



Rules For Chart Eligibility Albums

January 2007

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INTRODUCTION

The following Chart Rules exist to determine eligibility for entry into the Official UK Charts. The aim of the Rules is to protect the integrity of the Charts and to ensure that they are an accurate reflection of the popularity of each recording by reference to genuine sales.

The Rules apply equally to all companies issuing and/or distributing recordings. They set out the conditions on which a record will be eligible for inclusion in the Charts.

It should be noted that record companies and distributors remain free to package and market their products in any way they choose. However, records which do not comply with the Rules will not be eligible to be included in the Chart.

The Chart Rules are issued by the Official UK Charts Company in conjunction with the Chart Supervisory Committee (CSC). The Official UK Charts Company is responsible for interpreting and applying the Chart Rules on a day-to-day basis under the supervision of the CSC. The Chart Director of the Official UK Charts Company may, at his or her discretion, refer any matter concerning the interpretation of the Chart Rules with respect to one or more recordings to the CSC, or a designated sub-committee of the CSC, for a decision. The decision of the CSC will be final.

Copies of the Terms of Reference of the CSC are available from the Official UK Charts Company on request.

1.0 Genuine Sales

1.1

All sales information used to compile the Chart must be recorded as a result of a genuine purchase by a genuine consumer.

No record company, distributor, retailer, Artist or other party should act or encourage others to act in any way designed to distort, or which has the effect of distorting the Chart by achieving a higher or lower Chart position for a record than it would otherwise achieve.

Actions which will be considered a breach of these rules include:

- a) promoting the sale of any record by supplying a dealer with records by another artist free of charge or upon terms more favourable than would be the case but for that promotion;
- b) purchasing records or causing records to be purchased other than as a genuine consumer purchase;
- c) multiple purchases of records on behalf of other persons,
- d) interference with the operation of sales recording machines or other equipment or computer software used to compile the Charts or collect or collate its information or in any other way being a party to the submission of false or inaccurate data to the Chart compiler;
- e) offering money or other benefits to a dealer contingent upon a record entering any of the Charts or attaining a minimum chart position;
- f) procuring the sale of a record in conjunction with a non-related or excessive gift, ie which gives the consumer a product, voucher or benefit or anything else which is either unrelated to the record concerned or of a value in excess of the value of the record without that gift (value means normal retail price);
- g) any other activity intended unfairly to influence Chart positions.

Where the Official UK Charts Company has reason to believe that a record is the subject of any of the above types of activity, it will, at its discretion, either remove identifiable irregular sales transactions from the data used to compile the Chart, or exclude the record from the Chart with immediate effect.

Official UK Charts Company's nominated chart compiler will ensure the accuracy and completeness of any sales information provided to it by a retail outlet in the sample to the extent it is possible to do so using Good Industry Practice. Where the nominated chart compiler has reason to believe that the inclusion of sales from a retail outlet or a number of retail outlets maybe inaccurate, misleading or incomplete and run contrary to the guidelines expected by a skilled and experienced market research firm, then the store(s) in question will be excluded from the sample to avoid potential distortion.

If a record is excluded from the Chart, the Official UK Charts Company will inform the record company, distributor, ERA and the BPI in writing on the first working day after the exclusion takes effect. If unusual or irregular sales transactions cause the Official UK Charts Company to remove data from the Chart sample, the Official UK Charts Company will inform the Secretariat of the BPI and/or ERA, as appropriate, on the first working day after the data is removed.

2.0 Codes of Conduct

2.1

These rules are additional to the codes of conduct operated by the BPI/ERA or other trade or professional association.

3.0: Albums Definitions Summary

Product	Dealer Price	Maximum Playing Time and Content
a. Physical Albums		
LP/CD/DVD/HD DVD/BLU RAY/MD/SACD/Dualdisc/CD/DVD Sets		
(Budget)	0.50 - 4.24	Over 25 minutes OR more than four songs where the format does not qualify as a “Maxi” single or remix single as defined by singles eligibility rules
(Mid price)	4.25 - 5.99	
(Full price)	6.00 or over	
Cassette		
(Budget)	0.50 - 2.69	Over 25 minutes OR more than four songs where the format does not qualify as a “Maxi” single or remix single as defined by singles eligibility rules
(Mid price)	2.70 - 3.69	
(Full price)	3.70 or over	
b. Digital Albums		
(Full price)	3.75 or over	Over 25 minutes OR more than four songs where the format does not qualify as a “Maxi” single or remix single as defined by singles eligibility. For marketshare purposes a digital variant meeting the above minimum dealer price will be allocated as a full-price album.

