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# Information Pack



## 2 History of the chart



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The first UK singles chart was published by New Musical Express on 14th November 1952. Percy Dickins joint founder of NME, compiled the results by telephoning a selection of record stores. The No 1 position was occupied by Al Martino's 'Here In My Heart'.

The UK singles chart was extended to become a Top 20 in October 1954 and then a Top 25 for one week only on December 30th 1955. The NME Chart was then extended to a Top 30.

On 8th November 1958 the first UK album chart appeared in NME and The South Pacific soundtrack was the No 1 best seller.

From 10th March 1960 the retail music magazine Record Retailer (later to become Music Week) compiled the chart. NME, however, did continue to publish their own chart.

10 FRANZ FERDINAND FRANZ FERDINAND  
11 NORAH JONES FEELS LIKE TRAM  
12 KATIE MELUA CALL OF THE SEAGULL  
13 THE RASMUS DEAD LETTERS  
14 LEANN RIMES THE BEST OF ME  
15 EAMON I DONT WANT YOU BACK

On 3rd January 1963 the Top 50 became independently audited.

The first broadcast of Top of the Pops on January 1st 1964 was presented by Jimmy Savile. The show was opened by the Rolling Stones who were at No 13 with 'I Wanna Be Your Man'. The Beatles had six records in the Top 20 and occupied the No 1 slot with 'I Want to Hold Your Hand'. It was first broadcast on Wednesday evenings at 6.35pm

On 13th February 1969 British Market Research Bureau (BMRB) began collecting sales data from 250 record shops on behalf of BBC and Record Retailer and produced the first industry chart. Sales were logged by hand and submitted to BMRB by post.

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The first edition of The Guinness Book of Hit Singles was published in 1977 to coincide with the silver jubilee of the charts and in May 1978 the charts were further extended to a Top 75.

Research organisation Gallup took over from BMRB in January 1983 as charts compiler and automated the data collection process. Renee and Renato's 'Save Your Love' was No 1 in the first Gallup chart. The chart was further extended to a Top 100.

In February 1994 research company Millward Brown replaced Gallup. The use of Electronic Point of Sale machines was extended and the reporting base expanded. The sample or record outlets increased to more than 1000.

On the 1st July 1998 Music Information Chart Services Ltd (trading as Chart Information Network - CIN) took over as the managers of the official chart. It was a joint venture between BARD and BPI. On 1 October 2002, Chart Information Network (CIN) re-branded itself as The Official UK Charts Company in a move to better reflect its core business.

The Official UK Charts Company is governed by the Charts Supervisory Committee comprising representatives from retailers, record companies and broadcasters.

## Who is the Official UK Charts Company?



The Official UK Charts Company, formerly Chart Information Network (CIN), was formed in 1998 and is a joint venture between BPI (British Phonographic Industry) and BARD (British Association of Record Dealers). The Official UK Charts Company is responsible for the commissioning, marketing, distributing and management of the UK's official music and video chart in the most efficient and cost-effective way.

## What does the Official UK Charts Company do?



The Official UK Charts Company provides the chart information to everyone involved in the music industry and through them, to the public.



Record companies are guaranteed accurate and fast information about how their artists are performing within hours of shops closing. They are also provided with a detailed analysis of the success of advertising campaigns in different parts of the country, allowing them to assess the best way of promoting their products.



Retailers are provided with reliable data on market share, which is vital for accurate stock ordering.



Amongst the many licensees of the Official UK Charts is the BBC who use the chart for their two influential music programmes, the Radio 1 UK Top 40 Chart Show and television's Top Of The Pops broadcast on BBC 1. The chart is also broadcast across the globe including the BBC's World Service Network which has more than 120 million listeners throughout the world.

## Who is Millward Brown?

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Millward Brown is the market research company currently contracted by The Official UK Charts Company to collect sales data. The chart compilation system employs the largest market research sample currently in use in the UK, and is one of the most sophisticated chart systems in the world. Millward Brown maintains a large database, the Product Master File, which details all known audio and video releases.

## Who is BPI?

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The BPI (British Phonographic Industry) is the British record industry's trade association. The BPI represents thousands of British record companies throughout the UK.

The BPI provides many services including copyright protection & legal expertise, government lobbying, conducting research, statistics export advice, practical support at trade fairs, specialist media briefings, essential business advice, education and training programmes, and the BRIT awards. [www.bpi.co.uk](http://www.bpi.co.uk)

## Who is BARD?

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The British Association of Record Dealers (BARD) is a UK trade organisation formed to act as a forum for the retail and wholesale sectors of the music, video, DVD and multimedia products industry.

