



# Rules For Chart Eligibility

## Edition 9

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Contact:  
Telephone: 020 7478 8500  
Email: [nadya@theofficialcharts.com](mailto:nadya@theofficialcharts.com)  
Website: [www.theofficialcharts.com](http://www.theofficialcharts.com)

# **Rules for Chart Eligibility**

## **Version 9**

### **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.

## The Charts

The Charts currently compiled by the Official UK Charts Company, together with any additional criteria which define them are as follows.

The Official UK Singles Chart

The Official UK Albums Chart

The Official UK Download Chart

The Official UK Classical Chart

Compiled from sales of Classical records

The Official UK Country Chart

Compiled from sales of Country records

The Official UK Jazz & Blues Chart

Compiled from sales of Jazz & Blues records

The Official UK Soundtrack Chart

Compiled from sales of TV and film Soundtracks

The Official UK Dance Singles Chart

The Official UK Dance Albums Chart

Compiled from a panel of specialist dance stores

The Official UK R&B Singles Chart

The Official UK R&B Albums Chart

The Official UK Independent Singles Chart

The Official UK Independent Albums Chart

The Official UK Rock Singles Chart

The Official UK Rock Albums Chart

Compiled from a panel of specialist music stores, i.e. excluding sales through generalist multiple stores

Regional Charts

Compiled from stores in the region

Specialist Radio Charts

Compiled from sales in the station's audience area and, where appropriate excluding records which are not characteristic of the station's output

Price Band Charts

Compiled from sales of all recordings in the price band

Format Charts

Compiled from sales of specific single or album formats

The ILR "Hit 40 UK" Chart

Compiled from national sales information and airplay monitoring information

## The Official UK Charts Company: Rules For Chart Eligibility

### 1: Definitions

Product	Format	Dealer Price	Maximum Playing Time
<b>Singles</b>			
a) "2 Track" CD	Compact Disc	Minimum 1.20	<b>10 minutes and no more than two audio tracks. No multimedia content.</b> <b>20 minutes and no more than three tracks plus remixes of those tracks.</b> 20 minutes and no more than three tracks. <b>20 minutes and no more than three tracks plus remixes of those tracks.</b> 20 minutes and no more than three tracks. OR <b>Remix Single: One title and any number of remixes to a maximum of 40 minutes</b> <b>Applies to any of the above formats with the exception of "2 Track" CD singles as defined in Section 1a.</b>
b) "Maxi" CD/DVD	Compact Disc/DVD	Minimum 1.79	
c) 7-inch	Vinyl up to 7"	Minimum 0.50	
d) 12-inch	Vinyl over 7"	Minimum 1.99	
e) Cassette	Tape	Minimum 1.20	
<p style="text-align: center;"><b>f) Multimedia CDs/DVDs</b></p> <p>All other Chart eligibility rules apply.                      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.</p>			
<b>Albums</b>			
<b>Cassette</b>			<b>Over 20 minutes OR more than three tracks where the format does not qualify as a "Maxi" CD/DVD single or remix single as defined above.</b>
(Budget)	0.50 - 2.69		
(Mid price)	2.70 - 3.69		
(Full price)	3.70 or over		
<b>LP/CD/DVD/MD/SACD</b>			
(Budget)	0.50 - 4.24		
(Mid price)	4.25 - 5.99		
(Full price)	6.00 or over		
<b>Multimedia Music CDs/DVDs (CD+/CDI, etc)</b>			As Above. All other Chart eligibility rules apply. 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.
<b>Videos</b>			
(Budget)		Up to 4.76	All price bands of videos are eligible for the published charts.
(Mid price)		4.77 - 7.47	
(Full price)		7.48 or over	