1. **Playing Time** refers to the amount of recorded material irrespective of content.
2. A **Track** is a continuous piece of recorded material.
3. Multimedia disc must play on all standard audio CD/DVD equipment. Multimedia element must be directly related to the artist in question and not previously available for purchase in its entirety as a separate product
4. **Compilation Album Chart** Includes original soundtracks unless all tracks feature the same artist, multi orchestral recordings, and “1 artist per side” albums (if not new)
5. **Artist Album Chart** includes single artist compilations, original cast recordings, original cast performance soundtracks and single orchestra recordings

3.0: Combining Formats For Album Chart

PHYSICAL

Unlimited number of physical formats may be combined for a chart placing and purposes of chart publication providing they adhere to all chart eligibility rules

Format	Quantity of Format Type Permitted Per Album Release
<ul style="list-style-type: none">• Vinyl• CD or Enhanced CD• DVD or Enhanced DVD• CD/DVD Sets• Dualdisc• Cassette• HD DVD• Blu Ray• Mini Disc• SACD	Unlimited album formats may be combined for chart placing providing they adhere to all chart rules including 80% crossover rule

DIGITAL

In addition to available physical formats, sales of unlimited digital album formats may also be combined for chart placing, providing they adhere to all chart eligibility rules

Format	Quantity of Format Type Permitted Per Album Release
<ul style="list-style-type: none">• Digital Album Bundle Permanent Digital Download	Unlimited digital album formats may be combined for chart placing providing they adhere to all chart rules including 80% crossover rule

4.0 Combining of Sales

4.1	Simultaneous Release
	Sales of two CD-versions of an album released simultaneously, where one version is a limited edition featuring additional material to the standard album version, will be combined provided: <ul style="list-style-type: none">• The limited edition contains 100% of the tracks as featured on the standard version, and;• The additional material on the limited edition CD format has not been previously available for purchase in its entirety as a separate product
4.2	Non Simultaneous release
	Sales of different CD formats of an album not released simultaneously will be combined provided that 80% of the featured tracks are common to all formats (see figure 1 in Appendix 1).
	Sales of vinyl formats will be combined with those of CD formats provided that 80% of the tracks featured on the vinyl format also appear on the CD formats (see figure 2 in Appendix 1).
4.3	Remix Albums and Tracks
	Sales of remix albums will not be combined with sales of the original version.
	Remixed, extended, live, demo versions of featured tracks are exempt from the 80% rule which only applies to formats which feature additional track titles.
4.4	Digital Albums
	Digital variants that replicate the content of a physical album will be eligible to be combined for one chart position.
	To be combined together for the Official Combined Album Charts all digital and physical variants of an album must have an 80% crossover of tracklisting across all variants.
	Sales of digital variants will only be eligible for the combined chart in the week of the official release date of corresponding physical variant.
4.5	CD/DVD Sets
	In order to be combined with a stand alone CD format a CD/DVD set must feature 80% of the tracks featured on the stand alone CD format.
	Please note that the 80% rule only applies one way from the stand alone CD to the CD/DVD format. This means that provided 80% of the tracks on the standard CD appear on the CD packaged with a DVD then additional material on the DVD can contain any combination of additional audio/video content.
4.6	Standalone DVD Albums
	An album may be released on a DVD format and its sales combined with other format variants, provided, there is a chart eligible CD of the same album on general release bearing the same title as the DVD format.
	In order for the DVD album to be combined 80% of tracks on one of the available CD formats should appear on the DVD format.
4.7	Import Albums
	When they contain at least 80% of the tracks on the domestic product, imports are considered to be alternatives to the standard UK versions and their sales are added accordingly. If an import differs in content or packaging from a UK release, it counts as a separate format. An imported record is eligible for a chart position in its own right if there is no equivalent UK release.
4.8	Multiple Pack Albums (Box Sets)
	Multiple pack albums (Box Sets) are eligible for the chart in their own right. They will not be combined with the sales of one of their constituent items.

