital pianos, home organs, and institutional organs.



School Music

Includes brass instruments, woodwind instruments, and stringed instruments.



Pro Audio

Includes speaker enclosures, power amplifiers, mixers, cables, wireless microphones, and cabled microphones.



Percussion

Includes drum kits, educational percussion, individual drums and hardware, sticks and mallets, cymbals, heads, and hand percussion.



DJ

Includes CD players, turntables, DJ mixers, digital DJ controllers, and special effects lighting units.



Recording and Computer Music

Includes hard disk multi-track recorders, hand-held digital recorders, rack-mounted processors, computer music hardware, recording and sequencing software and plug-in software and loops.



Electronic Music

Includes keyboard synthesizers, controller keyboards, electronic pianos, rhythm machines/production centers, and electronic drums.



Print Music

Total print music includes method books, instructional materials, popular folios, and related print music products.



Portable Keyboard

Includes keyboards under \$199 and keyboards over \$199.



Karaoke

Includes karaoke machines.



General Accessories

Total accessories include a wide variety of accessory products, including instrument care products, metronomes, tuners, polishes, reeds, stands, cases, bags, straps, lighting equipment, pickups and specialty instruments like recorders, accordions and harmonicas.

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GLOBAL DATA

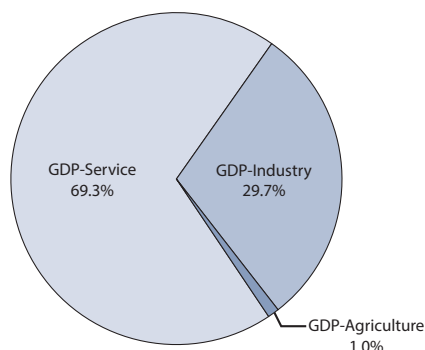
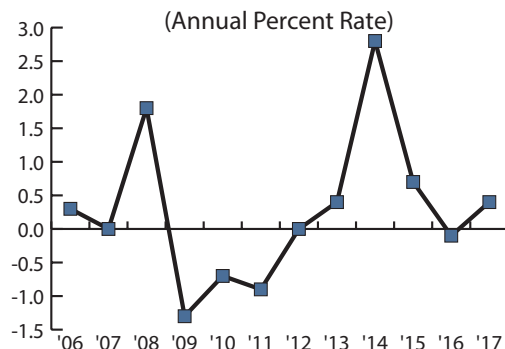
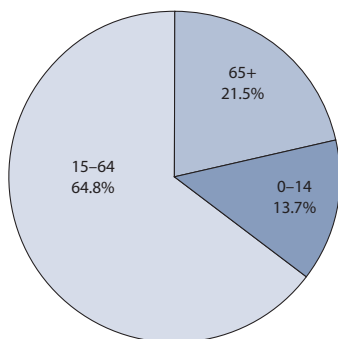
Data and commentaries in the international section are provided by associations in each country and include import, export and/or retail sales data.

DOING BUSINESS IN 25 INTERNATIONAL MARKETS

- Overview
- Challenges
- Opportunities
- Entry Strategies

COUNTRY SNAPSHOT

- Overview
- Demographics
 - Population
 - Median age
 - Population growth
- Economy
 - GDP (PPP)
 - GDP per capita
 - GDP real growth rate
 - Unemployment rate
 - Inflation
- Trade
 - Total import and export partners
- Music Industry
 - Music market total
 - Sales per capita
 - Share of the global music market



COUNTRIES AND REGIONS/MARKETS INCLUDED:

- | | | |
|----------------|-------------|----------------|
| Argentina | France | Norway |
| Australia | Germany | Russia |
| Austria | Hungary | South Korea |
| Belgium | India | Spain |
| Brazil | Italy | Sweden |
| Canada | Japan | Switzerland |
| China | Mexico | Taiwan Market |
| Czech Republic | Netherlands | United Kingdom |
| Finland | | |



NAMM, the National Association of Music Merchants

5790 Armada Drive • Carlsbad, CA 92008 • USA • 800.767.NAMM (6266) • www.namm.org