



## Rules For Chart Eligibility

# Singles

August 2009

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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, 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 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	
	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:
	<ul style="list-style-type: none"><li>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;</li><li>b) purchasing records or causing records to be purchased other than as a genuine consumer purchase;</li><li>c) multiple purchases of records 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 a record entering any of the Charts or attaining a minimum chart position;</li><li>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);</li><li>g) any other activity intended unfairly to influence Chart positions.</li></ul>
	Where the Official 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.
	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.
	If a record 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.

## 2.0 Code 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 Singles Definitions Summary

Product		Format	Dealer Price	Maximum Playing Time and Content
a.	i) "1 Track" CD	Compact Disc	Minimum £0.60	<b>15 minutes and no more than one audio track. No multimedia content.</b> <i>(Refer to page 9 for further details.)</i>
b.	i) "1 Track+" CD	Compact Disc	Minimum £1.20	<b>15 minutes and one audio track plus additional audio track OR video OR ringtone.</b> <i>(Refer to page 10 for further details.)</i>
c.	i) "Maxi" CD	Compact Disc	Minimum £1.79	<b>25 minutes and no more than four songs plus alternative versions of featured songs.</b> <b>25 minutes and no more than four songs (audio or video) plus alternative audio versions of featured songs.</b> Playing time of video tracks will not count towards total permitted playing time providing the video is cut to substantially the same mix as featured audio tracks or is the only commercially available video for the tracks. <i>(Refer to page 11 for further details.)</i>
	ii) "Maxi" CD Enhanced	Compact Disc	Minimum £1.79	
d.	i) "Maxi" DVD Enhanced	DVD	Minimum £1.79	<b>25 minutes and no more than four songs (audio or video) plus alternative audio versions of featured songs.</b> Playing time of video tracks will not count towards total permitted playing time providing the video is cut to substantially the same mix as featured audio only tracks or is the only commercially available video for the tracks. <i>(Refer to page 11 for further details.)</i>
e.	i) "Maxi" Dualdisc	Dualdisc	Minimum £1.79	<b>25 minutes and no more than four songs (audio or video) plus alternative audio versions of featured songs.</b> Playing time of video tracks will not count towards total permitted playing time providing the video is cut to substantially the same mix as featured audio only tracks or is the only commercially available video for the tracks. <i>(Refer to page 11 for further details.)</i>
f.	i) "Maxi" Vinyl disc	CD or DVD	Minimum £1.79	<b>25 minutes and no more than four songs (audio or video) plus alternative audio versions of featured songs.</b> Playing time of video tracks will not count towards total permitted playing time providing the video is cut to substantially the same mix as featured audio only tracks or is the only commercially available video for the tracks. <i>(Refer to page 11 for further details.)</i>
g.	i) "Maxi" DMD	Digital Memory Device	Minimum £2.49	<b>25 minutes and no more than four songs (audio or video) plus alternative audio versions of featured songs.</b> Playing time of video tracks will not count towards total permitted playing time providing the video is cut to substantially the same mix as featured audio only tracks or is the only commercially available video for the tracks. Maximum memory capacity of 256MB. <i>(Refer to page 11 for further details.)</i>

### 3.0 Singles Definitions Summary

Product	Format	Dealer Price	Maximum Playing Time and Content
h.	i) 7-inch	Vinyl up to 7"	Minimum £0.50 <b>25 minutes and no more than four songs.</b> <i>(Refer to page 13 for further details.)</i>
	ii) 12-inch	Vinyl over 7"	Minimum £1.99 <b>25 minutes and no more than four songs plus alternative versions of featured songs.</b> <i>(Refer to page 14 for further details.)</i>
	iii) Cassette	Tape	Minimum £1.20 <b>20 minutes and no more than three tracks.</b>
i.	i) Digital Audio Track	Audio Download	Minimum £0.40 <b>15 minutes (one audio track)</b> <i>(Refer to page 15 for further details.)</i>
j.	i) Digital Single Bundle	Audio Download	Minimum £0.40 <b>25 minutes and no more than four songs (audio or video) plus alternative audio versions of featured songs.</b> Playing time of video tracks will not count towards total permitted playing time providing The video is cut to substantially the same mix as featured audio tracks or is the only commercially available video for the tracks. <b>Bundle must feature lead song as audio track.</b> <i>(Refer to page 16 for further details.)</i>
k.	i) Remix Single		One song title and any number of remixes of that featured title to a maximum of 40 minutes applicable to "Maxi" physical or digital formats and 12" vinyl formats. One promotional video for lead track permitted only. <i>(Refer to pages 11, 14 and 16 for further details.)</i>