BARD was formed in 1988 by a group of record dealers - independents, multiples and wholesalers to initiate dialogue between dealers, and the record companies. [www.bard.org.uk](http://www.bard.org.uk)

## How do I get a record in the charts?



### Step 1

Ensure your release complies with the 'Chart Rules'. Contact OCC for a copy or they are available on our website [www.theofficialcharts.com](http://www.theofficialcharts.com)

### Step 2

Get a barcode. We can only track sales of those records with a unique barcode. For more information please check out the following website [www.ana.org.uk](http://www.ana.org.uk) or contact OCC for a copy of the BPI Barcode Leaflet.

### Step 3

Send a finished copy of all formats of the record to our chart compilers, Millward Brown c/o The Chart Unit, Millward Brown UK, Olympus Avenue, Tachbrook Park, Warwick, CV34 6RJ. Include your own contact details, plus dealer price and release date information. Millward Brown will then ensure that the product is added to our file of releases to match to once sales information is received.

### Step 4

Market your record and sell as many copies as you can. The Official UK Singles and Albums Charts are based purely on sales, so if you sell enough copies and have complied with 1 – 3 above your record will appear in the charts.



# What charts are available?



## Music Charts

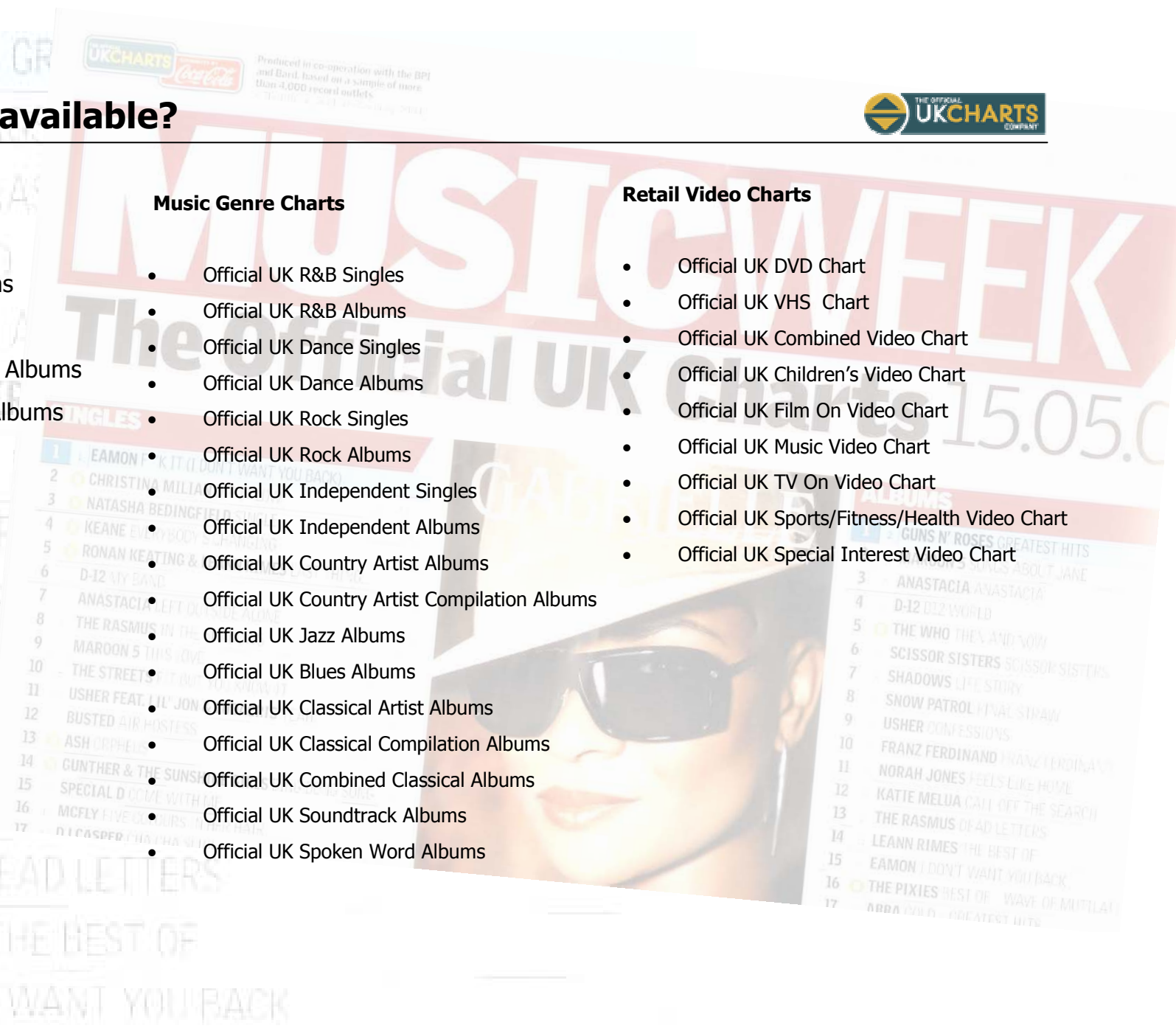
- Official UK Artist Albums
- Official UK Singles
- Official UK Compilation Albums
- Official UK Combined Albums

