

System description Official German Charts - Short

Official German Charts

- Charts play an **important role in the music landscape** - not only in Germany.
- They reflect **current developments and trends** and are a **marketing tool**.
- The Official German Charts are representative and track **organic music use and buying behaviour**. In other words, what is listened to and bought in Germany.
- **Physical sales, downloads and music streams form the basis**. For the Official German Single-Charts, airplays and ad supported streams are also taken into account.
- **Value charts**: The value generated with sales is important, not the quantity sold.

Artist-/Label shops

Sales data from an artist/label shop that is not yet connected shall be evaluated for the Official German Charts.

- **Requirements**: Shop already exists and significant quantities are sold to consumers in Germany.
- Contact GfK Entertainment at least **four weeks before release** and provide proof of sales.
- Apply for participation in the chart panel, on which a committee of the BVMI decides.
- Technical connection takes place after successful approval.
- **Sales reports** of individual sales transactions in accordance with GfK Entertainment's specifications are only accepted **electronically**.

Not possible: transmitting sales via phone, e-mail or similar

Article data information

If a product should be qualified for the Official German Charts, **the master data** (EAN, ISRCcodes, etc.) must be available via **Phononet/DIGIAS**. If the master data is not reported via Phononet (e. g. retailer-specific products), a registration via e-mail to GfK Entertainment (top100.entertainment@gfk.com) is possible and necessary. **Without master data**, the product **cannot be listed** in the charts.

Therefore, it must **be checked beforehand** whether

- master data information via Phononet/DIGIAS is available for all versions.
- exclusive/retailer-specific products are offered. If yes: Are all master data reported to GfK Entertainment?
- spellings of the articles are identical (additions to names/titles are possible).

Allocation to the different charts

Recording type and genre information indicated in the master data are important and determine which chart the release is assigned to.

Recording type single = Top 100 Single-Charts

Recording type album = Top 100 Album-Charts

Recording type album + genre Schlager = Top 100 Album-Charts + Top 20 Schlager-Charts

Example: If the genre Volksmusik is stored in the master data, the album is taken into account for the album charts, but not for the schlager charts.

Bonus items/Ticket bundles

- Bonus items can only be added to **physical articles**.
- Physical and digital bonus items are permitted.
- Bonus items must be kept **in the artist's branding** (artist name, album title/track and/or established logo are clearly recognizable).
- Ticket bundles are only possible for albums and must be registered as an **independent article** with its own EAN/UPC.
- The basic version of the album coming with the bundle must **not be older than 90 days**.
- Ticket bundles can be counted for the charts for a maximum of four weeks within the first three months after the release of the basic album.
- A maximum of **40,00 Euro per album** will be counted, even if the retail value is much higher. For **single releases, the maximum is 4,00 Euro**.
- From March 2024 onwards the maximum amount will be:

Album:

1. music-only album products: 100,00 Euro
2. album-merch-bundle: 40,00 Euro
3. album-ticket-bundle: 30,00 Euro

Single:

1. music-only single products: 4,00 Euro
2. single-merch-bundle: 2,00 Euro

Registration: Music-only single or album products must be registered by GfK Entertainment prior to release. An e-mail to audio.entertainment@gfk.com is mandatory. If this is missed, the maximum amount of 40,00 Euro (album) or 2,00 Euro (single) will be used.

Not possible: Single+Ticket bundles
 Compulsory bundles (the consumer is forced to buy an additional ticket or album at the time of purchase)
 Ticket bundles for Best Of albums oder compilations

Lottery/Competition

- Lotteries of any form, requiring the purchase of music products, are **excluded from the charts**.
- Not excluded are artist-related competitions with prizes that
 - are not physical
 - cannot be bought
 - are not possible for every participant (e.g. studio visit, meet & greet, etc.; winner must pay for travel/hotel himself.)
- Competitions in combination with streaming use are allowed, as long as the frequency of streaming has no influence on the chance of winning.
- In case of **violation**, the related articles will be removed from the chart ranking.

Addition rule

- For the Official German Charts, **all versions** of a song/album are added together.
- Remixes, special editions, deluxe versions or combined products are added to the original product, as long as they are completely/largely identical in terms of content.
- The content is largely identical and can thus be merged, if the **artist, title** (for singles: A-song) and, **at least 70 percent** of the tracks appearing on the basic album are **identical**.
- The addition of **live to studio albums** is only possible if artist, product name and at least 70 percent of the tracks match. **Exception:** The distributor in charge insists on a separation.

Focus track rule

- Basically, an artist can have an unlimited number of titles in the single charts. However, only those **titles with a special focus on** shall be listed.
- These are the previously released singles from an album as well as one additional **focus track from the album**. The focus track is optional.
- The focus track must be **reported to GfK Entertainment** on the day of the album release at the latest.
- In the first two chart weeks, only the previous singles plus the focus track can be listed in the single charts. From the third week onwards, all titles of an album are counted for the single charts.

Registration: Please register your focus track until the release day of the album at the latest.
Registration until 12 pm by e-mail to fokustrack.entertainment@gfk.com

A product is successful but not represented in the charts

If a product sells successfully or is streamed a lot, but not yet listed in the Official German Charts, this could have the following reasons:

- there is **no master data** via Phononet/GfK.
- it is an **exclusive retailer product** and retailer range is not fulfilled.
- the selling retailer is **not part of the chartpanel**.
- there is a **violation** against the chart regulations.
- title is **not registered as focus track** and cannot be listed yet.

Further information and contact details

The detailed **system description** of the Official German Charts in its current version as well as the article master registration form can be found at
<https://www.musikindustrie.de/markt-bestseller/offizielle-deutsche-charts/systembeschreibung>

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