#### NOTES

- Playing Time** refers to the amount of recorded material irrespective of content.
- A **Track** is a continuous piece of recorded material.
- Digital Minimum Dealer Price** £0.40p : Only tracks with a minimum PPD of 40 pence or more shall be eligible for the Official Singles Chart. In the event that a record company has an alternative business model for the sale of downloads (i.e., one not based on a published dealer price), *the price charged to the online digital retailer should not be less than 32 pence per track.* OCC will monitor sales to ensure they are 'genuine sales'. Where OCC judges sales not to be genuine, they may be excluded from the chart at OCC's absolute discretion.
- Singles Multi-packs** are not eligible for the Official Singles Chart
- Featured Song** is defined as the lead track nominated by releasing label and common to all formats. This track should be listed as the first track on all combinable physical and digital formats.
- Digital Memory Device** eg, USB Key or SD Card with maximum memory capacity of 256MB. Please contact OCC for confirmation of eligible DMD formats.

## 4.0 Combining Formats For Singles Chart

### PHYSICAL

Sales of a maximum of 3 physical formats may be combined for a chart placing and purposes of chart publication.

**Note: A maximum of 2 formats from the Maxi Format section are chart eligible.**

#### Quantity of Format Type Permitted Per Single Release

#### Entry Level Formats

a.	i) ii) iii)	"1 Track" CD "1 Track+" CD 7-inch	Compact Disc Compact Disc Vinyl up to 7"	Any combination of formats from this section to the maximum of 3 physical formats
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#### Maxi Formats

b.	i) ii) iii) iv)	"Maxi" CD (or Enhanced) or Vinyldisc "Maxi" DVD (or Enhanced) or Vinyldisc "Maxi" Dualdisc "Maxi" DMD	Compact Disc DVD Dualdisc Digital Memory Device	1 of each of the format types listed in this section are chart eligible, to a maximum of 2
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#### Other Formats

c.	ii) iii)	12-inch Cassette	Vinyl over 7" Tape	Any combination of products from this section to the maximum of 3 physical formats
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### DIGITAL

In addition to the maximum of 3 physical formats the sales of the following digital formats may also be combined for chart placing.

d.	i)	Digital Audio Track	Permanent Digital Download	Unlimited digital variants or alternative versions of featured song may be combined for chart placing.
e.	ii)	Digital Single Bundle	Permanent Digital Download	Maximum of 3 digital bundles may be combined for chart placing

## 4.0 Combining of Sales

<b>4.1</b>	<b>Criteria for Combining Sales</b>
<b>a</b>	For chart purposes, the sales of different formats are combined where they can reasonably be held to be variants or alternative formats of the same piece of product. The criteria for combining sales are detailed below.
<b>b</b>	Sales of different formats and variants of a single are combined for chart purposes where each format contains the featured song(s), and not the featured song(s) from any other chart single.
<b>c</b>	<p>i) The featured song of a Top 40 single cannot be released as a B-side or extra track on a subsequent chart eligible single until the former has dropped out of the Top 40, subject to c ii) and c iii).</p> <p>ii) If a song that has fallen out of Top 40 is then used as a B-side or extra title on a new release and the original song re enters the Top 40, the new release will remain chart eligible.</p> <p>iii) Labels may include previously unreleased remixes or alternative versions of a current Top 40 single on a new release providing the version used has not previously appeared on a chart eligible release.</p>
<b>d</b>	A maximum of three <b>physical</b> formats for each title is eligible for the singles chart. The first 3 formats to be domestically released will feature in the Chart unless the record company elects a different combination <u>before release</u> . 4th and subsequent physical formats of a single will not be eligible for a chart position.
<b>e</b>	A maximum of three <b>digital bundle</b> formats for each title is eligible for the singles chart. The first 3 formats to be domestically released will feature in the Chart unless the record company elects a different combination <u>before release</u> . 4th and subsequent digital bundle formats of a single will not be eligible for a chart position.
<b>f</b>	<p>In addition to 3 physical formats and 3 digital bundles, an unlimited number of digital variants of the featured song may be combined for a chart position.</p> <p><b>Note:</b> The featured song across all formats of a single need not be identical for their sales to be combined, but should be substantially the same - that is, an identical OR extended OR remixed OR live OR alternative version of the basic song.</p>
<b>4.2</b>	<b>Imports</b>
	An imported single which is available at the same time as a similar or identical UK release by the same artist but from a different distributor will not be combined with sales of the domestic release and will not qualify for a chart position in its own right whilst the UK release is in the Top 75.
<b>4.3</b>	<b>Simultaneous Availability</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>Note:</b> The other rules for combination as outlined in 4.1 also apply in all such cases.
<b>4.4</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 and vinyl.
	All physical formats of a single release should be reported to Millward Brown. <i>(Please see Contacts section)</i>
	<b>Note:</b> Physical products without a barcode will not have their sales tracked for chart purposes.
<b>4.5</b>	<b>ISRCs and Digital Barcodes</b>
	All digital formats of a track (including videos) must carry an ISRC reported to PPL together with the barcode of the physical product it is to be linked to three weeks prior to release. <i>(Please see Contacts section)</i>
	All digital bundles must carry a unique identifier (i.e. digital barcodes) and ISRC codes for individual tracks.
	Videos included within Digital Bundles must have VPL issued ISRCs.
	<b>Note:</b> Digital tracks without an ISRC or Digital Singles without a barcode will not have their sales tracked for chart purposes.

