

# Information Pack



## History of the chart

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### 1950'S

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'.

### 1950'S

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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.

### 1960'S

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.

### 1960'S

### 1960'S

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.

### 1970'S

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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.

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.

## History of the chart

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### 1980'S

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.

### 1980'S

### 1980'S

In February 1994 research company Millward Brown replaced Gallup. The use of Electronic Point of Sale machines was extended and the reporting base expanded.

### 1990'S

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 (British Association of Record Dealers) and BPI (British Phonographic Industry). On 1st October 2002, Chart Information Network (CIN) re-branded itself as The Official UK Charts Company in a move to better reflect its core business.

### 1990'S

### 1990'S

### 2000'S

With the pattern of the music buying public changing, digital downloads were integrated into the Official UK Singles Chart alongside physical CD singles on Sunday 17th April 2005.

### 2000'S

In April 2006, Gnarls Barkley were the first act to reach No.1 in the Official UK Singles Chart on downloads alone following a rule change to allow downloads to chart one week before physical release.

### 2000'S

Digital album downloads were integrated into the Official UK Albums Chart alongside physical CD albums on Sunday 9th April 2006.

### 2000'S

### 2000'S

From 1st January 2007 digital downloads became eligible for the Official UK Singles Chart from release, without the need for an accompanying physical release

## Who is the Official Charts Company?

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The Official Charts Company, formerly Chart Information Network (CIN), was formed in 1998 and is a joint venture between BPI (British Phonographic Industry) and ERA (Entertainment Retailers Association, formerly known as BARD). The Official UK Charts Company is responsible for the commissioning, marketing, distribution and management of the UK's official music and video charts.

## What does the Official Charts Company do?

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Official Charts Company provides 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 successful business development.



Among the many licensees of the Official UK Charts is the BBC who use the chart for the Radio 1 UK Top 40 Chart Show. 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 Official 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 physical audio and video releases. Millward Brown work alongside CatCo who provide digital product data.

[www.millwardbrown.com](http://www.millwardbrown.com)

## 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 ERA?

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ERA (Entertainment Retailers Association) formerly known as BARD (British Association of Record Dealers), 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.

ERA was formed in 1988 by a group of record dealers - independents, multiples and wholesalers - to initiate dialogue between dealers, and the record companies.

[www.eraltd.org](http://www.eraltd.org)

## Who is Catco?

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CatCo is a PPL funded initiative to create the UK recording industry's track level sound recording database.

CatCo electronically uploads label copy release data onto the CatCo database. The data can either be fed automatically from Record Company label copy systems or alternatively uploaded using the CatCo application (available free of charge to all PPL members).



Using this form of data capture for digital releases, CatCo supply Official Charts Company with digital product data for inclusion in the various charts that encompass digital downloads.

[www.ppluk.com](http://www.ppluk.com)

# Overview - getting into the charts

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## Chart Eligibility

**Chart Rules** - Ensure that your release complies with the chart rules for both physical and digital formats

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## Registration

**Registering Formats** - You must ensure that you register your physical formats with Millward Brown and your digital formats need to be registered with CatCo. This is to ensure that all sales are tracked and allocated to your release correctly.

**Informing Retailers** - You must also ensure that you notify all of your chosen retailers with the correct release information, once again to ensure that all sales are tracked correctly.

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## Chart Qualification

**Which Chart will your release appear in?** - Ensure that you understand which charts your release is eligible for.

- Physical Only Single releases will be eligible for the Official Singles Chart and the Official Physical Singles Chart.
  - Digital Only Single releases will be eligible for the Official Singles Chart as well as the Official Download Songs Chart.
  - Digital Album Formats will be eligible for both the Official Albums Charts and the Official Download Albums Chart.
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## Sales & Chart Information

**Track Your Release's Sales - Official Charts Company are able to supply sales information to you on request.**

**Sales Analysis** - Obtaining total sales figures, weekly analysis and various other release details available. Charges Apply.