## Music Genre Charts

- Official UK R&B Singles
- Official UK R&B Albums
- Official UK Dance Singles
- Official UK Dance Albums
- Official UK Rock Singles
- Official UK Rock Albums
- Official UK Independent Singles
- Official UK Independent Albums
- Official UK Country Artist Albums
- Official UK Country Artist Compilation Albums
- Official UK Jazz Albums
- Official UK Blues Albums
- Official UK Classical Artist Albums
- Official UK Classical Compilation Albums
- Official UK Combined Classical Albums
- Official UK Soundtrack Albums
- Official UK Spoken Word Albums

## Retail Video Charts

- Official UK DVD Chart
- Official UK VHS Chart
- Official UK Combined Video Chart
- Official UK Children's Video Chart
- Official UK Film On Video Chart
- Official UK Music Video Chart
- Official UK TV On Video Chart
- Official UK Sports/Fitness/Health Video Chart
- Official UK Special Interest Video Chart



## How does it all work?



### All Day - Data Capture

There are currently two electronic systems collecting sales data from the Official Chart panel shops, Epson and EPoS (Electronic Point of Sale). Both systems read and record the bar-codes from all products sold. The sales data is stored until it is sent electronically to the Millward Brown computer.

### 2300Hrs - 0400Hrs Sales Data Collection

Sales data is retrieved daily from the Official Chart panel shops, into Millward Brown's central computer as soon as stores close for business. The Millward Brown computer telephones each shop and downloads the data automatically.

### All Day - Data Processing

Once the sales data has been collected, a number of processes begin to determine the final chart positions. These processes involve several security checks as well as mathematical calculations, constant checking of sales data from all panel shops, against previous sales data. Any sales anomalies that are detected are checked before being allowed to be included in the chart compilation process.

### All Day - New Releases

New release information is collected from record and video companies to enable the chart compilation process to identify product from the bar-codes logged in the shop's EPoS/Epson machines.

The Product Master File gives the title, artist, chart category and catalogue numbers to every identified product. Variants on catalogue numbers include European and American import numbers, code used by individual retailers, remixes and so on are also included. Products have up to 20 different numbers identifying them.



## How does it all work?



### All Day - New Releases (contd)

The Label Master File contains entries for each known label with all routes by which it is marketed and distributed. This file is used in calculating the important company market share figures, supplied to the industry.

### Sunday 1330Hrs - The Final Weekly Charts

The official weekly charts are produced each Sunday at 1330. Each title is awarded a final 'Defined Universe Sales' total calculated by the computer. The DUS are ranked in descending order to give the final chart positions.

### The Official Charts To The Public

Historically, the BBC has a special relationship with the Official Music Charts. The BBC has first broadcasting rights to the Official UK Singles Chart. Single and Album Chart information is supplied to them each Sunday, and broadcast on the Radio 1 UK Top 40 show.

## Which shops contribute sales data to the chart?



Sales information is supplied by 5,900 retailers that are members of the Official UK Charts 'Defined Universe'. This is approximately 99% of the total UK singles market, 95% of the total UK albums market and 85% of the total UK video market. These retailers include all the major high street chains such as HMV, WH Smith, Virgin and Woolworth's, Supermarkets, such as Tesco and Asda, as well as approximately 600 independent shops and a number of Internet Retailers. Every shop is fitted with either an EPOS or Epos machine. The barcode of every record/video that is purchased is downloaded direct to Millward Brown, the research agency commissioned by The Official UK Charts Company to compile the charts.

