

PRESS RELEASE

Norway includes streaming in the album chart

As of Friday 1st of November, IFPI Norway has become the second country in the world to include streaming figures in the official album chart. The album chart has up to now only included physical sales and downloads. Neighbouring Sweden announced a combined chart last month.

By including streaming figures from Wimp and Spotify the album chart and the singles chart reflects the total consumption of music in Norway.

"We've been working on a model for a combined album chart for a long time now. We're very happy to finally present a new and revitalized album chart. Of the total music sales in Norway, streaming accounts for nearly 70%, which is one of the largest streaming shares in the world. The time is right to include streaming in the album chart" says Marte Thorsby, MD of IFPI Norway.



Photo: Erik Berg, The Norwegian Opera & Ballet



Photo: IFPI Norway

The official sales chart is presented by the Norwegian newspaper VG every Friday and is prepared for IFPI Norway using the 'Ultimate' automated chart system operated by Ranger Computers Ltd.

Streaming has been included in the singles chart since the spring of 2011.