**Charts** - A variety of charts covering both the audio and video markets are available either on an on-going or ad-hoc basis. Charges Apply.

**Online Subscription** - Annual subscription to the charts website is also available. Charges Apply.

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

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**ENSURE THAT ALL OF YOUR FORMATS AND THEIR CONTENT COMPLY WITH THE CHART RULES. THEN OBTAIN ALL OF THE CODES NECESSARY FOR REGISTERING YOUR RELEASE FOR CHART PURPOSES BY FOLLOWING THESE STEPS**

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### Step 1

Ensure your release complies with the '**Chart Rules**'. There are rules that apply to physical formats, and rules for digital formats. If your release does not adhere to the chart rules it will not be eligible for any of the published charts, although OCC will still track sales of the product providing it has been registered correctly. Contact OCC for a copy of the chart rules or they are available on our website [www.theofficialcharts.com](http://www.theofficialcharts.com).

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### Step 2

Obtain a catalogue number and barcode for each of your **physical formats**. We can only track sales of those products with a unique barcode. For more information on barcodes go to the following website [www.gs1uk.org](http://www.gs1uk.org). It is advisable to contact the MCPS (Mechanical-Copyright Protection Society [www.mcps.co.uk](http://www.mcps.co.uk)) to check whether your chosen catalogue number(s) have been used previously. Or alternatively your distributor (if you have one) will be able to assist you with both your catalogue numbers and barcodes.

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### Step 3

Obtain an ISRC (International Standard Recording Code) for each of your individual digital tracks and a digital barcode for each of your **digital formats**. We can only track sales of those downloads with an ISRC number and digital single or album formats with a digital barcode. For ISRC numbers and information please contact the PPL via email on [member.info@ppluk.com](mailto:member.info@ppluk.com) or on 020 7534 1122. You will also be able to obtain a barcode for digital use from [www.gs1uk.org](http://www.gs1uk.org)

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# How do I get a record in the charts?

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## **REGISTER YOUR RELEASE WITH ALL OF THE APPLICABLE PARTIES BY FOLLOWING THESE STEPS**

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**Step 1** If you have a distributor, they should be including the details of your **physical** release in the "Release File" they send electronically to Millward Brown. Even if this is the case, it is always best to check that the information submitted is listed correctly. This can be done by contacting either Millward Brown or Official Charts Company directly.

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**Step 2** If you do not have a distributor, please contact Mark Moist, at Millward Brown directly to register your physical formats on 01926 826 258 or [mark.moist@uk.millwardbrown.com](mailto:mark.moist@uk.millwardbrown.com). There will be a template form for you to complete and Millward Brown will need to know the following details - Catalogue Number, Barcode, Artist, Title, Record Company Hierarchy, Dealer Price and Release Date.

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**Step 3** Send a finished copy of all physical formats of the product to our chart compilers, Millward Brown ,c/o The Chart Unit, Millward Brown UK, Olympus Avenue, Tachbrook Park, Warwick, CV34 6RJ. Millward Brown will then ensure that the product is added to the product file to match to once sales information is received.

Also send a finished copy of all physical formats of the product to Official Charts Company.

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# How do I get a record in the charts?

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## **REGISTER YOUR RELEASE WITH ALL OF THE APPLICABLE PARTIES BY FOLLOWING THESE STEPS (CONT.)**

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**Step 4** If your release has digital formats you must ensure that these are registered with CatCo at least THREE weeks prior to the product's release date. Digital registration is done via a meta-data form provided by CatCo. The information you will need for this includes the following - Artist, Title, Digital Barcode, ISRC, Release Date, Label and Catalogue number for each digital format. You will need to ensure that you have the CatCo Application Form programme on your own computer system to register this information. Contact CatCo via email on [charts@catcoulk.com](mailto:charts@catcoulk.com)

If you are releasing digital formats it is also extremely important that you make CatCo aware of the physical formats of your release - this is vital for ensuring the sales for both your digital and physical formats are linked. Once you have registered this data you will be able to access the CatCo database to view that all the release information has been submitted correctly.