The raw sales processed are weighted up from a 'sample' of approximately 5,300+ stores to the universe of 5,900 shops. This produces the Defined Universe Sales figure. In practise the industry prefers to estimate how the whole market has performed, so 'multipliers' are used, which are average guide figures calculated periodically for each format and applied to the D.U.S. figure to give an approximated total market figure.

We aim to recruit any store in the UK which sells in excess of 100 pieces of audio or video product per week (excluding record/video "clubs" whose trading terms don't comply with the current chart rules). Each connection to a store does take up extra resources however, so we do reserve the right to decline any requests to connect to the chart panel.

## Which shops contribute sales data to the chart?



Independent Stores are encouraged to use an 'EPSON' machine which stores the barcode of all products sold each day. This is plugged into a 'phone line' which Millward Brown dial up overnight to pick up the sales data. Larger stores or chains can adapt a feed from their EPOS systems to submit data. This should be in a fixed format as specified by Millward Brown.



For market research/security reasons and to ensure that only UK sales are included in the chart we also require regional details of purchasers from Home Delivery retailers who submit data. This is therefore a separate connection to that of a high street store. For budgetary reasons, we look for sales in excess of 1000 units a week and a successful history of trading prior to giving the go ahead to connect to Home Delivery Retailers to the chart panel.



Those retailers selling downloads is a separate consideration again with each case being taken on its merits.



For more information on contributing your data to the chart panel, please contact Millward Brown on 01926 826 610.



## General information



### Average weekly ARTIST ALBUM sales by chart position

Chart Position	1	5	10	20	30	40	Total Market
2003	88,425	39,800	25,800	16,750	11,850	8,750	120,968,891
2002	97,775	33,200	23,900	15,500	11,250	8,225	112,388,893
2001	99,525	35,850	23,850	14,575	10,400	7,625	108,000,102
2000	116,050	36,800	23,700	14,025	9,700	6,875	101,936,446
1999	76,800	32,200	20,000	12,100	7,900	5,700	87,724,555
1998	80,450	34,800	22,300	12,300	7,800	5,200	89,096,812
1997	94,825	24,325	16,675	9,425	6,450	4,750	77,839,153
1996	107,150	35,825	21,025	11,600	7,900	5,625	75,230,936

**General information**



**Average weekly SINGLE sales by chart position**

Chart Position	1	5	10	20	30	40	Total Market
2003	70,175	23,050	13,300	6,525	3,850	2,550	30,887,864
2002	144,300	31,975	18,425	9,050	5,450	3,400	43,936,911
2001	121,725	37,675	22,300	11,625	6,850	4,450	51,210,494
2000	118,700	41,700	24,925	13,025	7,925	5,200	55,695,507
1999	159,100	58,375	33,500	16,400	9,675	6,225	71,001,136
1998	140,700	53,075	32,600	17,725	10,850	7,250	73,788,118
1997	218,300	51,900	31,200	17,175	10,925	7,225	77,613,520
1996	145,050	43,825	29,125	17,175	10,875	7,525	65,986,888



