

## Digital Download Factsheet

Digital Downloads and the Official UK Charts	
September 2004	Official UK Download Chart launched
April 2005	Downloads admitted to Official UK Singles Chart as long as a physical format of the single is available
March 2006	Sales of downloads are counted in the Official UK Singles Chart one week ahead of the release of physical formats
January 2007	Downloads to count in the Official UK Singles Chart regardless of the availability of physical formats

- The first Number One in the Official UK Download Chart in September 2004 was Westlife's Flying Without Wings
- Westlife also hold the record for making available the most different versions of a song to download. They produced 60 different versions of You Raise Me Up / Flying Without Wings with the band personalising the beginning of each song with a spoken word intro saying "This is for...." and recorded 60 different girl's names.
- There were 5.8m legal downloads sold in the UK in 2004, compared with 26.5m physical singles sales. In their first 12 months legal downloads took nearly 18% of the UK singles market
- There were 26.4m legal downloads sold in the UK in 2005, compared with 21.4m physical single sales. By the end of 2005 downloads constituted 74% of the total singles market, 61% of the total singles chart market and 45% of sales of Top 40 singles
- The Top 5 Digital bestsellers for 2005 were (1) You're Beautiful by James Blunt, (2) Hung Up by Madonna, (3) Bad Day by Daniel Powter, (4) Push The Button by Sugababes and (5) Feel Good Inc by Gorillaz
- Total weekly sales of single track downloads topped one million for the first time in April 2006
- Taking advantage of March's rule-change, in May 2006 Gnarlz Barkley's Crazy became the UK's first Number One to reach the top on the strength of download sales alone
- In the first half of 2006 sales of downloads exceeded 20m units - nearly as much as in the whole of 2005

- By December 2006 downloads were accounting for 80% of the total singles market, 66% of the total singles chart market and 52% of the Top 40 singles chart market
- Leona Lewis's A Moment in Time became the fastest-selling download in the UK yet with 100,000 downloads sold in its first two days
- By the end of 2006 the Official UK Charts Company was registering sales of 160,000 different downloaded song titles each week. This compared with 100,000 titles at the end of 2005 and just 54,000 at the end of 2004.

TOP 5 Digital Best Sellers for 2006 Year to Date (Week 51)

Position	Title	Artist	Sales
1	CRAZY	GNARLS BARKLEY	397,000
2	I DON'T FEEL LIKE DANCIN'	SCISSOR SISTERS	230,000
3	HIPS DON'T LIE	SHAKIRA	226,000
4	CHASING CARS	SNOW PATROL	190,000
5	MANEATER	NELLY FURTADO	184,000