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**Step 5** Once you have registered your physical formats with Millward Brown and your digital releases with CatCo you do need to ensure that all the retailers you wish to sell through are also aware of your release. Once again if you have a distributor they should do this on your behalf. Alternatively, if you have chosen to self distribute you need to ensure that all of the retailers are aware of your release's details and how it can be ordered.

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**Step 6** The details of the chart returning retailers are highly confidential, so it is advised that you attempt to retail your release through a variety of retailers if possible.

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# How does the sales tracking process work?

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## **Data Capture - Daily**

Sales data is retrieved daily from the Official Chart Panel retailers into Millward Brown's central computer system. The Chart Panel is split into retailer types - covering General, Specialist, Supermarkets, Independents and Digital. The data collection is done via a variety of electronic methods depending on the type of retailer.

## **Data Checking - Daily**

Once the sales data has been collected, a number of processes begin to determine the final chart positions. This process involves vigorous security checks. Any sales anomalies that are detected are investigated before being allowed to be included in the chart audit.

The sales data is then matched to the product database of all the chart registered physical and digital data. This is why it is so important for releases to be registered correctly in the first instance.

## **Midweek Charts - Tuesday to Friday**

The first day of the midweek chart information is Tuesday containing sales data for Sunday and Monday. These are used throughout the week by the industry as a guideline for the final published chart on Sundays.

## **Sunday 1.30pm - The Final Weekly Charts**

The official weekly charts are produced each Sunday at 1.30pm. Historically, the BBC has a special relationship with the Official Music Charts and the BBC has first broadcasting rights to the Official UK Singles Chart. The Radio 1 UK Top 40 Countdown is broadcast each week on Sunday evenings.

## Which retailers contribute sales data to the chart?



Sales information is supplied by over 6,200 retailers to constitute the Official UK Charts 'Defined Universe'. This is approximately 99% of the total UK singles market, 95% of the total UK albums market and 80-85% of the total UK video market.



The retailers on the Chart Panel 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 a large number of Internet Retailers such as Play and Amazon. Major digital Music retailers such as iTunes, Napster, eMusic and mobile download providers like 3 and Orange are also a valuable part of the Chart Panel.



As it is impractical to collect sales data from all independent stores, sales data is weighted up from a sample of stores. This produces the DUS (Defined Universe Sales figure) for the independent sector.



As the video coverage is less than 95% the video industry also estimates how the whole market has performed, so as supplied by the BVA (British Video Association) 'multipliers' are used. The multipliers are average guide figures calculated periodically for each format and applied to the DUS figure to give an approximated total market figure.



We aim to recruit any store in the UK which sells significant numbers of audio or video product per week (excluding record/video "clubs" whose trading terms don't comply with the current chart rules).



For a retail outlet to become part of the Chart Panel there are strict criteria. These cover factors such as a solid trading history, stocking a wide range of music/products and the ability to meet the technical specifications criteria required.

For further information on contributing your data to the Chart Panel, please contact Millward Brown directly on 01926 826 610.

## Which chart will my release appear in?

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### **SINGLES CHART**

Both physical and/or digital releases are eligible for the Official Singles Chart from release. This is under the proviso that your release meets all of the Chart Rules.

### **DOWNLOAD SONGS CHART**

Digital tracks are eligible for the Official Download Songs Chart from release. Even if a digital track is eligible for inclusion in the Official Singles Chart it can still appear in its own right in the Official Download Songs Chart. In addition, alternative digital tracks on a Digital Singles Bundle can also appear independently in the Official Download Songs Chart.

### **ALBUM CHARTS**

Digital and physical album formats can be linked and count towards the Official UK Artist Albums and the Official UK Compilation Albums Charts from release. Once again, this is only if all formats meet the chart rules.