## 5.0 Exclusions

<b>5.1</b>	<b>Exclusion By Request</b>
	A UK rights owner/licensee may request the Official 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 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.
<b>5.2</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</b>
	Competition inserts may <b>not</b> be included in any physical or digital single release. (see 6.3 retailer promotions)
	A competition featured on or within the packaging of any single 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.
<b>6.3</b>	<b>Retailer Promotions</b>
	Any incentive in the form of a retailer sponsored free gift or discount, to purchase one or more chart eligible singles, 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 retail promotion does not conform with this, sales of the record concerned will be excluded from the chart.
	The Official Charts Company will require written confirmation from retailers confirming sponsorship of promotions to confirm chart eligibility.
	If a retailer is running a competition it may not be dependent on the purchase of specific single(s).
	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

<b>7.0</b>	<b>Pre Order Incentives</b>
	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.
	Digital tracks are not permitted as instant gratification for the pre order of a single release.

<b>Total Playing Time</b>	15 minutes
<b>Audio Content</b>	Maximum of 1 audio track
<b>Video Content</b>	None
<b>Multimedia Elements</b>	None
<b>Ringtones</b>	None  <b>Note:</b> Information regarding purchase of artist related ringtones maybe included on the artwork.
<b>Packaging</b>	Slimline jewel case with a standard j-card or a standard 5" slipcase.
<b>Permitted Inserts</b>	One <b>“database card/form”</b> intended to collect details of the purchaser for mailing list purposes. The card/form 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.
<b>Permitted Free Gifts</b>	None
<b>Please note that the following are NOT eligible.</b>	
Any element not mentioned above and which has not been specifically approved by the Official Charts Company prior to re-lease.	

<b>Total Playing Time</b>	15 minutes
<b>Song Allowance</b>	Maximum of 2 song titles
<b>The lead song must appear on physical format as an audio track.</b>	
<b>Additional Content</b>	In addition to audio track of the lead song a maximum of <b>ONE of the following items is permitted:</b>
	<b>Audio Track (B'Side)</b> One additional audio track. Timings when combined with lead track must be within maximum permitted playing time
	<b>OR</b>
	<b>Video</b> One video. Timings when combined with lead track must be within maximum permitted playing time
	A video may be a promotional video, live video, interview or EPK
	An interview/EPK with a full length promo/live track cut away included would <b>not</b> be permitted.
	<b>OR</b>
<b>Ringtone</b> One ringtone, must be related to the artist.	
<b>Microsite / Download</b>	Additional content above the lead track need not appear on the physical format and may alternatively be incorporated on a microsite. Total playing time of all content must not exceed maximum timings as outlined above.  <i>* a microsite is defined as a "vaulted" area that has been created to add value to the featured single campaign and is only accessible exclusively as a result of purchasing single product.</i>
	Microsite must not feature audio or video products for sale. All weblink rules as listed below are applicable to microsities.
<b>Weblinks</b>	Weblinks must connect to the homepage of the featured artists' 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 a single to either 'shop' web pages on an artist or label website or any other general retailing website will not be chart eligible.
	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 single concerned or has an independent value in excess of the (normal retail) price of the single concerned.</i>
<b>Packaging</b>	Slimline jewel case with a standard j-card or a standard 5" slipcase.
<b>Permitted Inserts</b>	One "database card/form" intended to collect details of the purchaser for mailing list purposes. The card/form 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.
<b>Permitted Free Gifts</b>	None