4.9	Repackaged Albums
	CD Albums repackaged with the addition of a CD containing mixes/live/extended versions of songs from the original album version may have sales combined with those of the standard version.
	If the additional CD disc is released as a separate product, sales of a CD album cannot be combined with those of the original format. This is applicable even if the CD album contains mixes/live/extended versions of songs on the original format
	If a CD album is repackaged with an additional disc containing a mixture of mixes/live/extended versions of the tracks from the standard version, together with tracks not on the standard version, the alternative versions will be discounted and the “common 80%” rule applied to the remaining new tracks.
	If an album is originally released as a double CD and either later or simultaneously repackaged as a single CD, the 80% crossover rule will apply.
4.10	Simultaneous Availability from Distributors
	When the same record (or combinable variant) is available on UK release from two different companies, sales will not be combined except at the request of both companies.
4.11	Catalogue Numbers and Barcodes
	All physical formats should carry a unique catalogue number, and a unique barcode should relate to the catalogue number. This is applicable even when identical recordings are issued in different packaging, including colour variations of CD’s and vinyl.
	All physical formats of a single release should be reported to Millward Brown. <i>(For Millward Brown contact details please see contacts section)</i>
	Note: Physical products without a barcode will not have its sales tracked for chart purposes.
4.12	ISRC’s and Digital Barcodes
	All digital album bundles must carry a unique identifier (i.e. digital barcode) and ISRC codes for individual tracks (including videos). Barcodes must be reported to CatCo together with the barcode of the physical product it is to be linked to. <i>(For CatCo contact details please see contacts section)</i>
	Note: Digital tracks without an ISRC or Digital Albums without a barcode will not have their sales tracked for chart purposes.

5.0 Exclusions

5.1	Budget Albums
	Budget albums are excluded from all published Album Charts, except Classical Album Charts.
5.2	Exclusion By Request
	A UK rights owner/licensee may request the Official UK Charts Company to exclude a record from the Charts where the record is not generally available from the owner’s normal distributor (for example - deleted titles, or pre-release sales caused by distribution leaks). The Official UK Charts Company may at its absolute discretion exclude a record from the Chart in such circumstances. A record that otherwise meets all eligibility criteria will not be excluded from the charts.
5.3	Promotional Products
	Any promotional (free to consumer) physical product or digital product will not be eligible for inclusion in the chart.

6.0 Competitions, Vouchers and Retailer Promotions

6.1	Competitions / Vouchers
	Competition inserts or entry may not be included in any physical or digital album release. (also see 6.3 retail promotions)

6.1	Competitions / Vouchers Continued
	A competition featured on or within the packaging of any album release, including but not limited to the 'enhanced section', microsite or any other chart eligible software application or program will render the format ineligible for inclusion in the charts.
	A release incorporating an exclusive voucher giving discounts on other goods or services, or exclusive access to such goods and services are considered free gifts and are ineligible for inclusion in the chart.
6.4	Database Card or Data Capture Incentive
	Standard generic company/record label reply cards or data capture mechanic that offer a small incentive in exchange for consumer details do not make a product ineligible for the chart. The card/incentive should not be advertised externally on the packaging.
6.5	Retailer Promotions
	Any incentive in the form of a retailer sponsored free gift or discount, to purchase one or more chart eligible albums, will not disqualify sales of records from contributing to the Chart position provided that the records, and the gifts or discount offered, comply with all other chart eligibility rules. If a retailer promotion does not conform with this, sales of the record concerned will be excluded from the chart.
	Retailer promotions on albums are not limited to the free gifts as described in format breakdowns (posters, postcards and booklets) provided that the Official UK Charts Company receives written confirmation from the retailer that it is sponsoring the promotion.
	If a retailer is running a competition it may not be dependent on the purchase of specific albums.
	In the case of digital formats of a release consumers should not be automatically entered into a competition upon purchase.

