



Embargo: 10:00 BST Thursday, 11th June 2015

“NEW MUSIC FRIDAYS” ARE COMING: GLOBAL RELEASE DAY LAUNCHES 10th JULY

- **An aligned single global release day for music takes effect on 10th July**
- **Tracks and albums to be released at 00.01 on Fridays each week in more than 45 countries**
- **Music fans will no longer have to wait for days to enjoy new releases**

For music fans across the world, Fridays are set to become the day for newly-released music.

10th July 2015 will see the introduction of “New Music Fridays”, an aligned global release day for new music. The move, implemented by labels, retailers and artists internationally, means that fans in many countries will no longer have to wait for days to get access to newly-released tracks and albums.

Up until now, music has been released on different days of the week in various countries - from Mondays in markets such as France and the UK, through Tuesdays in the US and Canada and to Fridays in markets such as Australia and Germany. That will change on 10th July when new music will be released on Fridays at 00:01 local time around the world.

The move will mean fans can now get new music on the same day worldwide rather than having to wait for their own national release day. It puts an end to fans being unable to access music in their own country when it is legally available elsewhere, and the frustration that can cause.

Think Friday, think new music...

“New Music Fridays” are an opportunity for artists and labels to maximise awareness of newly-released music. Whatever country they are in, fans will now know – Friday is not just the start of the weekend - it’s the day for new music. This can help create more excitement and a sense of occasion around the release of new albums and singles.

With just one month to go before “New Music Fridays” takes effect, today sees the unveiling of the “New Music Fridays” brand that will accompany the move. It will be available in more than 10 languages worldwide.

Consumers looking for information on the switch to a Friday release day can visit www.newmusicfridays.com which has all the details of the changes taking place.

Switchover plan

The preparations for the switchover to “New Music Fridays” have involved record companies, distributors and retailers working together to reconfigure their supply chains and marketing practices. At the same time, music charts in some countries are changing so that they align with the new international release day.

The move to “New Music Fridays” will take place in more than 45 recorded music markets worldwide. Of these, 11 countries currently release music on Fridays, while the others will switch the day that new albums and singles become available.

The switch to global “New Music Fridays” has been overseen by an international steering group made up of the following organisations:

- IFPI, representing some 1,300 record labels worldwide;
- WIN-Impala, representing independent record labels worldwide
- FIM, representing musicians’ unions and associations globally
- Featured Artists Coalition representing UK performers;
- Entertainment Retailers Association (ERA) (UK),
- Music Biz (US)

For further information on “New Music Fridays”, go to www.newmusicfridays.com

To see who supports “New Music Fridays”, go to www.newmusicfridays.com

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