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Department of  
studies and strategic  
foresight

April 2022

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Centre national  
de la musique



# Export Certifications

2021

# OVERVIEW

## METHODOLOGY

Physical and/or digital sales made outside France as of 31 December 2021.

- released between 01/01/2021 and 31/12/2021

- released before this period or having reached a new sales status between 01/01/2021 and 31/12/2021

### SINGLES STATUS



15M eq streams



30M eq streams



50M eq streams

### ALBUMS STATUS

50,000 eq sales

100,000 eq sales

500,000 eq sales

- 1 download = 150 streams
- 1,500 streams = 1 sale
- Eligible DSPs: Amazon Music Unlimited, Amazon Prime Music, Anghami, Apple Music, Awa, Boomplay, Claro usica, Deezer, Gaana, Genie Music, Hungama, iTunes, Jo, Joox, Kkbox, Kugou, Kuwo, Line Music, Melon, Napster, NetEase Music, QQMusic, Saavn, Spotify, Tencent, Tidal, Wyyk

In 2021, the number of export certifications registered a 36% growth compared to 2020.



107

ARTISTS



212

SINGLES  
CERTIFIED



25

ALBUMS  
CERTIFIED



**10 albums** reached a new status in 2021,  
including:

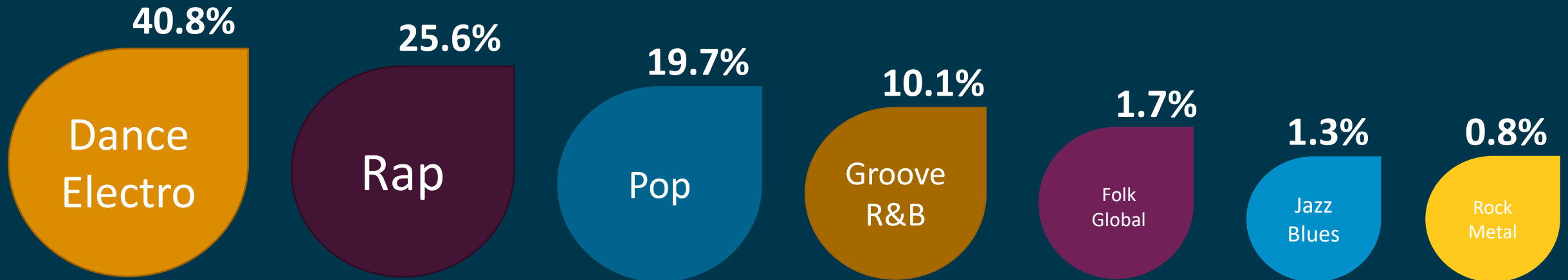
- 2 releases in 2020
- 4 releases in 2019
- 1 release in 2018
- 3 releases before 2017



**95 singles** reached a new status in 2021,  
including:

- 13 releases in 2020
- 8 releases in 2019
- 11 releases in 2018
- 12 releases in 2017
- 51 releases before 2016 (included)

# WHICH MUSIC GENRES HAD THE MOST EXPORT SUCCESS IN 2021?



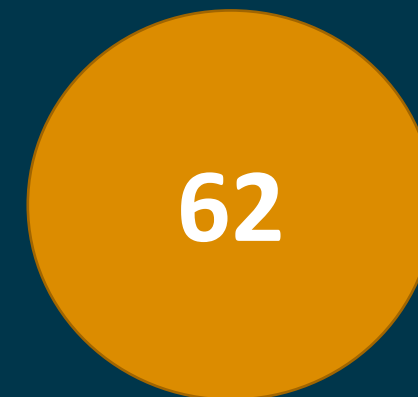
2019



2020



2021



SINGLES

ALBUMS

SINGLES

ALBUMS

SINGLES

ALBUMS



12

1

9

0

11

0



8

5

5

1

10

3



20

7

26

10

32

6

The number of new certifications rose by 22% in 2021, compared to 2020.