### **ALBUM DOWNLOAD CHART**

Digital Album Bundles will be eligible to be linked with the sales of the physical album formats from release of the physical album. The Album Bundle can still appear in its own right in the Official Album Download Chart from release, in addition to the Official Album Charts.

### **VIDEO CHARTS**

Video titles will be eligible for the Combined Video Chart as well as the applicable format charts e.g. VHS or DVD charts. In addition Video Genre Charts and an Interactive DVD chart are also produced.

**PLEASE NOTE FROM 1ST JANUARY 2007 DIGITAL ONLY RELEASES ARE ELIGIBLE FOR THE COMBINED SINGLES CHART FROM RELEASE. FURTHER INFORMATION WITH REGARDS TO THIS IS AVAILABLE FROM THE OFFICIAL UK CHARTS COMPANY DIRECTLY.**

# What charts are available?

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## Music Charts

- Official Singles
- Official Download Singles
- Official Artist Albums
- Official Compilation Albums
- Official Combined Albums
- Official Download Albums

## Music Genre Charts

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

## Retail Video Charts

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

# Sales & Chart Information

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Sales and Chart data is produced on behalf of the Music and Video Industries. This information is therefore not available to members of the public on an ad-hoc basis.

Should you have your own record label or your own release that you wish to track, then please do not hesitate to contact The Official UK Charts Company directly.

For all the latest Chart Information available to the public, please visit [www.theofficialcharts.com](http://www.theofficialcharts.com)

## **SALES ANALYSIS**

There are a variety of options for tracking your release. Please note that there is a charge for all sales data, however if you are a BPI, BVA or AIM member there will be discounts applied. As long as all of the details of your release have been registered correctly we can provide a variety of sales analysis packages, for example - sales data broken down by week/retailer type/format, and total sales of a title since release.

## **MIDWEEK INFORMATION**

Midweek information is available from Tuesday through to Friday in any given chart week. This particular data is highly confidential and is for the individual company's purpose only and not for media publication.

## **PUBLISHED CHARTS**

Published charts can be made available via email or fax either on an ad-hoc or continual basis. It is also possible to receive charts straight to your mobile phone on a subscription basis.

## **WEBSITE SUBSCRIPTION**

For access to the Official Charts secure website you will require an annual subscription.

For all sales analysis and subscription enquiries, please contact Lucy Blyth or Meriel Blackburn on 020 7478 8500 to discuss further.

## General information



### Average weekly ARTIST ALBUM sales by chart position

Chart Position	1	5	10	20	30	40	Total Market
2005	116,849	42,573	28,176	18,395	12,841	9,171	126,210,517
2004	92,400	39,875	27,525	17,125	12,175	9,050	124,446,753
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



