



## Rules For Chart Eligibility

# Albums

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# **Rules for Chart Eligibility**

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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, releases 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 Charts Company in conjunction with the Chart Supervisory Committee (CSC). The Official 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 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 Charts Company on request.

## 1.0 Genuine Sales

1.1	
	<p>All sales information used to compile the Chart must be recorded as a result of a genuine purchase by a genuine consumer.</p>
	<p>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.</p>
	<p>Actions which will be considered a breach of these rules include:</p>
	<ul style="list-style-type: none"><li>a) promoting the sale of any album 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;</li><li>b) purchasing albums or causing albums to be purchased other than as a genuine consumer purchase;</li><li>c) multiple purchases of albums on behalf of other persons,</li><li>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;</li><li>e) offering money or other benefits to a dealer contingent upon an album entering any of the Charts or attaining a minimum chart position;</li><li>f) procuring the sale of an album 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 album concerned or of a value in excess of the value of the record without that gift (value means normal retail price), where it is not an album and merchandise package as outlined in section 8.0.</li><li>g) any other activity intended unfairly to influence Chart positions.</li></ul>
	<p>Where the Official Charts Company has reason to believe that an album 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.</p>
	<p>The Official 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.</p>
	<p>If an album is excluded from the Chart, the Official 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 Charts Company to remove data from the Chart sample, the Official Charts Company will inform the Secretariat of the BPI and/or ERA, as appropriate, on the first working day after the data is removed.</p>

## 2.0 Codes of Conduct

2.1	
	<p>These rules are additional to the codes of conduct operated by the BPI/ERA or other trade or professional association.</p>

### 3.0: Albums Definitions Summary

Product	Dealer Price	Playing Time and Content
<b>a. Physical Albums</b>		
<b>LP/CD/DVD/HD DVD/BLU RAY/MD/SACD/Dualdisc/CD/DVD Sets/ Standard DMD</b>		
(Budget)	0.50 - 3.75	<b>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.</b> <i>*Maximum memory capacity for Standard DMD is 512MB.</i>
(Mid price)	3.76 - 5.99	
(Full price)	6.00 or over	
<b>Album &amp; Merchandise Packages</b>		<b>Refer to section 8.0 for further details on minimum dealer price</b>
<b>Deluxe DMD**</b>		
(Full price)	8.20 or over	<b>DMD with memory capacity over 512MB or where content is over that permitted on a Standard DMD format.</b> <i>**Maximum memory capacity for Deluxe DMD is 5GB.</i>
<b>b. Digital Albums</b>		
(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.  <i>For market share purposes a digital variant meeting the above minimum dealer price will be allocated as a full-price album.</i>
<b>c. Physical &amp; Digital Album Multi Format Packages</b>		
Standard CD album published dealer price + 20% uplift.		<b>Refer to section 4.9 for details.</b>

1. **Playing Time** refers to the amount of recorded material irrespective of content.
2. A **Track** is a continuous piece of recorded material.
3. **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)
4. **Artist Album Chart** includes single artist compilations, original cast recordings, original cast performance soundtracks and single orchestra recordings
5. **DMD** Digital Memory Device eg USB, SD Card
6. **Physical and Digital Album Bundles.** The minimum dealer price is calculated against the standard CD format of a release and it applies to any physical and digital bundle associated with the release.

### 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"><li>• Vinyl</li><li>• CD or Enhanced CD</li><li>• DVD or Enhanced DVD</li><li>• CD/DVD Sets</li><li>• Dualdisc</li><li>• Cassette</li><li>• HD DVD</li><li>• Blu Ray</li><li>• Mini Disc</li><li>• SACD</li><li>• Standard DMD</li><li>• Deluxe DMD</li></ul>	<p>Unlimited album formats may be combined for chart placing providing they adhere to all chart rules</p>

#### DIGITAL

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"><li>• Digital Album Bundle</li></ul> <p>Permanent Digital Download</p>	<p>Unlimited digital album formats may be combined for chart placing providing they adhere to all chart rules</p>