7.0 Pre Order Incentives

7.0	Pre Order Incentives
	No competition incentive may be offered on a digital and/or physical pre order.
	Retailers may conduct pre order incentives on physical or digital products providing they comply with all other chart rules

“CD or ENHANCED CD”

Total Playing Time	Unlimited
Audio Content	Where 5.1 surround sound and stereo mixes of the same featured tracks appear, only one will only count towards the total permitted playing time.
Video Content	<p>A maximum of 15 minutes playing time maybe allocated to music videos by the featured artist</p> <p>If the videos are of tracks featured in the audio only section of the album they will not count as extra tracks. If the videos are of tracks not featured on the audio only section then they will count as tracks in their own right.</p> <p>Interviews and audio only content contained within the multimedia section of the album will constitute additional tracks.</p> <p>An interview/EPK with a full length promo/live track cut away included will count as two full length videos.</p> <p>Note: that this is important if sales of a multimedia format are to be combined with sales of a standard format. There must be an 80% crossover of tracks across both versions of the album. See section 4.0 and appendix note 1.0 for further details on the 80% rule.</p>
Ringtones	<p>One ringtone per album format is permissible. The ringtone must correspond to one of the featured tracks on the format in which the ringtone is made available.</p> <p>Ringtone software allowing purchaser to customise one ringtone is also permitted.</p>
Multimedia Content	<p>Multimedia element must be directly related to the featured artist(s) and not previously available for purchase in its entirety as a separate product.</p> <p>An enhanced album format may include the following:-</p> <ul style="list-style-type: none"> • Gallery related to the artist with unlimited images or downloadable wallpaper files • Text screens related to the artist e.g. biography / tour dates / artist merchandise details Including scrolling text or lyrics • Audio sound bytes or other duplicated content taken directly from the featured tracks may be incorporated without counting as part of the total permitted playing time. • Additional video section 4 video clips with a combined maximum duration of 2 minutes. • Downloadable feature such as screensaver/buddy icon or other similar as previously agreed by OCC • Game / related software related to the artist, created exclusively for the album and not previously available for purchase in its own right
Weblinks	<p>Weblinks must connect to the homepage of the featured artists’ website and/or the releasing labels website.</p> <p>Additional weblinks to further websites clearly endorsed or supported by the featured artist and/or weblinks to label related information are also eligible provided they comply with all other chart rule requirements specified within this section.</p> <p>Weblinks directly connecting purchasers of a single to either ‘shop’ web pages on an artist or label website or specific retail websites will not be chart eligible.</p> <p>Weblinks to an artist related microsite* containing artist related content are also chart eligible provided they do not feature at any time audio and DVD products for sale or direct links to other non artist specific audio and video retailing sites.</p> <p><i>*a microsite is defined as a “vaulted” area that has been specially created to add value to the featured album campaign and is only accessible via a hyperlink contained on the album(s). Protected added value content is eligible providing it complies with the guidelines above and all other chart rules.</i></p> <p>Featured weblinks on enhanced formats may not be advertised as offering a non related or excessive gift.*</p> <p><i>*For this purpose, a non related gift or excessive gift is a gift that gives the consumer a product, voucher or benefit which is unrelated to the album concerned or has an independent value in excess of the (normal retail) price of the album concerned.</i></p>

Packaging	<p>Packaging for an album release must have no value in its own right and no other use other than to contain the recording. Packaging types include (but are not limited to) the following:</p> <ul style="list-style-type: none"> • Standard 5" CD album jewel case** • Slimline CD jewel case • Standard Digipack* • Standard Slipcase** • Standard DVD packaging <p><i>*Standard digipack is defined as a 5" single fold cardboard case fitted with one or two CD inlay trays or clips</i> <i>**Diecut packaging is permitted</i></p>
	<p>If the packaging of an album adds value to the item, and could be sold in its own right, and does not qualify for exemption under the clauses below it is considered to be a free gift and the record is therefore ineligible for the Chart.</p>
	<p>Please consult OCC if you are unsure of the eligibility of a products packaging</p>

Permitted Inserts	<p>One "database card" intended to collect details of the purchaser for mailing list purposes. The card must be designed to be returned back to the record company, band, appointed mailing house or nominated data collection agency. The card/form may not serve any other purpose other than that previously mentioned.</p>
	<p>One "flyer" promoting merchandise or other product provided that access to this merchandise is not available exclusively through purchase of the record.</p>
	<p>One "CD replacement card" to fill blank tray within the case.</p>