## General information

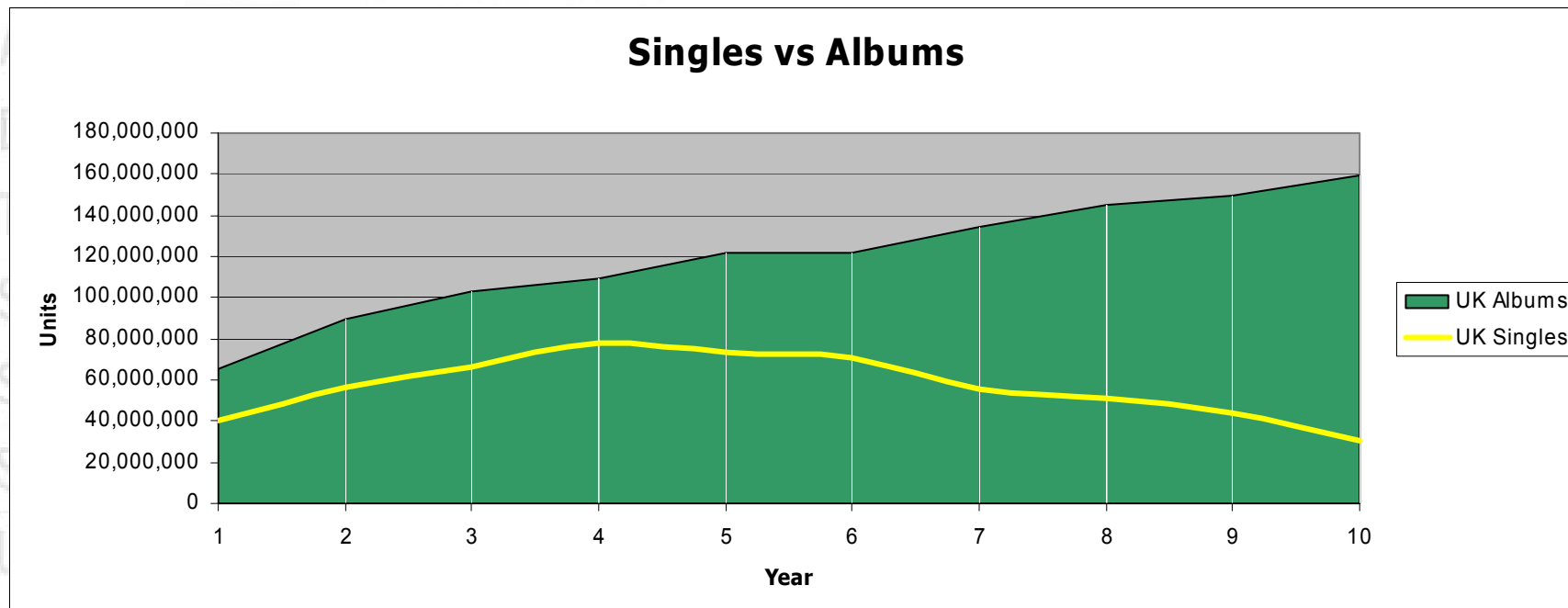


### SINGLE sales by type of music

	1998	1999	2000	2001	2002	2003
Pop	41.0%	43.9%	39.7%	42.4%	51.8%	38.3%
Rock	12.7%	12.6%	11.3%	13.7%	13.4%	17.1%
R&B	12.0%	11.8%	15.6%	12.7%	7.6%	15.9%
Dance	22.2%	22.7%	27.0%	20.0%	15.4%	15.3%
Hip Hop/Rap	5.8%	3.6%	4.8%	8.8%	10.0%	11.1%
Reggae	0.5%	1.0%	0.3%	0.4%	0.2%	1.2%
Country	2.4%	1.9%	0.7%	0.5%	0.6%	0.7%
MOR	2.3%	1.8%	0.4%	1.0%	0.9%	0.4%
Others	1.1%	0.7%	0.4%	0.3%	0.3%	0.1%
Total	100%	100%	100%	100%	100%	100%



## General information



Singles	Years	Albums
<b>40,135,093</b>	1994	<b>65,491,648</b>
<b>56,839,221</b>	1995	<b>89,455,538</b>
<b>65,986,888</b>	1996	<b>103,266,187</b>
<b>77,613,520</b>	1997	<b>109,325,353</b>
<b>73,788,118</b>	1998	<b>121,452,693</b>
<b>71,001,136</b>	1999	<b>121,525,697</b>
<b>55,695,507</b>	2000	<b>134,264,458</b>
<b>51,210,494</b>	2001	<b>144,910,940</b>
<b>43,936,911</b>	2002	<b>149,178,638</b>
<b>30,887,864</b>	2003	<b>159,277,740</b>

## Publications

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Guinness Book of Hit Singles and Albums 2004  
ISBN 0-85112-199-3

Collins Complete UK Hit Singles 1952 - 2004  
ISBN 0-00-717931-6

Complete Book of the British Charts Singles and Albums - Third Edition  
ISBN 1-84449-058-0

BPI Statistical Handbook  
ISBN 090615424-3

## Websites

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British Phonographic Industry [www.bpi.co.uk](http://www.bpi.co.uk)

British Association of Record Dealers [www.bard.org.uk](http://www.bard.org.uk)

British Video Association [www.bva.co.uk](http://www.bva.co.uk)

BBC [www.bbc.co.uk](http://www.bbc.co.uk)

Barcode information [www.ana.org](http://www.ana.org)

Association of Independent Music [www.musicindie.org](http://www.musicindie.org)

Musicians Union [www.musciansunion.org.uk](http://www.musciansunion.org.uk)

Catco [www.catcouk.com](http://www.catcouk.com)