## 4.0 Combining of Sales

<b>4.1</b>	<b>Alternative Album Formats (Deluxe, Re-Issues)</b>
	<p>Sales of alternative versions of an album where the alternative version features additional audio and / or audio visual material to the standard album version, will be combined provided:</p> <ul style="list-style-type: none"> <li>• The alternative format contains 100% of the audio tracks as featured on the standard version (See Appendix 1 Figure 1).</li> <li>• The additional material on the alternative format has not been previously available for purchase in its entirety as a separate product</li> </ul> <p>If the additional tracks are released as a separate product, sales of an album cannot be combined with those of the original format. This is applicable even if the album contains mixes/live/extended versions of songs on the original format.</p>
<b>4.2</b>	<b>Alternative Album Formats featuring less than 100% of material on Standard Album</b>
	Alternative formats not featuring 100% of the audio tracks from the standard version of the album may be combined providing it meets 80% crossover with standard album format. (See Appendix 1 Figure 3).
<b>4.3</b>	<b>CD/DVD and Deluxe DMD Formats featuring less than 100% of material on Standard Album</b>
	CD/DVD or DMD album versions not featuring 100% of the audio tracks from the standard version of the album can be combined provided 80% of the audio tracks from the standard version of the album appear on the CD/DVD or DMD format. (See Appendix 1 Figure 4).
<b>4.4</b>	<b>LPs</b>
	Sales of vinyl formats will be combined with those of CD formats provided that 80% of the tracks featured on the vinyl format appear on the standard CD format. (See Appendix 1 Figure 2).
<b>4.5</b>	<b>Remix and Live Albums</b>
	Sales of remix or live albums will not be combined with sales of the original studio version.
<b>4.6</b>	<b>Digital Albums</b>
	Sales of digital albums will be eligible for the combined chart from release. A physical release is not required in order for digital album to chart.
<b>4.7</b>	<b>Standalone DVD Albums</b>
	<p>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.</p> <p>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. (See Appendix 1 Figure 4).</p>
<b>4.8</b>	<b>Import Albums</b>
	<p>When they contain at least 80% of the tracks on the standard domestic format, 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. (See Appendix 1, Figure 4)</p> <p>An imported record is eligible for a chart position in its own right if there is no equivalent UK release.</p>
<b>4.9</b>	<b>Multi Format Packages &amp; Box Sets</b>
	<p>Multiple pack albums or Box Sets featuring <b>different</b> album titles are eligible for the chart in their own right. They will not be combined with the sales of one of their constituent items.</p> <p>Multiple format albums or Box Sets featuring <b>different</b> formats of the <b>same</b> album (including physical formats packaged with a code or alternative mechanic offering a digital copy of album) are eligible to be combined with standard version of the same album. Multi format albums or Box Sets constitute a single sale.</p> <p><b>Note: A minimum 20% uplift to standard CD dealer price is required for multi format albums.</b></p>

<b>4.10</b>	<b>Simultaneous Availability from Distributors</b>
	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.
<b>4.11</b>	<b>Catalogue Numbers and Barcodes</b>
	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, vinyl and DMD's.
	All physical formats of an album release should be reported to Millward Brown. <i>(For Millward Brown contact details please see contacts section)</i>
	<b>Note:</b> Physical products without a barcode will not have their sales tracked for chart purposes.
<b>4.12</b>	<b>ISRCs and Digital Barcodes</b>
	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 PPL Repertoire Database together with the barcode of the physical product it is to be linked to. <i>(For contact details please see contacts section)</i>
	<b>Note:</b> Digital tracks without an ISRC or digital albums without a barcode will not have their sales tracked for chart purposes.

## 5.0 Exclusions

<b>5.1</b>	<b>Budget Albums</b>
	Budget albums are excluded from all published Album Charts, except Classical Album Charts.
<b>5.2</b>	<b>Exclusion By Request</b>
	A UK rights owner/licensee may request the Official Charts Company to exclude an album 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 Charts Company may at its absolute discretion exclude an album from the Chart in such circumstances. An album that otherwise meets all eligibility criteria will not be excluded from the charts.
<b>5.3</b>	<b>Promotional Products</b>
	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

<b>6.1</b>	<b>Competitions / Vouchers Continued</b>
	Competition inserts or entry may <b>not</b> be included in any physical or digital album release. (also see 6.3 retail promotions)
	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.
<b>6.2</b>	<b>Database Card or Data Capture Incentive</b>
	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.