Permitted Free Gifts	<p>A "gift" is defined as any item which has a market value of its own, however small. Records sold with free gifts are ineligible for the chart. Therefore no other item may be included other than those outlined below:</p>
	<p>One "poster". Can be printed on both sides. There is no size specification but after folding it must be contained within the packaging.</p>
	<p>"Cards" to a maximum of 4. Card(s) must be contained within the format packaging and be 2 sided with no folds. Card(s) maybe printed on both sides. Maximum card size is dictated by the dimensions of the packaging they are to be contained within.</p>
	<p>"Booklets" must be contained within the format packaging</p>

Deluxe Edition (CD/DVD Sets)

	<p>A DVD packaged with a CD may have unlimited audio and/or video playing time.</p>
	<p>A DVD maybe packed with a CD or enhanced CD format</p>
	<p>A DVD must be directly related to the artist/brand in question and not previously available for purchase in its entirety as a separate product.</p>
	<p>A DVD may be shrink wrapped to a CD format or contained within standard CD/DVD packaging.</p>
	<p>In order to be combined with a stand alone CD format a CD/DVD set must feature 80% of the tracks featured on the stand alone CD format.</p>
	<p>Note: that the 80% rule only applies one way from the stand alone CD to the CD/DVD format. This means that provided 80% of the tracks on the standard CD appear on the CD packaged with a DVD then additional material on the DVD can contain any combination of additional audio/video content.</p>
	<p>All CD/DVD sets must carry a unique catalogue number and barcode.</p>

Please note that the following are NOT eligible.

Any element not mentioned above and which has not been specifically approved by the Official UK Charts Company prior to release

“Standalone DVD”

In order for a standalone DVD format to be eligible for the album charts there must be a chart eligible CD variant of the same album on general release bearing the same title as the DVD format.

Total Playing Time	<p>A DVD format may have a maximum audio and/or video playing time of twice the total playing time of one of the available CD formats. Maximum content refers to original material only and does not include material that loops or repeats which shall be counted only once.</p> <p><i>(For example; If associated available CD format playing time is 60 minutes, the maximum permitted playing time of the DVD format would be 120 minutes. It may contain 10 audio tracks in 5.1 surround sound lasting 60 minutes and 10 videos of the same audio tracks, also lasting 60 minutes, giving a total playing time of 60 minutes not 120 minutes. Therefore a further 60 minutes could be allocated to additional audio/video material</i></p> <p>DVD format should have 80% of tracks that appear on one of the available CD formats.</p>
Audio Content	<p>“Audio only” remixes or alternative versions of tracks that already appear on the DVD will not count as additional tracks and their timing will be exempt from the playing time.</p> <p>Where 5.1 surround sound and stereo mixes of the same featured tracks appear, only one will only count towards the total permitted playing time.</p>
Ringtones	<p>One ringtone per album format is permissible. The ringtone must correspond to one of the featured tracks on the format in which the ringtone is made available.</p> <p>Ringtone software allowing purchaser to customise one ringtone is also permitted.</p>
Multimedia Content	<p>Multimedia element must be directly related to the featured artist(s) and not previously available for purchase in its entirety as a separate product.</p> <p>An DVD album format may include the following:-</p> <ul style="list-style-type: none"> • Gallery related to the artist with unlimited images or downloadable wallpaper files • Text screens related to the artist e.g. biography / tour dates / artist merchandise details Including scrolling text or lyrics • Audio sound bytes or other duplicated content taken directly from the featured tracks may be incorporated without counting as part of the total permitted playing time. • Additional video section 4 video clips with a combined maximum duration of 2 minutes. • Downloadable feature such as screensaver/buddy icon or other similar as previously agreed by OCC • Game / related software related to the artist, created exclusively for the album and not previously available for purchase in its own right
Weblinks	<p>Weblinks must connect to the homepage of the featured artists’ website and/or the releasing labels website.</p> <p>Additional weblinks to further websites clearly endorsed or supported by the featured artist and/or weblinks to label related information are also eligible provided they comply with all other chart rule requirements specified within this section.</p> <p>Weblinks directly connecting purchasers of a single to either ‘shop’ web pages on an artist or label website or specific retail websites will not be chart eligible.</p> <p>Weblinks to an artist related microsite* containing artist related content are also chart eligible provided they do not feature at any time audio and DVD products for sale or direct links to other non artist specific audio and video retailing sites.</p> <p><i>*a microsite is defined as a “vaulted” area that has been specially created to add value to the featured album campaign and is only accessible via a hyperlink contained on the album(s). Protected added value content is eligible providing it complies with the guidelines above and all other chart rules.</i></p> <p>Featured weblinks on enhanced formats may not be advertised as offering a non related or excessive gift.*</p> <p><i>*For this purpose, a non related gift or excessive gift is a gift that gives the consumer a product, voucher or benefit which is unrelated to the album concerned or has an independent value in excess of the (normal retail) price of the album concerned.</i></p>