**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

# “Maxi or Enhanced Maxi”

Format: CD, DVD, Dualdisc, DMD, CD or DVD Vinyl disc

Dealer Price: Minimum £1.79 (£2.49 DMD)

<b>Total Playing Time</b>	25 minutes (or 40 minutes for <b>Remix</b> Formats)
<b>Song Allowance</b>	Maximum of 4 song titles (or 1 song title for <b>Remix</b> Formats)
<b>The lead song OR video must appear on physical format.</b>	
<b>Audio Content</b>	Song allowance and alternative version of those songs, limited by total playing time and video content.
<b>Video Content</b>	Up to song allowance (maximum of 4 videos), limited by total playing time and audio content.
	Playing time of video tracks will <b>not</b> count towards total permitted playing time providing the video is the only commercially available promotional video for the track(s) and/or is cut to substantially the same mix as featured “audio only” track(s).
	If the video is not of one of the featured “audio only” track(s) it will count as one of the four permissible song titles and total playing time inclusive of the video must come within 25 minutes.
	A video may be an interview or EPK, but would automatically count as one of the four permitted song titles.
	An interview/EPK with a full length promo/live track cut away included will count as two full length videos. If the video(s) are cut to substantially the same mix as a track that appears on the format, they will not count as extra tracks or towards the total permitted playing time.
	<b>Note:</b> <b>Remix</b> formats may only contain the promotional video of featured song.
<b>Ringtones</b>	One ringtone per maxi 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>A Maxi format may include the following:-</b>
	<ul style="list-style-type: none"> <li>• Gallery related to the artist with unlimited images</li> <li>• Text screens related to the artist e.g. biography / tour dates / artist merchandise details.</li> <li>• Scrolling text or lyrics</li> <li>• Downloadable wallpaper files</li> <li>• 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.</li> </ul>
	<b>In addition a maximum of ONE of the following BONUS items:-</b>
	<b>Additional Video Section</b> Any number of clips up to a combined maximum duration of 2 minutes in total. Additional clips do not count towards the maximum number of tracks or total permitted playing time.
	<b>OR</b>
	<b>Downloadable Feature</b> Screensaver/buddy icon or other similar as previously agreed by OCC.
	<b>OR</b>
	<b>Game / Related Software</b> Related to the artist, created exclusively for the single and not previously available for purchase in its own right.

<b>Microsite / Downloads</b>	<p>Additional content above the lead song or video need not appear on the physical format and may alternatively be incorporated on a microsite. Total playing time of all content must not exceed maximum timings as outlined above.</p> <p><i>* a microsite is defined as a “vaulted” area that has been created to add value to the featured single campaign and is only accessible exclusively as a result of purchasing single product.</i></p> <p>Microsite must not feature audio or video products for sale. All weblink rules as listed below are applicable to microsities.</p>
<b>Weblinks</b>	<p>Weblinks must connect to the homepage of the featured artist’s 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>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 single concerned or has an independent value in excess of the (normal retail) price of the single concerned.</i></p>
<b>Packaging</b>	<p>“Maxi” formats may only be contained in <u>one</u> of the following package types:</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>The packaging must have no value in its own right and no other use than to contain the recording.</p> <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 a single 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>
<b>Permitted Inserts</b>	<p>One “<b>database card/form</b>” intended to collect details of the purchaser for mailing list purposes. The card/form 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>
<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 style="text-align: center;"><b>OR</b></p> <p>“<b>Cards</b>” 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 style="text-align: center;"><b>OR</b></p> <p>“<b>Stickers</b>” One sheet, to fit within the packaging without folds.</p> <p style="text-align: center;"><b>OR</b></p> <p>One 4 page (2 sided) <b>j-card/booklet</b></p> <p><b>Note: Where a CD single contains a poster or cards or stickers, the sleeve/inlay may only consist of one (2 sided) unfolded piece of paper.</b></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>	