6.3	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 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.
	One digital track is permitted as instant gratification for an album pre order. A retailer offering this pre order incentive must report the instant gratification track to OCC as a promotional download.
	Where a physical album is available for pre-order access to a pre release stream or timed out download of all or some of the album tracks will be chart eligible.
	A free permanent download of an album given to consumer as a pre order incentive will render physical album ineligible for the chart.
	Retailers may conduct pre order incentives on physical or digital products providing they comply with all other chart rules

## 8.0 Album & Merchandise Packages

8.0	Album & Merchandise Packages
	Record companies are free to package full and mid price album formats with added value items. These packages are subject to increased minimum dealer price against the standard version of an album.
	For low value items such as wristbands, badges, patches, key ring, or similar the product will be subject to a minimum 20% uplift above the dealer price of the full price standard album format.
	For high value items such as, t-shirts or similar the product will be subject to a minimum 80% uplift above the dealer price of the full price standard album format.
	Added value items must be packaged with album and must be clearly related to the artist or artist branded. In the case of non artist albums merchandise may be label or brand related.
	The album and merchandise package must carry a unique barcode to that of the standard (or any other) version of the album.
	Tickets for live events and access 'experiences' e.g. meet and greet are not eligible to be packaged within Album & Merchandise packages
	<b>Note: Record companies must obtain written approval for <u>ALL</u> album and merchandise packages prior to production to ensure chart eligibility.</b>

## “CD or ENHANCED CD”

Alternative versions of albums that are to be combined with the standard version of the album that don't have 100% of tracklisting will be subject to 80% crossover rule. (See Section 4.0 and Appendix 1 for further information)	
<b>Total Playing Time</b>	Unlimited
<b>Audio Content</b>	Unlimited
<b>Video Content</b>	Unlimited
<b>Ringtones</b>	<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>
<b>Multimedia Content</b>	<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><b>An enhanced album format may include the following:-</b></p> <ul style="list-style-type: none"> <li>• <b>Gallery</b> related to the artist with unlimited images or downloadable wallpaper files</li> <li>• <b>Text screens</b> related to the artist e.g. biography / tour dates / artist merchandise details Including scrolling text or lyrics</li> <li>• <b>Downloadable feature</b> such as screensaver/buddy icon or other similar as previously agreed by OCC</li> <li>• <b>Game / related software</b> related to the artist, created exclusively for the album and not previously available for purchase in its own right</li> </ul>
<b>Weblinks</b>	<p>Weblinks must connect to the homepage of the featured artist's website and/or the releasing label's 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 an album 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. *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.</p> <p>Featured weblinks on enhanced formats may not be advertised as offering a non related or excessive gift.* *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.</p>
<b>Packaging</b>	<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"> <li>• Standard 5" CD album jewel case**</li> <li>• Slimline CD jewel case</li> <li>• Standard Digipack*</li> <li>• Standard Slipcase**</li> <li>• Standard DVD packaging</li> </ul> <p>*Standard digipack is defined as a 5" single fold cardboard case fitted with one or two CD inlay trays or clips **Diecut packaging is permitted</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 album is therefore ineligible for the Chart.</p> <p>Please consult OCC if you are unsure of the eligibility of a product's packaging</p>

<b>Permitted Inserts</b>	One <b>“database card /form”</b> 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.
	One <b>“flyer”</b> promoting merchandise or other product provided that access to this merchandise is not available exclusively through purchase of the record.
	One <b>“CD replacement card”</b> to fill blank tray within the case.
<b>Permitted Free Gifts</b>	A <b>“gift”</b> 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:
	One <b>“poster”</b> . Can be printed on both sides. There is no size specification but after folding it must be contained within the packaging.
	<b>“Cards”</b> 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.
	<b>“Booklets”</b> must be contained within the format packaging
	<b>“Stickers”</b> One sheet, to fit within the packaging without folds

### Deluxe Edition (CD/DVD Sets)

- A DVD packaged with a CD may have unlimited audio and/or video playing time.
- A DVD may be packed with a CD or enhanced CD format
- 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.
- A DVD may be shrink wrapped to a CD format or contained within standard CD/DVD packaging.
- In order to be combined with a standard CD format a CD/DVD set must feature 80% of the tracks featured on the standard CD format. (See Appendix 1, Figure 4)**
- All CD/DVD sets must carry a unique catalogue number and barcode.