Packaging	<p>Packaging for an album release must have no value in its own right and no other use other than to contain the recording. Packaging types include (but are not limited to) the following:</p> <ul style="list-style-type: none"> • Standard 5" CD album jewel case** • Slimline CD jewel case • Standard Digipack* • Standard Slipcase** • Standard DVD packaging <p><i>*Standard digipack is defined as a 5" single fold cardboard case fitted with one or two CD inlay trays or clips</i> <i>**Diecut packaging is permitted</i></p> <p>If the packaging of an album adds value to the item, and could be sold in its own right, and does not qualify for exemption under the clauses below it is considered to be a free gift and the record is therefore ineligible for the Chart.</p> <p>Please consult OCC if you are unsure of the eligibility of a products packaging</p>
Permitted Inserts	<p>One "database card" intended to collect details of the purchaser for mailing list purposes. The card must be designed to be returned back to the record company, band, appointed mailing house or nominated data collection agency. The card/form may not serve any other purpose other than that previously mentioned.</p> <p>One "flyer" promoting merchandise or other product provided that access to this merchandise is not available exclusively through purchase of the record.</p> <p>One "CD replacement card" to fill blank tray within the case.</p>
Permitted Free Gifts	<p>A "gift" is defined as any item which has a market value of its own, however small. Records sold with free gifts are ineligible for the chart. Therefore no other item may be included other than those outlined below:</p> <p>One "poster". Can be printed on both sides. There is no size specification but after folding it must be contained within the packaging.</p> <p>"Cards" to a maximum of 4. Card(s) must be contained within the format packaging and be 2 sided with no folds. Card(s) maybe printed on both sides. Maximum card size is dictated by the dimensions of the packaging they are to be contained within.</p> <p>"Booklets" must be contained within the format packaging</p>
<p>Please note that the following are NOT eligible.</p> <p>Any element not mentioned above and which has not been specifically approved by the Official UK Charts Company prior to release</p>	

“Vinyl or LP”

If to be combined with a CD format LP must contain 80% of tracks as featured on CD format

Total Playing Time	Unlimited
Audio Content	<p>If to be combined with CD format it must contain 80% of the tracks as featured on CD formats.</p> <p>Albums repackaged with the addition of a record containing mixes/live/extended versions of songs from the original album version may have sales combined with those of the standard version.</p>
Packaging	<p>The packaging must have no value in its own right and no other use than to contain the recording.</p> <p>Vinyl or LP's may be contained within card, paper or flexible plastic sleeves.</p> <p>The packaging may have folds (i.e. gatefold) and may include a protective inner or outer sleeve as part of the packaging.</p> <p>Shaped, coloured or etched vinyl is eligible for the charts.</p> <p>Please consult OCC if you are unsure of the eligibility of a products packaging</p>
Permitted Inserts	<p>One “database card” intended to collect details of the purchaser for mailing list purposes. The card must be designed to be posted back to the record company, band or appointed mailing house. The card may not serve any other purpose other than that previously mentioned.</p> <p>One “flyer” promoting merchandise or other product provided that access to this merchandise is not available exclusively through purchase of the record.</p>
Permitted Free Gifts	<p>A “gift” is defined as any item which has a market value of its own, however small. Records sold with free gifts are ineligible for the chart. No other item maybe included other than those outlined below:</p> <p>One “poster”. Can be printed both and after folding it must be contained within the packaging.</p> <p>“Cards” to a maximum of 4. Card(s) must be contained within the format and be 2 sided with no folds. Card(s) maybe printed on both sides. Maximum card size is dictated by the dimensions of the packaging they are to be contained within.</p> <p>“Booklets” must be contained within the format packaging</p>

Please note that the following are NOT eligible.