**The lead song must appear on physical format.**

<b>Total Playing Time</b>	25 minutes
<b>Song Allowance</b>	Maximum of 4 song titles.
<b>Audio Content</b>	Maximum of 4 audio tracks.
<b>Microsite / Downloads</b>	<p>Additional content above the lead song need not appear on the physical format and may alternatively be incorporated on a microsite. Total playing time of all content must not exceed maximum timings as outlined above.</p> <p><i>* a microsite is defined as a "vaulted" area that has been created to add value to the featured single campaign and is only accessible exclusively as a result of purchasing single product.</i></p> <p>Microsite must not feature audio or video products for sale. All weblink rules as listed below are applicable to microsities.</p>
<b>Weblinks</b>	<p>Weblinks must connect to the homepage of the featured artists' 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 a single to either 'shop' web pages on an artist or label website or specific retail websites will not be chart eligible.</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 single concerned or has an independent value in excess of the (normal retail) price of the single concerned.</i></p>
<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 formats should be contained within a card, paper or flexible plastic sleeve. The packaging may have one fold (i.e. a gatefold). Packaging must be the size of the format. 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>
<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>
<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 style="text-align: center;"><b>OR</b></p> <p>"<b>Cards</b>" 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 style="text-align: center;"><b>OR</b></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>	

The lead song must appear on physical element of the format.	
<b>Total Playing Time</b>	25 minutes (or 40 minutes for <b>Remix</b> formats)
<b>Song Allowance</b>	Maximum of 4 song titles (or 1 song title for <b>Remix</b> Formats)
<b>Audio Content</b>	Song allowance and alternative version of those songs, limited only by total playing time.
<b>Microsite/Downloads</b>	Additional content above the lead song need not appear on the physical format and may alternatively be incorporated on a microsite. Total playing time of all content must not exceed maximum timings as outlined above.  <i>* a microsite is defined as a “vaulted” area that has been created to add value to the featured single campaign and is only accessible exclusively as a result of purchasing single product.</i>
	Microsite must not feature audio or video products for sale. All weblink rules as listed below are applicable to microsites.
<b>Weblinks</b>	Weblinks must connect to the homepage of the featured artists' 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 a single to either ‘shop’ web pages on an artist or label website or specific retail websites will not be chart eligible.
	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 single concerned or has an independent value in excess of the (normal retail) price of the single concerned.</i>
<b>Packaging</b>	The packaging must have no value in its own right and no other use than to contain the recording.
	Should be contained within a card or paper or flexible plastic sleeve. The packaging may have one fold (i.e. a gatefold). Packaging must be the size of the format. May include a protective inner or outer sleeve as part of the packaging.
	Shaped, coloured or etched vinyl is eligible for the charts.
<b>Permitted Inserts</b>	One “ <b>database card/form</b> ” intended to collect details of the purchaser for mailing list purposes. The card/form 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. No other item maybe included other than those outlined below:
	One “ <b>poster</b> ”. Can be printed both and after folding it must be contained within the packaging.
	<b>OR</b>
	“ <b>Cards</b> ” 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.
	<b>OR</b>
	“ <b>Stickers</b> ” One sheet, to fit within the packaging without folds.
<b>Please note that the following are NOT eligible.</b>	
Any element not mentioned above and which has not been specifically approved by the Official Charts Company prior to release.	

<b>Total Playing Time</b>	15 minutes
<b>Audio Content</b>	1 audio track
<b>Video Content</b>	The ability to stream one video. The video should be related to the artist and should not be downloadable.
<b>Additional Content</b>	The ability to download images relating to the artist including:- <ul style="list-style-type: none"> <li>• Artwork</li> <li>• PC wallpaper</li> <li>• Mobile wallpaper</li> <li>• Images</li> </ul>
	The ability to download text screens relating to the artist including:- <ul style="list-style-type: none"> <li>• Biography</li> <li>• Tour dates</li> <li>• Lyrics</li> <li>• Artist merchandise details</li> </ul>
<b>Microsite/Downloads</b>	Additional content above the lead song need not appear on the physical format and may alternatively be incorporated on a microsite. Total playing time of all content must not exceed maximum timings as outlined above.  <i>* a microsite is defined as a “vaulted” area that has been created to add value to the featured single campaign and is only accessible exclusively as a result of purchasing single product.</i>
	Microsite must not feature audio or video products for sale. All weblink rules as listed below are applicable to microsities.
<b>Weblinks</b>	Weblinks must connect to the homepage of the featured artists’ 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 a single to either ‘shop’ web pages on an artist or label website or specific retail websites will not be chart eligible.
	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 single concerned or has an independent value in excess of the (normal retail) price of the single concerned.</i>
<b>Please note that the following are NOT eligible.</b>	
Any element not mentioned above and which has not been specifically approved by the Official Charts Company prior to release.	