1. **Playing Time** refers to the amount of recorded material irrespective of content.
2. A **Track** is a continuous piece of recorded material.
3. On tapes where the content of one side is repeated in its entirety on the other (to avoid the need for rewinding) only one side's material is counted.
4. **CDV** and **DAT**: these formats are currently excluded from all reports.
5. **Singles Multi-packs**: these are excluded from all reports.
6. **Flexi-discs**: 7 inch "flexi-discs" are eligible for the charts under the same criteria as conventional vinyl formats.
7. **Compilation Album chart**: includes original soundtracks unless all tracks feature same artist, multi-orchestral recordings, and "1 artist per side" albums (if not new).
8. **Artist Album Chart**: includes single artist compilations, original cast recordings, original cast performance soundtracks and single orchestra recordings.
9. **3 formats** for each title is eligible for the Singles Chart

# The Official UK Charts Company: Rules For Eligibility

## 2: Combining of Sales

Sales are added together for purposes of publication, into three main charts:

- ❑ **Combined Singles:** Sales of a maximum of three of the following formats may be combined: "2 Track" CD single as defined in section 1a, "Maxi" CD single as defined in section 1b, "Maxi" DVD single as defined in section 1b, 7-inch vinyl single, 10-inch vinyl single, 12-inch vinyl single, Cassette single

**PLEASE NOTE THAT SALES OF A MAXIMUM OF ONE "2 TRACK" CD SINGLE WILL BE COMBINED FOR SINGLES CHART PURPOSES. SALES OF TWO "MAXI" SINGLES MAY BE COMBINED WHERE ONE IS A CD AND ONE IS A DVD BUT SALES OF TWO "MAXI" CDS OR TWO DVDS MAY NOT BE COMBINED.**

- ❑ **Combined Albums:** (Vinyl + Cassette + CD + DVD + CD/DVD sets + MD + CD+/ROM or other eligible multimedia formats)

- ❑ **All Videos**

For chart purposes, the sales of different items 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.

### 2.1 Singles

Sales of different formats and variants of a single are combined for chart purposes where each format contains the featured track(s), and not the featured track(s) from any other chart single.

The featured track of a Top 40 single cannot be released as a B-side or extra title on a subsequent chart-eligible single until the former has dropped out of the Top 40.

A maximum of three 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 before release. 4th and subsequent formats of a single will not be eligible for a chart position.

Note: the featured track on alternative formats 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 version of the basic track.

### 2.2 Albums

#### 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:

- 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

#### Non Simultaneous release

Sales of different CD formats of an album not released simultaneously will be combined provided that 80% of the featured tracks (rounded up or down) 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).

- ❑ For rules relating to combining sales of CD/DVD sets with other formats please see sections 9.6-9.7
- ❑ For the rule relating to combining sales of Stand Alone DVDs with other formats please see section 10.2

Remixed, extended, live, demo versions of featured tracks are exempt from the 80% rule which only applies to formats which feature additional track titles.

Sales of remix albums will not be combined with sales of the original version

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."

## 2.3 Imports

### 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.

### Singles

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.

## 2.4 Simultaneous Availability

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. (NB: the other rules for combination also apply in all such cases.)

## 2.5 Catalogue Numbers and Bar-codes

All 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.

Note: The Official UK Charts Company will continue to measure recorded sales of products which do not carry a barcode where those sales are recorded by means of standard chart panel equipment.

## 3: Exclusions

### 3.1 Singles Chart: Positions 76-200

A single which, in the normal course of events, would appear between positions 76 and 200 of the combined Singles Chart is excluded if its sales have fallen for two or more consecutive weeks AND have fallen by more than 20% in the past week. Once excluded in this way, a record will only re-appear in the chart if its sales increase.

Records excluded by this rule are shown on the printed chart report with their sales index and asterisks (\*\*\*) in place of a chart position.

### 3.2 Sell Off Singles

If a single has previously achieved a top 40 position (and has spent at least one week outside the top 40) then subsequently achieves a week on week sales change of > 5% stronger than that of the total singles market it will be assumed to be a 'sell off' title and 'starred out' - not achieving a chart position. Once 'starred out' by this rule, the product will not receive a chart position for the following 6 weeks. At its absolute discretion, OCC may choose to override this rule.