# 62

**NEW CERTIFICATIONS**

**53 SINGLES**

12: new level achieved  
41: new certifications

**9 ALBUMS**

2: new level achieved  
7: new certifications

# 34



**UNIQUE  
ARTISTS**

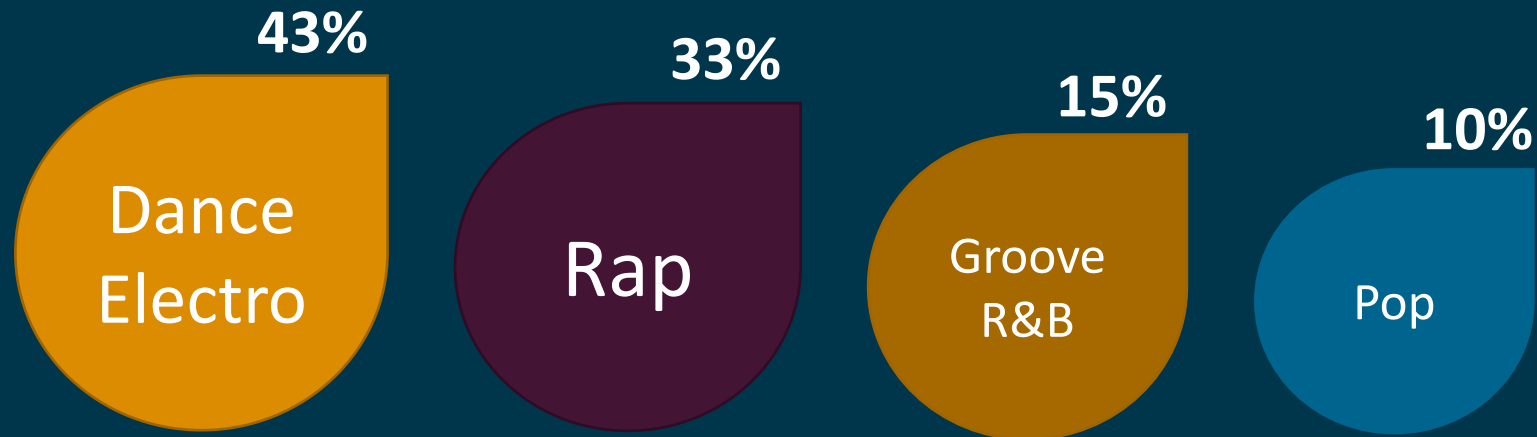
# 23

**COLLABORATIONS**  
+15% vs 2020

- New export certifications for 2021 include 48 first-time certifications and 14 certifications for reaching a new certification level.
- 23% of new export certifications have reached a new certification level in less than a year.
- There is an increase in collaborations with a 15% rise on the previous year.

# NEW EXPORT CERTIFICATIONS

## THE BREAKDOWN



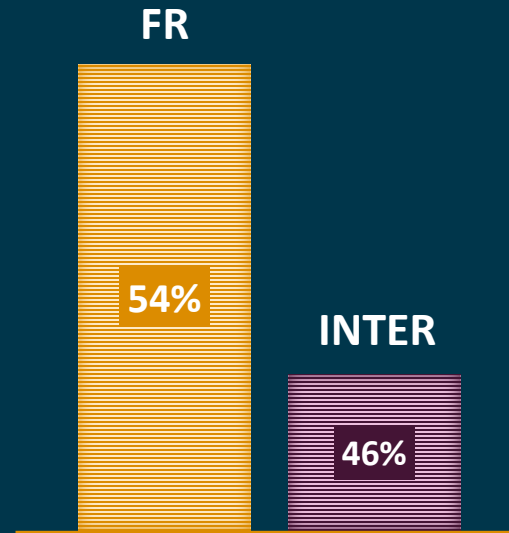
Dance-electro continues to be the most successful genre for international export (43%).

Rap comes in second with 33% of new export certifications.



# NEW EXPORT CERTIFICATIONS

## THE BREAKDOWN



**54% of new releases are sung in French, confirming the pulling power of the French-speaking market.**

## CERTIFICATIONS

### ALBUMS - SINGLES

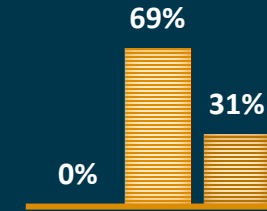
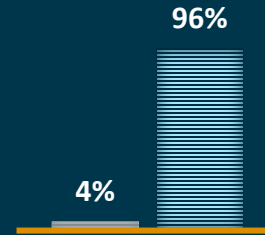
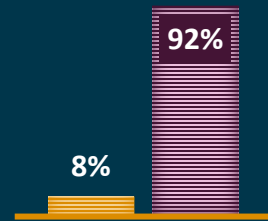
## LANGUAGES

### FR - INTER

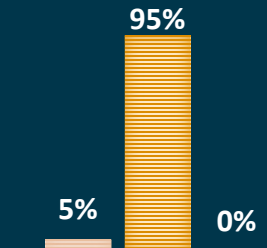
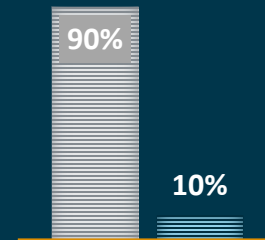
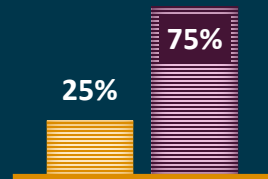
## REPRESENTATION

### FEMALE - MALE - MIXED

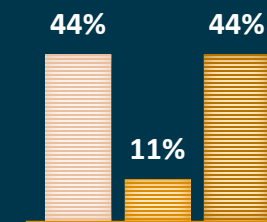
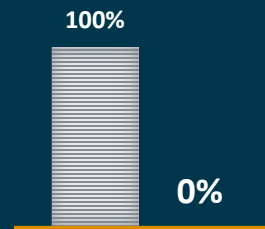
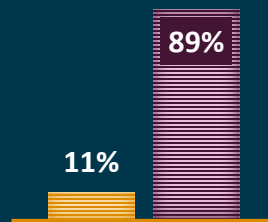
### DANCE - ELECTRO



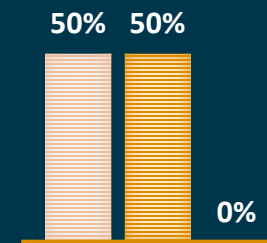
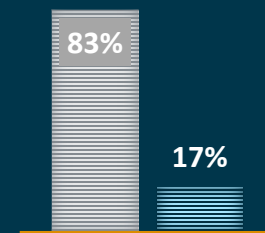
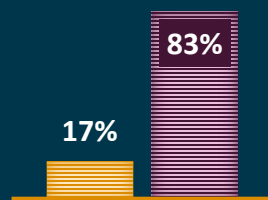
### RAP



### GROOVE - R&B



### POP



The majority of new export certifications are singles, regardless of genre.

French is the main language across all genres, except for dance-electro.

Women are well represented across the groove-R&B and pop genres.

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