<b>Total Playing Time</b>	25 minutes (or 40 minutes for <b>Remix</b> formats)
<b>Song Allowance</b>	Maximum of 4 song titles (or 1 song title for <b>Remix</b> Formats)
<b>Audio Content</b>	Song allowance and alternative version of those songs, limited by total playing time and video content.
<b>Video Content</b>	<b>IMPORTANT: Sales of digital bundles incorporating downloadable video must feature audio track(s) and will only be chart eligible if content is downloaded in a single transaction.</b>
	<b>NB. Individual sales of downloadable video featured in a digital bundle will not register sales or be eligible for the Official Singles or Download Charts.</b>
	Up to song allowance (maximum of 4 videos) and limited by total playing time and audio content. Video may be streamed or downloadable as part of the bundle purchase.
	Playing time of video tracks will <b>not</b> count towards total permitted playing time providing the video is the only commercially available promotional video for the track(s) and/or is cut to substantially the same mix as featured “audio only” track(s).
	If the video is not of one of the featured “audio only” track(s) it will count as one of the four permissible song titles and total playing time inclusive of the video must come within 25 minutes.
	A video may be an interview or EPK, but would automatically count as one of the four permitted song titles.
	An interview/EPK with a full length promo/live track cut away included will count as two full length videos. If the video(s) are cut to substantially the same mix as a track that appears on the format, they will not count as extra tracks or towards the total permitted playing time.
<b>Ringtones</b>	One ringtone per maxi 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>A Maxi format may include the following:-</b>
	The ability to download images relating to the artist including:- <ul style="list-style-type: none"> <li>• Artwork</li> <li>• PC wallpaper</li> <li>• Mobile wallpaper</li> <li>• Images</li> </ul>
	The ability to download text screens relating to the artist including:- <ul style="list-style-type: none"> <li>• Biography</li> <li>• Tour dates</li> <li>• Lyrics</li> <li>• Artist merchandise details</li> </ul>
	<b>In addition a maximum of ONE of the following BONUS items:-</b>
	<b>Additional Video Section</b> Any number of clips up to a combined maximum duration of 2 minutes in total. Additional clips do not count towards the maximum number of tracks or total permitted playing time. <b>OR</b>
	<b>Downloadable Feature</b> Screensaver/buddy icon or other similar as previously agreed by OCC. <b>OR</b>
<b>Game / Related Software</b> Related to the artist, created exclusively for the single and not previously available for purchase in its own right.	

<b>Microsite / Downloads</b>	<p>Additional content above the lead track may alternatively be incorporated on a microsite. Total playing time of all content must not exceed maximum timings as outlined above.</p> <p><i>* a microsite is defined as a “vaulted” area that has been created to add value to the featured single campaign and is only accessible exclusively as a result of purchasing single product.</i></p>
	<p>Microsite must not feature audio or video products for sale. All weblink rules as listed below are applicable to microsities.</p>
<b>Weblinks</b>	<p>Weblinks must connect to the homepage of the featured artists’ 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 a single to either ‘shop’ web pages on an artist or label website or specific retail websites will not be chart eligible.</p>
	<p>Featured weblinks on 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 single concerned or has an independent value in excess of the (normal retail) price of the single concerned.</i></p>
<b>Data Capture</b>	<p>One “<b>database card/form</b>” intended to collect details of the purchaser for mailing list purposes. The card/form 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>
<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.</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>	

## 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.eraltld.org](http://www.eraltld.org)

### GS1 - (Barcodes)

10 Maltravers Street  
London WC2R 3BX

<http://www.gs1uk.org>