### 3.3 Albums Chart: Budget Albums

Budget albums are excluded from the published Album Charts and are shown on the printed chart report with their sales index and asterisks (\*\*\*) in place of a chart position.

### 3.4 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.

### 3.5 Bar-codes On Promotional Items

If promotional items are produced in association with a release (e.g. note pads, T-shirts etc.) these must not carry the same barcode as the single or album.

## 4: Gifts, Promotions, Packaging & Inserts

### 4.1 Packaging

- (a) A "2 Track" CD Single, as defined in Section 1a, must be contained in a slim line jewel case with a standard j-card
- (b) "Maxi" CD/DVD Singles as defined in Section 1b, must be contained in one of the following package types: a standard 5" CD album or CD single jewel case, standard digipack, slipcase or standard DVD packaging. The packaging must have no value in its own right and no other use than to contain the recording.

The term "standard digipack" is defined as a 5" single fold cardboard case; fitted with one or two CD inlay trays or clips; e.g: Digipack, Compac...or similar brands.

- (c) Cassette singles must be contained within a standard plastic cassette case or slipcase. Inlay cards may have a maximum of 4 folds and fit within the standard package size.
- (d) Vinyl singles 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 i.e: 7" or 10" or 12". Vinyl Singles may include a protective inner or outer sleeve as part of the packaging.
- (e) If the packaging of a single or 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.

### 4.2 Free Gifts & Inserts – Singles

**Please note that with the exception of a database card, inserts or free gifts are not eligible for a "2 Track" CD Single as defined in Section 1a.**

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. There are certain exemptions:

The only items which may be included in a package with a single which is to be eligible for inclusion in the Charts are:  
Either:

#### **Free Gifts**

- (a) 1 x Poster
- or**
- (b) Cards to a maximum of 4 - cards must be contained within the format and be 2 sided with no folds.
- or**
- (c) one 4 page (2 sided) **j-card/booklet**

#### **Inserts**

- (d) 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.
- and**
- (e) one "flyer" promoting merchandise or other product provided that access to this merchandise or any entitlement to discount is not available exclusively through purchase of the record.
- and**
- (f) one cd replacement card to fill blank tray within the case.

The free gift (after folding) must be no bigger than the packaging.

The only items which may be included in an album package which is to be eligible for the Charts are:

#### **Free Gifts**

- (a) 1 x Poster
- (b) Cards to a maximum of 4 - cards must be contained within the format and be 2 sided with no folds.
- (c) Booklets

## **Inserts**

- (d) 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.
- (e) one "flyer" promoting merchandise or other product provided that access to this merchandise or any entitlement to discount is not available exclusively through purchase of the record
- (f) one cd replacement card to fill blank tray within the case.

The free gift (after folding) must be no bigger than the packaging  
In all exempted cases the gift(s) must be promoting the artist concerned

## **4.4 Competitions/Promotions**

Competition inserts may not be included in any physical or digital album or single release.

A competition featured on or within the packaging of any single or 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 also ineligible for inclusion in the chart.

## **4.5 Retailer Promotions**

Any incentive to purchase one or more chart eligible singles will not disqualify sales of those 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, offending sales of record concerned will be excluded from the chart.

## **5: Genuine Sales**

- 5.1** All sales information used to compile the Chart must be recorded as a result of a genuine purchase by a genuine consumer.
- 5.2** 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.
- 5.3** 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) 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;
  - d) offering money or other benefits to a dealer contingent upon a record entering any of the Charts or attaining a minimum chart position;
  - e) 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);
  - f) any other activity intended unfairly to influence Chart positions.
- 5.4.1** 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.
- 5.5.1** OCC'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.

- 5.5.2** If a record is excluded from the Chart, the Official UK Charts Company will inform the record company, distributor, BARD 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 Director General of the BPI and/or the Director General of BARD, as appropriate, on the first working day after the data is removed.