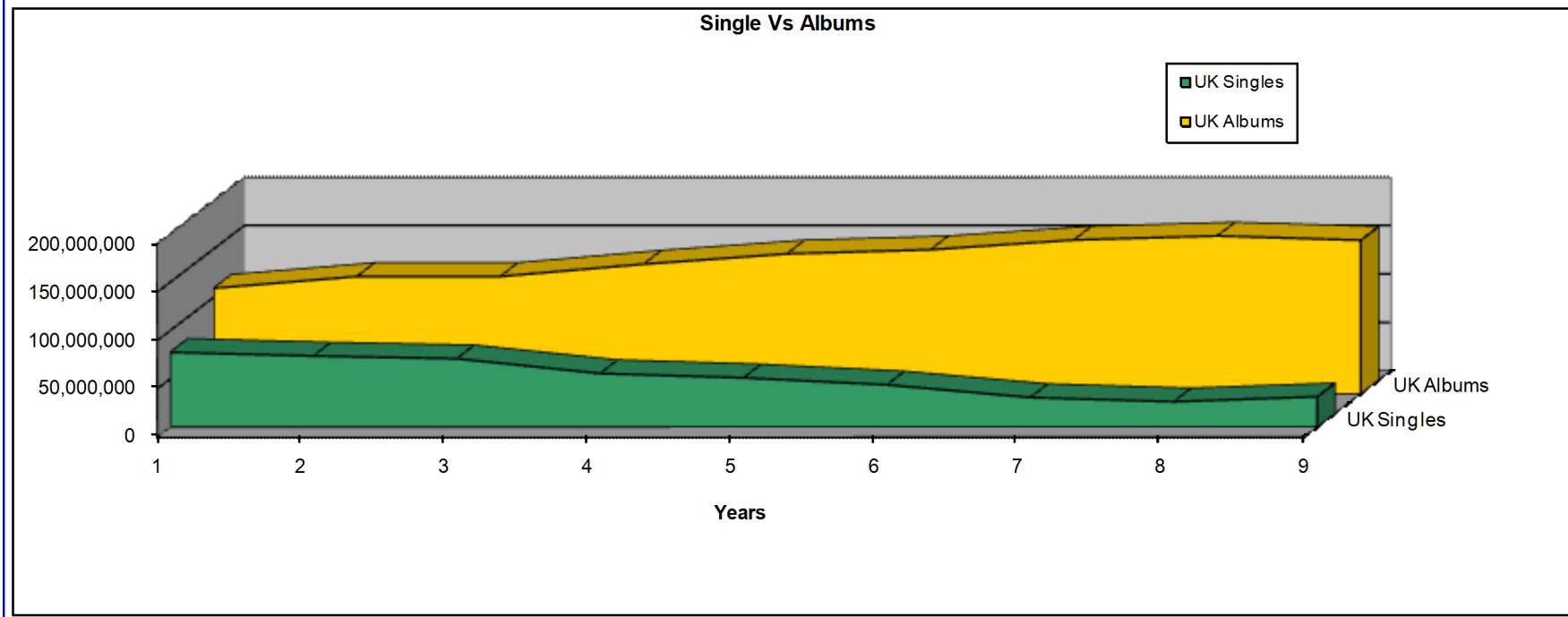
## Average weekly SINGLE sales by chart position

Chart Position	1	5	10	20	30	40	Total Market
2005	82,450	17,300	10,375	5,350	3,375	2,350	21,438,046
2004	71,400	18,900	10,875	5,550	3,350	2,125	26,495,153
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





# General information



<b>Singles</b>	<b>Years</b>	<b>Albums</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>
<b>26,495,153</b>	2004	<b>163,405,658</b>
<b>31,702,310</b>	2005	<b>158,988,944</b>
<b>38,612,759</b>	2006	<b>154,099,687</b>

## Publications

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Guinness Book of Hit Singles and Albums Edition 19  
ISBN 1-904994-10-5

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

BPI Statistical Handbook 2006  
ISBN 0-906154-27-8

## Websites

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The Official UK Charts Company	<a href="http://www.theofficialcharts.com">www.theofficialcharts.com</a>
British Phonographic Industry	<a href="http://www.bpi.co.uk">www.bpi.co.uk</a>
Entertainment Retailers Association	<a href="http://www.eraltd.org">www.eraltd.org</a>
Catco	<a href="http://www.catcouk.com">www.catcouk.com</a>
PPL	<a href="http://www.ppluk.com">www.ppluk.com</a>
Barcode information	<a href="http://www.gs1uk.org">www.gs1uk.org</a>
BBC	<a href="http://www.bbc.co.uk">www.bbc.co.uk</a>
Association of Independent Music	<a href="http://www.musicindie.org">www.musicindie.org</a>
Musicians Union	<a href="http://www.musciansunion.org.uk">www.musciansunion.org.uk</a>
British Video Association	<a href="http://www.bva.org.uk">www.bva.org.uk</a>
MCPS/PRS	<a href="http://www.mcps-prs-alliance.co.uk">www.mcps-prs-alliance.co.uk</a>