Any element not mentioned above and which has not been specifically approved by the Official UK Charts Company prior to release.

“Digital Album”

In order for a digital album format to be eligible for the combined album charts there must be a chart eligible CD variant of the same album on general release bearing the same title as the digital album format. Must contain at least 80% tracklisting across all of the combinable variants

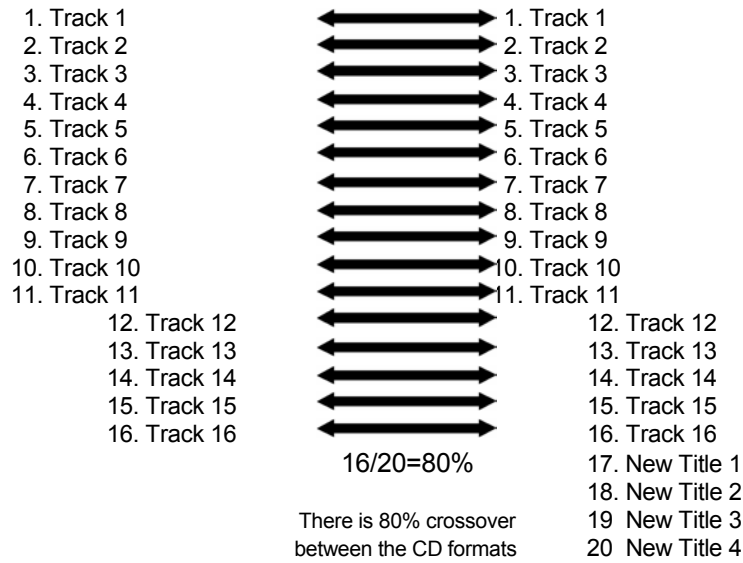
Total Playing Time	Unlimited
Audio Content	Where 5.1 surround sound and stereo mixes of the same featured tracks appear, only one will only count towards the total permitted playing time.
Video Content	<p>A maximum of 15 minutes playing time maybe allocated to music videos by the featured artist</p> <p>If the videos are of tracks featured in the audio only section of the album they will not count as extra tracks. If the videos are of tracks not featured on the audio only section then they will count as tracks in their own right.</p> <p>Interviews and audio only content contained within the multimedia section of the album will constitute additional tracks.</p> <p>An interview/EPK with a full length promo/live track cut away included will count as two full length videos.</p>
Enhanced/Multimedia Content	Digital Albums may include multimedia elements provided they comply with the multimedia rules for physical formats (where applicable).
Additional Content	<p>The ability to download images and text relating to the artist including:-</p> <ul style="list-style-type: none"> • Artwork • PC wallpaper • Mobile wallpaper • Images • Biography • Tour dates • Lyrics • Artist merchandise details
Weblinks	<p>Weblinks must connect to the homepage of the featured artists’ website and/or the releasing labels website.</p> <p>Additional weblinks to further websites clearly endorsed or supported by the featured artist and/or weblinks to label related information are also eligible provided they comply with all other chart rule requirements specified within this section.</p> <p>Weblinks directly connecting purchasers of a single to either ‘shop’ web pages on an artist or label website or specific retail websites will not be chart eligible.</p> <p>Weblinks to an artist related microsite* containing artist related content are also chart eligible provided they do not feature at any time audio and DVD products for sale or direct links to other non artist specific audio and video retailing sites.</p> <p><i>*a microsite is defined as a “vaulted” area that has been specially created to add value to the featured album campaign and is only accessible via a hyperlink contained on the album(s). Protected added value content is eligible providing it complies with the guidelines above and all other chart rules.</i></p> <p>Featured weblinks on enhanced formats may not be advertised as offering a non related or excessive gift.*</p> <p><i>*For this purpose, a non related gift or excessive gift is a gift that gives the consumer a product, voucher or benefit which is unrelated to the album concerned or has an independent value in excess of the (normal retail) price of the album concerned.</i></p>

Please note that the following are NOT eligible.