**Please note that the following are NOT eligible.**

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

## “Standard DMD (Digital Memory Device)”

Alternative versions of albums that are to be combined with the standard version of the album that don't have 100% of tracklisting will be subject to 80% rule. (See Section 4.0 and Appendix 1 Figure 4 for further information)

<b>Total Playing Time</b>	Unlimited (Subject to memory capacity).
<b>Memory Capacity</b>	Maximum of 512MB.
<b>Audio Content</b>	Unlimited
<b>Video Content</b>	Unlimited
<b>Ringtones</b>	<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>
<b>Multimedia Content</b>	<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><b>An enhanced album format may include the following:-</b></p> <ul style="list-style-type: none"> <li>• <b>Gallery</b> related to the artist with unlimited images or downloadable wallpaper files</li> <li>• <b>Text screens</b> related to the artist e.g. biography / tour dates / artist merchandise details Including scrolling text or lyrics</li> <li>• <b>Downloadable feature</b> such as screensaver/buddy icon or other similar as previously agreed by OCC</li> <li>• <b>Game / related software</b> related to the artist, created exclusively for the album and not previously available for purchase in its own right</li> </ul>
<b>Weblinks</b>	<p>Weblinks must connect to the homepage of the featured artist's website and/or the releasing label's 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 an album 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. *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.</p> <p>Featured weblinks on enhanced formats may not be advertised as offering a non related or excessive gift.* *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.</p>
<b>Packaging</b>	<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"> <li>• Standard 5" CD album jewel case**</li> <li>• Slimline CD jewel case</li> <li>• Standard Digipack*</li> <li>• Standard Slipcase**</li> <li>• Standard DVD packaging</li> </ul> <p>*Standard digipack is defined as a 5" single fold cardboard case fitted with one or two CD inlay trays or clips **Diecut packaging is permitted</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 album is therefore ineligible for the Chart.</p> <p>Please consult OCC if you are unsure of the eligibility of a product's packaging</p>

<b>Permitted Inserts</b>	One “ <b>database card / form</b> ” 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.
	One “ <b>flyer</b> ” promoting merchandise or other product provided that access to this merchandise is not available exclusively through purchase of the record.
<b>Permitted Free Gifts</b>	A “ <b>gift</b> ” 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:
	One “ <b>poster</b> ”. Can be printed on both sides. There is no size specification but after folding it must be contained within the packaging.
	“ <b>Cards</b> ” 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.
	“ <b>Booklets</b> ” must be contained within the format packaging
	“ <b>Stickers</b> ” One sheet, to fit within the packaging without folds

**Deluxe DMD Formats**

Maximum memory capacity for a Deluxe DMD is 5GB
A Deluxe DMD may have unlimited additional audio and/or video playing time over and above permitted content of a Standard DMD (subject to memory capacity).
A Deluxe DMD may be combined with a Standard CD providing 80% of the tracks featured on the Standard CD format appear on the Deluxe DMD format. (See Appendix 1, Figure 4)
<b>Note:</b> Provided 80% of the tracks on the standard CD appear on the Deluxe DMD then additional material on the Deluxe DMD can contain any combination of additional audio/video content providing it adheres to 5GB maximum memory capacity. (See Appendix 1, Figure 4)
Added value multimedia content must be directly related to the artist/brand in question and not previously available for purchase in its entirety as a separate product.
All Deluxe DMDs must carry a unique catalogue number and barcode.
Multimedia options relating to PC / Mac connectivity should be referred to the OCC for approval prior to production.

**Please note that the following are NOT eligible.**

Any element not mentioned above and which has not been specifically approved by the Official 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.