## **6: Codes Of Conduct**

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

## **7: Multimedia Elements – “Maxi” CD / DVD Singles (as defined in section 1b).**

**Please note that multimedia elements are not permitted on a “2 Track” CD Single as defined in Section 1a.**

Companies that wish multimedia product to be eligible for the charts are encouraged to contact the Official UK Charts Company before finalising content to ensure they will comply with the rules

- 7.1** An Enhanced CD must play on all standard CD equipment.
- 7.2** Multimedia element must be directly related to the featured artist(s) and not previously available for purchase in its entirety as a separate product.
- 7.3 Video**
- Two videos per format are permissible. Provided the videos are cut to substantially the same mix as one of the featured “audio only” tracks they will not count as extra tracks or towards the total permitted playing time. If the video is not of one of the “audio only” tracks it will count as one of the three permissible tracks and total playing time inclusive of the video must come within 20 minutes.**
  - A video may be an interview or EPK, but would automatically count as one of the three permitted tracks. \*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.**

### **7.4 Multimedia Content**

- A “Maxi” CD or DVD single as defined in section 1b, may include any one or all of the following:**
  - a) One ringtone per maxi CD or DVD format is permissible. The ringtone must correspond to one of the featured tracks on the format in which the ringtone is made available.**
  - b) ONE weblink to an artist related microsite\*\*. See section 11 for a description of a microsite**
  - c) Gallery related to the artist with unlimited images**
  - d) Text screens related to the artist e.g. biography, tour dates and artist merchandise details.**
  - e) Scrolling lyrics to any/all of the tracks**
  - f) Launch/Exit/Menu screens**
  - g) Downloadable wallpaper files**
  - h) Navigation around the enhanced area by buttons or typed in code words.**
  - i) 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.**
  - j) Alternative camera viewing angles**
  - k) 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**

**PLUS a MAXIMUM OF ONE item from the following menu:**

- a) Additional video section – any number of clips up to a maximum duration of 2 minutes in total for all. These additional clips don’t count towards the maximum number of tracks or total permitted playing time.**
- b) ONE downloadable feature e.g. screensaver /buddy icon or other similar as previously agreed by OCC.**

- c) **ONE game related to the artist, created exclusively for the single and not previously available for purchase in its own right.**

## **7.5 IN ADDITION, PLEASE NOTE**

- a) Audio soundbytes taken directly from the featured tracks may be incorporated.  
b) Navigation around enhanced area can be by use of buttons or typed in codes/words.  
c) Facility to print off images.

## **7.6 PLEASE NOTE THAT THE FOLLOWING ARE NOT CHART ELIGIBLE**

- a) Dial-up software.  
b) Multi-pack formats i.e. a standard audio disc packaged with a multimedia disc.  
c) Any multimedia element not mentioned above and which has not been specifically approved by the Official UK Charts Company prior to release.

## **ALL OTHER CHART ELIGIBILITY RULES FOR SINGLES APPLY IN ADDITION TO THE ABOVE**

### **8: Multimedia Elements – Enhanced CD Albums**

- 8.1** CDs must play on all standard CD equipment.
- 8.2** Multimedia element must be directly related to the featured artist(s), or brand in respect of branded compilations, and not previously available for purchase in its entirety as a separate product
- 8.3 Video**
- Standard enhanced CD: A maximum of 15 minutes playing time may be allocated to music videos by the featured artist(s).
- 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 of the album then they will count as tracks in their own right. Interviews and audio only content contained within the multimedia section will constitute additional tracks. PLEASE 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 NOTE 2.2 FOR FURTHER DETAILS ON THE 80% RULE.
- 8.4** Additional video section – In addition, up to a further four video clips featuring or directly related to the artist/brand may be used. Clips that appear as audio only with no multimedia accompaniment will be treated as additional tracks. The maximum permitted **TOTAL** duration for all additional video clips used is 2 minutes.
- 8.5** One computer game created exclusively for the album and directly related to the artist is permissible.
- 8.6** One screen saver per album is permissible.
- 8.7** Images & Text – Images & text directly related to the featured artist(s)/brand may be incorporated.
- 8.8** Products packaged as a double album, one CD containing audio, the other containing multimedia, will be eligible provided the multimedia disc contains at least one track of “audio only” content that can be accessed via all standard CD equipment