Any element not mentioned above and which has not been specifically approved by the Official UK Charts Company prior to release.

Appendix 1

This appendix forms part of the Chart Rules and is included to provide clarification of Section 4.0 Combining of Sales

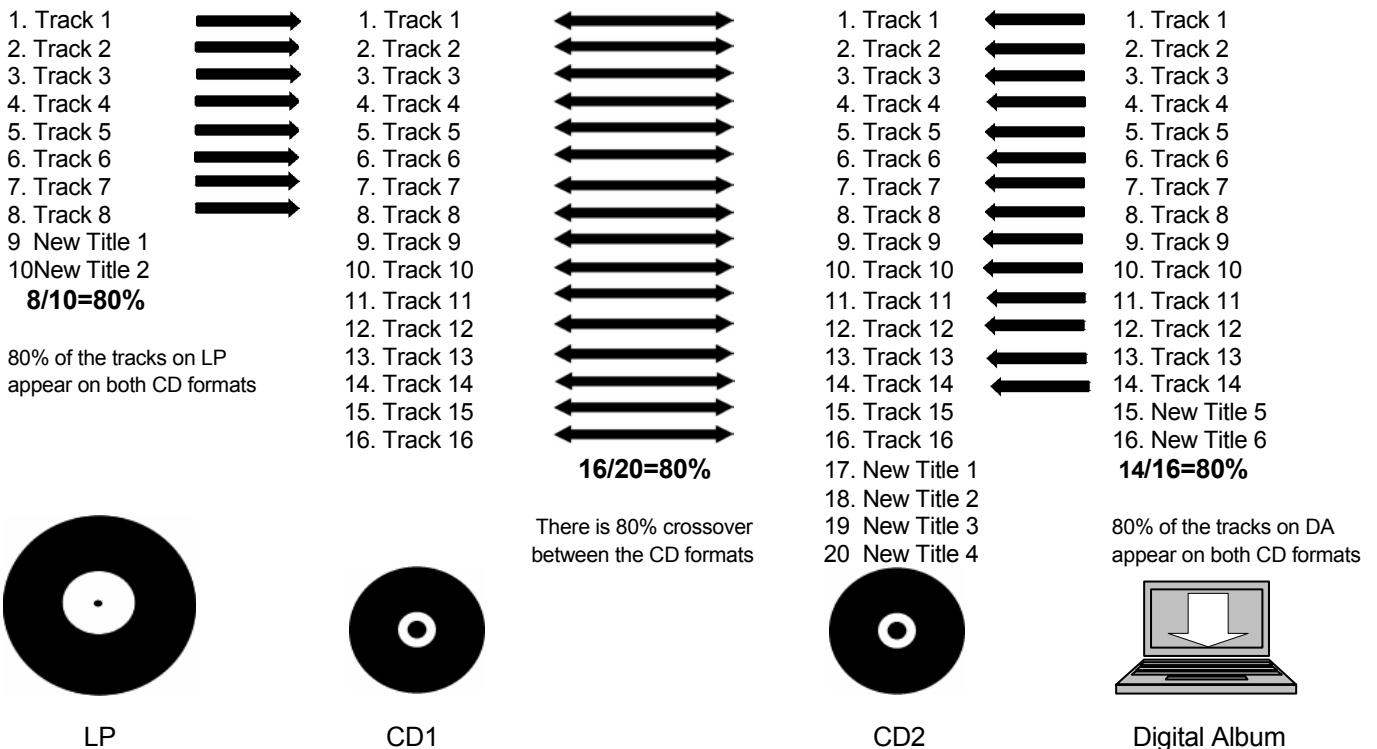


CD1



CD2

Figure 1



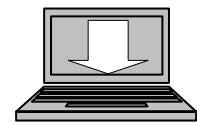
LP



CD1



CD2



Digital Album

Figure 2

Formula for CD formats: Format with greatest number of tracks = A. Number of common tracks = B. B/A = percentage of common tracks.

Formula for other formats: Total number of tracks = C. Number of common tracks = D. D/C = percentage of tracks on the LP/Digital Album that appear on the CD formats.

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