<b>Total Playing Time</b>	Unlimited  DVD format should have a minimum of 80% of tracks that appear on one of the available CD formats.
<b>Audio Content</b>	Unlimited
<b>Video Content</b>	Unlimited
<b>Ringtones</b>	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.  Ringtone software allowing purchaser to customise one ringtone is also permitted.
<b>Multimedia Content</b>	Multimedia element must be directly related to the featured artist(s) and not previously available for purchase in its entirety as a separate product.  <b>An DVD album format may include the following:-</b> <ul style="list-style-type: none"> <li>• <b>Gallery</b> related to the artist with unlimited images or downloadable wallpaper files</li> <li>• <b>Text screens</b> related to the artist e.g. biography / tour dates / artist merchandise details including scrolling text or lyrics</li> <li>• <b>Downloadable feature</b> such as screensaver/buddy icon or other similar as previously agreed by OCC</li> <li>• <b>Game / related software</b> related to the artist, created exclusively for the album and not previously available for purchase in its own right</li> </ul>
<b>Weblinks</b>	Weblinks must connect to the homepage of the featured artist's website and/or the releasing label's website.  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.  Weblinks directly connecting purchasers of an album to either 'shop' web pages on an artist or label website or specific retail websites will not be chart eligible.  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. <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>  Featured weblinks on enhanced formats may not be advertised as offering a non related or excessive gift.*  <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>

<b>Packaging</b>	<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"> <li>• Standard 5" CD album jewel case**</li> <li>• Slimline CD jewel case</li> <li>• Standard Digipack*</li> <li>• Standard Slipcase**</li> <li>• Standard DVD packaging</li> </ul> <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>
<b>Permitted Inserts</b>	<p>One <b>"database card / form"</b> 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 <b>"flyer"</b> promoting merchandise or other product provided that access to this merchandise is not available exclusively through purchase of the record.</p> <p>One <b>"CD replacement card"</b> to fill blank tray within the case.</p>
<b>Permitted Free Gifts</b>	<p>A <b>"gift"</b> 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 <b>"poster"</b>. Can be printed on both sides. There is no size specification but after folding it must be contained within the packaging.</p> <p><b>"Cards"</b> 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><b>"Booklets"</b> must be contained within the format packaging</p> <p><b>"Stickers"</b> One sheet, to fit within the packaging without folds</p>
<p><b>Please note that the following are NOT eligible.</b></p> <p>Any element not mentioned above and which has not been specifically approved by the Official Charts Company prior to release</p>	

## “Vinyl or LP”

If to be combined with standard CD format 80% of tracks on LP must be featured on standard CD format	
<b>Total Playing Time</b>	Unlimited
<b>Audio Content</b>	Unlimited
<b>Packaging</b>	<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>
<b>Weblinks</b>	<p>Weblinks must connect to the homepage of the featured artist's website and/or the releasing label's 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 an album 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. *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.</p> <p>Featured weblinks on enhanced formats may not be advertised as offering a non related or excessive gift.* *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.</p>
<b>Permitted Inserts</b>	<p>One <b>"database card"</b> 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 <b>"flyer"</b> promoting merchandise or other product provided that access to this merchandise is not available exclusively through purchase of the record.</p>
<b>Permitted Free Gifts</b>	<p>A <b>"gift"</b> 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 <b>"poster"</b>. Can be printed both and after folding it must be contained within the packaging.</p> <p><b>"Cards"</b> 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><b>"Booklets"</b> must be contained within the format packaging</p> <p><b>"Stickers"</b> One sheet, to fit within the packaging without folds</p>

## Deluxe Vinyl Formats

A Vinyl or LP release may contain a CD copy of same album

A Vinyl or LP release may contain a code (or alternative mechanic) giving access to a digital copy of the same album

**Note: Vinyl album incorporating a digital version of the album will be subject to a minimum uplift of 20% against standard physical CD format of album**

**Please note that the following are NOT eligible.**

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

## “Digital Album”

Digital album formats are eligible for the combined album charts in their own right. Digital albums that are to be combined with the standard version of the album and don't have 100% of tracklisting will be subject to 80% crossover rule. (See Section 4.0 and Appendix 1 Figure 3 for further information).

<b>Total Playing Time</b>	Unlimited
<b>Audio Content</b>	Unlimited
<b>Video Content</b>	Unlimited
<b>Enhanced/Multimedia Content</b>	Digital Albums may include multimedia elements provided they comply with the multimedia rules for physical formats (where applicable).
<b>Additional Content</b>	<p>The ability to download images and text relating to the artist including:-</p> <ul style="list-style-type: none"> <li>• Artwork</li> <li>• PC wallpaper</li> <li>• Mobile wallpaper</li> <li>• Images</li> <li>• Biography</li> <li>• Tour dates</li> <li>• Lyrics</li> <li>• Artist merchandise details</li> </ul>
<b>Weblinks</b>	<p>Weblinks must connect to the homepage of the featured artist's website and/or the releasing label's 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 an album 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.**

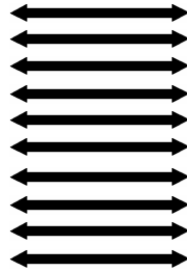
Any element not mentioned above and which has not been specifically approved by the Official Charts Company prior to release.