### **9: CD/DVD Sets (Bonus DVD)**

- 9.1** A DVD may be packaged with a CD format.
- 9.2** 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.
- 9.3** A DVD may be shrink wrapped to a CD format or contained within standard CD/DVD packaging.
- 9.4** A DVD packaged with a CD may have unlimited audio and/or video playing time.
- 9.5** If a CD/DVD set comprises of an Enhanced CD, the maximum eligible playing time for the ECD is 15 minutes.

**9.6 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.**

**9.7** 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.

**9.8** Additional multimedia content that may be included on a CD/ DVD set include:

- a) *One computer game created exclusively for the album and directly related to the featured artist/brand*
- b) *One screensaver*
- c) *Images & text – directly related to the featured artist/brand*
- d) *One hyperlink connecting the purchaser to an artist/brand related micro site*

**9.9** All CD/DVD sets must carry a unique catalogue number and barcode.

**9.10** All other chart rules relating to albums apply.

## **10: Stand Alone DVD Formats**

**An album may be released on a DVD format and its sales combined with other format variants, provided:**

**10.1** There is a chart eligible CD variant of the same album on general release bearing the same title as the DVD format.

**10.2** 80% of tracks on one of the available CD formats should appear on the DVD format.

**10.3** 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.

*(For example; If the maximum permitted playing time of the DVD format was 120 minutes, and it contained 10 audio tracks in 5.1 surround sound lasting 60 minutes and 10 videos of the same audio tracks, also lasting 60 minutes, this would give a total playing time of 60 minutes not 120 minutes. Therefore a further 60 minutes could be allocated to additional audio/video material).*

**10.4** “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.

**10.5** Additional multimedia content that may included on a DVD include:

- a) *One computer game created exclusively for the album and directly related to the featured artist/brand*
- b) *One screensaver*
- c) *Images & text – directly related to the featured artist/brand*
- d) *One hyperlink connecting the purchaser to an artist/brand related micro site*

**10.6** All Other rules relating to albums apply.

**Please note that labels intending a stand alone DVD format to appear in the Album Chart should inform OCC prior to release.**

## **11: Hyperlinks**

Multimedia enhanced “Maxi” CD/DVD single formats, as defined in Section 1b, or album formats may have **one** active hyperlink connecting the purchaser of a CD album to the Internet provided the hyperlink complies with the following rules.

**11.1** The hyperlink must be to an artist related microsite\* containing artist related\*\* content.

**11.2** Audio, Video and DVD products may not be offered for sale within the microsite at any time.

**11.3** The microsite can only be accessed via the hyperlink on the enhanced single/album format.

**11.4** One hyperlink to a microsite related directly to the artist/brand will be the only eligible link on an album/single format.

- 11.5** A microsite may contain further hyperlinks to other web sites related to the featured artist or brand, but not directly to general, non artist specific Audio, Video and DVD internet retailing sites.
- 11.6** No microsite or hyperlink to which this rule applies may include offers for free dial up software or free internet access.
- 11.7** Only hyperlinks to specially created microsites accessible only to purchasers of the singles/albums by the artist/brand will be eligible. Existing artist web sites which are accessible to all with internet access will not be eligible as a hyperlink.
- 11.8** One hyperlink to a microsite related directly to the artist/brand will be the only eligible link on a CD/DVD/SACD format.
- 11.9** Multimedia enhanced album formats having a hyperlink to a microsite offering a non related or excessive gift will be ineligible for the chart.

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/album concerned or has an independent value in excess of the (normal retail) price of the album concerned.

