

Appendix VIII : The Album Sales Update

Thanks to *kglee* for the 10/03 figures (from the KO BBS) and HEH from the Sludge boards for the 3/06 figures. Math errors by the author. Note, the first numerical column is a representation of the currently recognized RIAA certifications for each KISS album. These are hotly contested, particularly in the case of “Alive!” which is only currently recognized as having attained Gold status (500,000). One should also note that RIAA awards are based on shipment units. In the USA 500,000 = Gold, 1,000,000 = Platinum, etc.

The third column represents the SoundScan figure for the reporting period 5/1991 through 10/2003, or other date indicated within the first set of brackets. The fourth number is the accumulated SoundScan figure 5/1991 through 03/2006, thus for albums that had the majority of their sales prior to 1991 those figures are not reflected. The fifth column is the SoundScan figure from February 2007. The final column represents the rough number of units scanned in the period 10/2003 through 2/2007. Totals for each can be found at the bottom of the table.

Nielsen SoundScan “is an information system that tracks sales of music and music video products throughout the United States and Canada. Sales data from point-of-sale cash registers is collected weekly from over 14,000 retail, mass merchant and non-traditional (on-line stores, venues, etc.) outlets. Weekly data is compiled and made available every Wednesday. Nielsen SoundScan is the sales source for the Billboard music charts” (Nielsen SoundScan PR). Additionally, it should be remembered that not all sales “scans” are reported to the SoundScan system as only reporting member’s can be counted.

Remember the old quote about statistics and lies? Well, take this data with a grain of salt. It is anything but all inclusive or “carved in stone,” and should be considered roughly illustrative at best.

Title	RIAA	Oct. 2003	Mar. 2006	Feb. 2007	Sales
KISS	500,000	163,593	172,000	174,000	10,407
Hotter Than Hell	500,000	145,680	152,000	153,000	7,320
Dressed To Kill	500,000	156,410	164,000	166,000	9,590
Alive!	500,000	235,643	254,000	258,000	22,357
Destroyer	2,000,000	530,886	568,000	580,000	49,114
Rock And Roll Over	1,000,000	172,373	181,000	183,000	10,627
Love Gun	1,000,000	182,359	191,000	193,000	10,641
Alive II	2,000,000	281,796	292,000	295,000	13,204
Double Platinum	1,000,000	481,613	506,000	510,000	28,387
Gene Simmons	1,000,000	28,160	no data	31000	2,840
Ace Frehley	1,000,000	37,542	no data	46000	8,458
Peter Criss	1,000,000	19,863	no data	23000	3,137
Paul Stanley	1,000,000	27,163	no data	33000	5,837
Dynasty	1,000,000	148,487	156,000	157,000	8,513
Unmasked	500,000	166,836	170,000	171,000	4,164
Music From "The Elder"	n/a	105,836	109,000	110,000	4,164
Killers	n/a	n/a	10,000	n/a	n/a
Creatures Of The Night	500,000	140,452	147,000	148,000	7,548
Lick It Up	1,000,000	85,856	90,000	92,000	6,144
Animalize	1,000,000	85,999	92,000	93,000	7,001
Asylum	500,000	75,845	80,000	81,000	5,155
Crazy Nights	1,000,000	87,433	93,000	104,000	16,567
Smashes, Thrashes, & Hits	2,000,000	778,134	804,000	810,000	31,866
Hot In The Shade	500,000	108,915	111,000	112,000	3,085
Revenge	500,000	591,586	595,000	596,000	4,414
Alive III	500,000	538,180	550,000	552,000	13,820
KISS My Ass	500,000	n/a	n/a	n/a	n/a
MTV Unplugged	500,000	296,625	299,000	300,000	3,375
You Wanted The Best	500,000	328,197	329,000	329,000	803
Greatest KISS	n/a	388,512	392,000	394,000	5,488
Carnival Of Souls	n/a	165,384	172,000	175,000	9,616
Psycho Circus	500,000	475,141	479,000	479,000	3,859
Detroit Rock City OST	n/a	74,691	n/a	n/a	n/a
Box Set	500,000	121,383	139,000	141,000	19,617
The Very Best Of KISS	n/a	208,179	394,000	433,000	224,821
Alive IV		102819	133,000	134,000	31,181
Millennium Best Of Vol. 1	n/a	22,694	193,000	311,000	288,306
Alive IV SDE	n/a	n/a	17,000	n/a	n/a
Millennium Best Of Vol. 2	n/a	n/a	64,000	n/a	n/a
KISS Gold (1974-82)	n/a	n/a	66,000	100,500	34,500
Totals:	24,500,000	7,561,051	8,164,000	8,467,500	915,926

Best selling “Originals” album, 2003-7 = “Destroyer” (49,114)

Best selling non-makeup album, 2003-7 = “Smashes Thrashes, & Hits” (31,866).

Ace still leading the solo album race...

OK, What does this mean? In reality, not a bloody thing. However, it is obvious that there will be more KISS compilations as they’re still selling. The “Very Best Of KISS” has sold a respectable 433,000 copies in the four year period noted (it probably **would** have attained Gold status, but has been deleted from Universal’s catalog). Even the “Millennium Collection Volume I” has shifted 311,000 units, a figure better than “Alive IV.” The sad reality for those who complain about compilation is that they sell. And serve a purpose.

Notes:

First "Detroit Rock City" OST figures from 9/99.

First "Alive IV Symphony" figures from 12/03.