# Appendix 1

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

## Figure 1 – 100% Rule

- 1. Track 1
- 2. Track 2
- 3. Track 3
- 4. Track 4
- 5. Track 5
- 6. Track 6
- 7. Track 7
- 8. Track 8
- 9. Track 9
- 10. Track 10



100% of tracks  
on standard album appear on  
re-issued format

- 1. Track 1
- 2. Track 2
- 3. Track 3
- 4. Track 4
- 5. Track 5
- 6. Track 6
- 7. Track 7
- 8. Track 8
- 9. Track 9
- 10. Track 10
- 11. New Title 1
- 12. New Title 2
- 13. New Title 3
- 14. New Title 4
- 15. New Title 5
- 16. New Title 6



Standard



Re-issue

## Figure 2 – LP 80% Rule

- 1. Track 1
- 2. Track 2
- 3. Track 3
- 4. Track 4
- 5. New Title 1

4/5=80%



80% of the tracks on LP  
appear on standard CD format

- 1. Track 1
- 2. Track 2
- 3. Track 3
- 4. Track 4
- 5. Track 5
- 6. Track 6
- 7. Track 7
- 8. Track 8
- 9. Track 9
- 10. Track 10



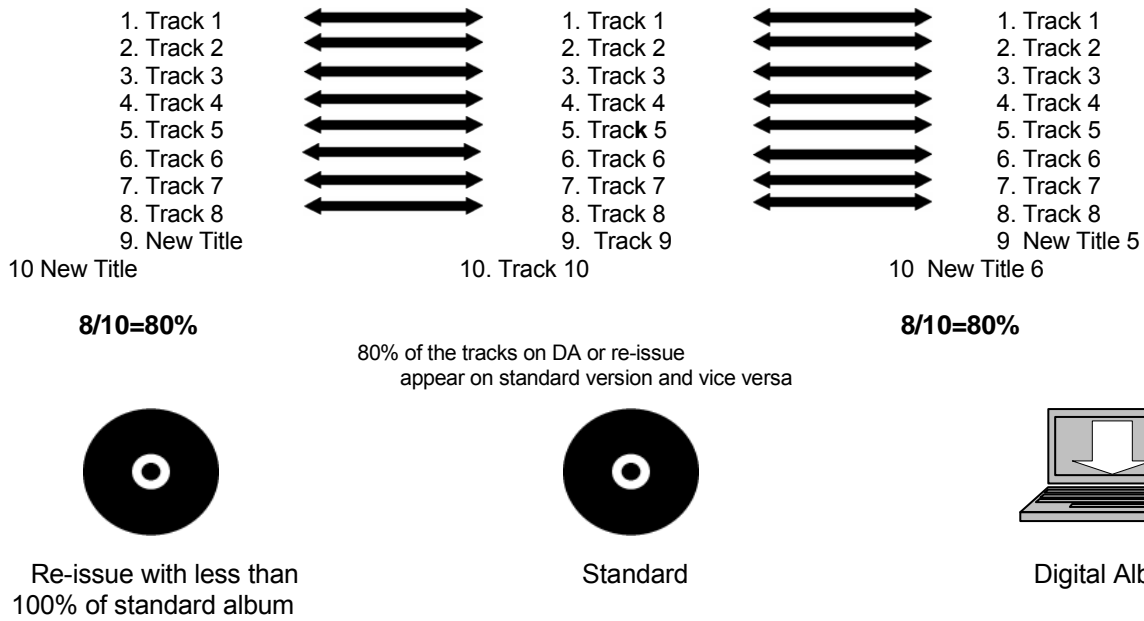
LP



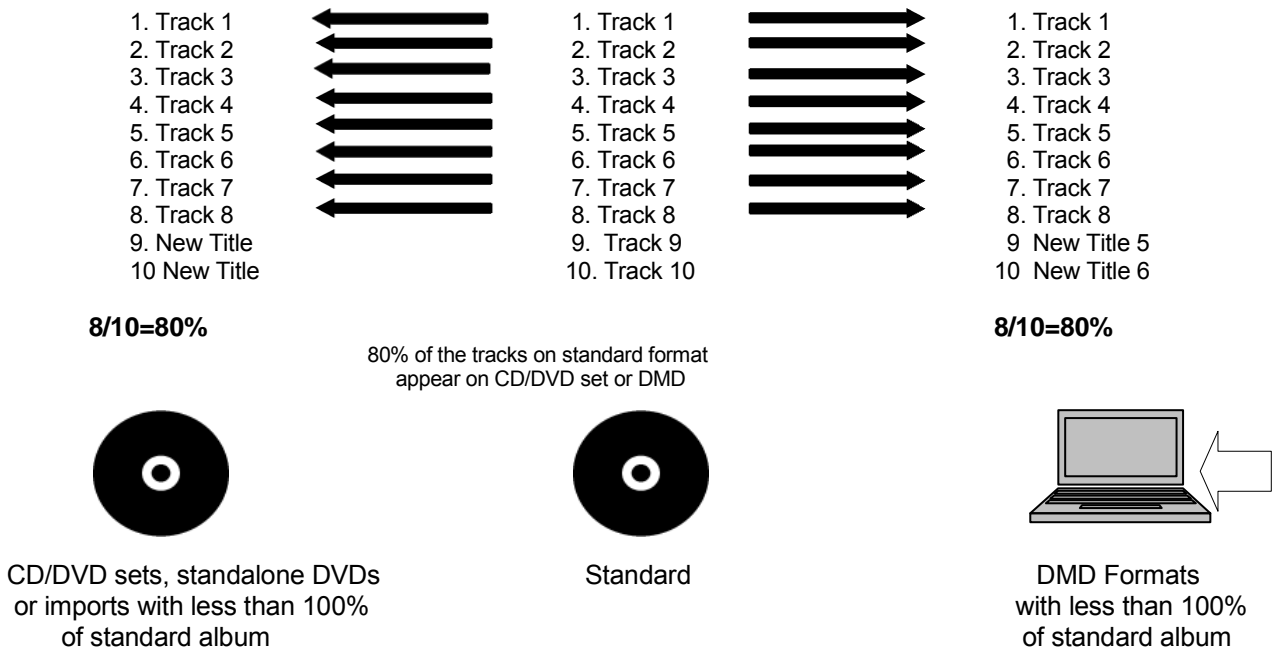
CD1 Standard

# Appendix 1

## Figure 3 – 80% Crossover Rule



## Figure 4 – 80% One Way Rule



## Additional Notes

When calculating 100% and 80% rules the following are to be excluded from calculations:

- Alternative tracks (including remixed, extended, live or demo versions of featured tracks)