\* *a microsite is defined as a “vaulted” area that has been specially created to add value to the featured album/single campaign and is only accessible via a hyperlink contained on the featured album or single(s) from a campaign. For avoidance of doubt mechanics such as Connected, CD Key, IDIL or similar which can offer protected added value content contingent on purchase of a single/album will be chart eligible providing they comply with the guidelines above and all other chart rules.*

\*\* *a compilation may include a hyperlink to a microsite that relates to the product’s branding (e.g. Top of the Pops)*

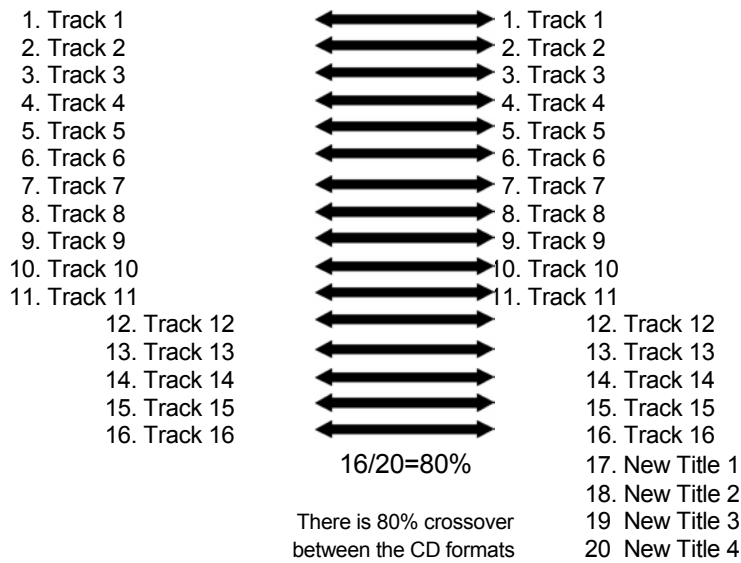
**11.14 PLEASE NOTE THAT THE FOLLOWING ARE NOT CHART ELIGIBLE**

- a) Offers of free Internet access
- b) Dial up software.
- c) Any multimedia element not mentioned above and which has not been specifically approved by The Official UK Charts Company prior to release.

**ALL OTHER CHART ELIGIBILITY RULES FOR ALBUMS APPLY IN ADDITION TO THE ABOVE**

## Appendix 1

This appendix forms part of the Chart Rules and is included to provide clarification of point 2.2

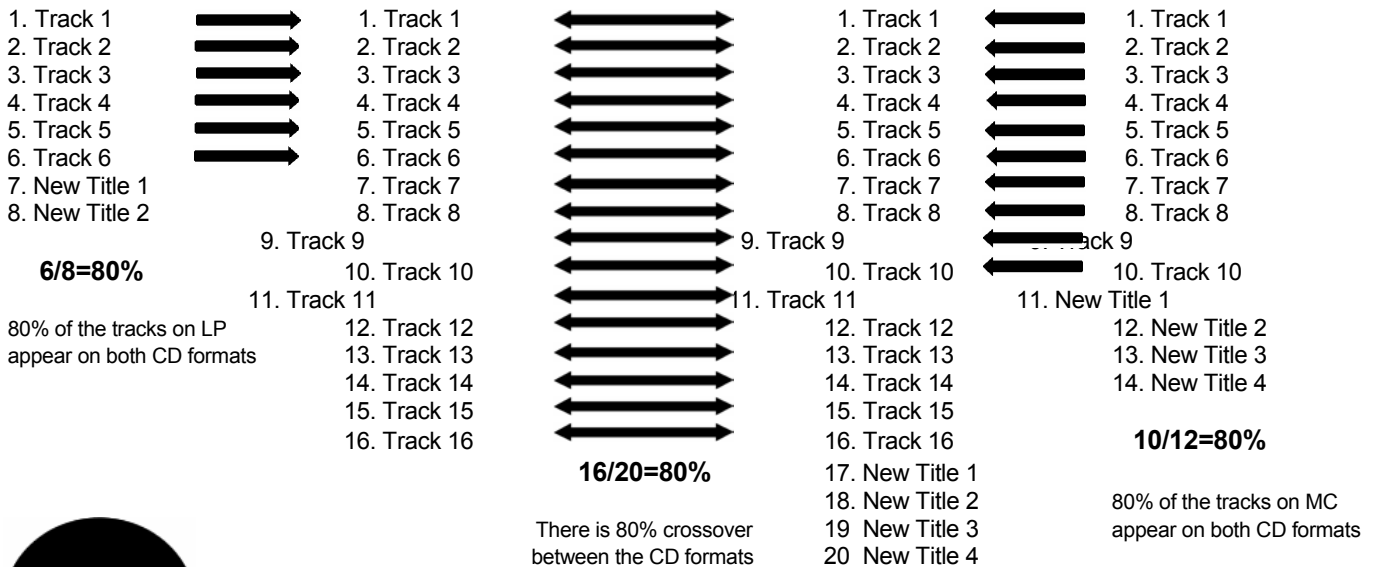


CD1



CD2

Figure 1



LP



CD1



CD2



MC

Figure 2

**Formula for CD/DVD/SACD 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/MC/Minidisc that appear on the CD formats.

# The Official UK Charts Company: Rules For Eligibility

## Additional Guidance Notes

This note is not part of the Chart Rules but is issued in answer to questions we have been asked to clarify.

### **2 Combining of Sales**

#### **2.2 Albums**

- (i) 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.
- (ii) 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.
- (iii) 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.
- (iv) 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 still apply.
- (v) For rules relating to combining sales of CD/DVD sets with other formats please see sections 9.6-9.7
- (vi) For the rule relating to combining sales of Stand Alone DVDs with other formats please see section 10.2

### **4. Gifts, Promotions & Packaging**

#### **4.1 Packaging**

##### a. CD Singles

The term "standard digipack" is defined as a *5" single fold cardboard case, fitted with one or two CD inlay trays or clips, e.g. Digipack, Compac... or similar brands.*

Digipack type packaging may also have an envelope attached to the inside cover to hold a two page four sided inlay/booklet or postcards.

The term "slipcase" refers to a *5" paper or card sleeve with either one or two side openings.* A slipcase cannot have any folds.

CD singles contained within a slipcase may have a protective inner sleeve such as a cardboard wrap around or be secured by a CD tray.

Please note that only one type of packaging may be used to contain CD singles. For example, a CD packaged within a CD single jewel case and inserted in a slipcase would be an ineligible format.

**A "2 Track" CD Single as defined in Section 1a may not include free gifts with but may include one database card.**

##### b. Cassette Singles

A cassette single slipcase refers to an *audio cassette sized paper or card sleeve, with either one or two side openings.*

#### **4.2. Free Gifts - Singles**

- b. The only restriction in size for cards is the dimension (size) of the format they are contained within.

Therefore a card contained within a 12" single could measure 12" by 12".

Cards may have printed material on both sides.

##### c. Booklets

CDs - Where a CD single does not contain a poster or cards it may have a 2 page, four sided inlay/booklet incorporated as part of the sleeve.

Where a CD or cassette single contains a poster or cards, the sleeve/inlay may only consist of one (2 sided) unfolded piece of paper.

Where a cassette single does not contain a poster or cards it may have a booklet consisting of one piece of paper printed on one or two sides and folded up to 5 times (parallel folds) to fit the dimension of the packaging.

#### **4.3 Retailer Promotions**

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.

Retailer promotions on albums are not limited to the free gifts described in 4.3 (posters, postcards and booklets) provided that the Official UK Charts Company receives written confirmation from the retailer that it is sponsoring the promotion.

#### **Other Points**

Shaped CDs are eligible for the chart provided that the packaging complies with the Chart rules.