- Videos
- EPKs
- Interviews.

## Contact List

### Official Charts Company

Contact: Chris Austin 020 7620 7454 or [chris@theofficialcharts.com](mailto:chris@theofficialcharts.com)  
Contact: Lucy Blyth 020 7620 7452 or [lucy@theofficialcharts.com](mailto:lucy@theofficialcharts.com)

OCC, Riverside Building  
County Hall,  
Westminster Bridge Road  
London SE1 7JA

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

### Millward Brown

Contact: Lee Hopkins 01926 826 360 or [lee.hopkins@millwardbrown.com](mailto:lee.hopkins@millwardbrown.com)

Chart Unit  
Millward Brown UK  
Olympus Avenue  
Tachbrook Park  
Warwick CV34 6RJ

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

### Video Performance Ltd. (VPL)

[www.vplukcom](http://www.vplukcom)

### BPI (British Recorded Music Industry)

BPI, Riverside Building  
County Hall,  
Westminster Bridge Road  
London SE1 7JA

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

### Entertainment Retailers Association

ERA, Colonnade House  
1<sup>st</sup> Floor, 2 Westover Road  
Bournemouth  
Dorset BH1 2BY

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

### GS1 - (Barcodes)

10 Maltravers Street  
London WC2R 3BX

<http://www.gs1uk.org>