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Brit Awards Has Instant Impact

The Brit Awards had an immediate impact on record sales last night, according to exclusive analysis produced today by the **Official Charts Company**.

Increased sales of downloads were apparent within moments of the awards show starting, with artists who either won awards or played live at the show seeing their sales far outperform the market, according to the **Official Charts** data, which was captured up to midnight last night, just four hours after the show kicked off on **ITV1**.

The biggest winner was **Duffy**. Her album **Rockferry** was downloaded almost four times more than the market average. Her single **Warwick Avenue**, which she performed on the night, recorded double the market average, as did her singles **Mercy**, **Rain On Your Parade** and **Live and Let Die**. As well as performing, **Duffy** won three awards on the night; **Mastercard British Album**, **British Female Solo Artist** and **British Breakthrough Act**.

The **Ting Tings'** performance with **Estelle** saw their album **We Started Nothing** outperform the market by more than three times and their single **That's Not My Name** by more than double. **Estelle's** single **American Boy** achieved almost double the sales of the market average.

Other notable beneficiaries of the Brits effect included **Elbow** and **Coldplay**. **Elbow's** Mercury award winning album **The Seldom Seen Kid**, outperformed the market by more than three times after the band collected the Brit Award for Best British Group. **Coldplay's** performance of **Viva La Vida Or Death And All His Friends** saw sales of the single oustrip the market by more than double and album sales by almost double.

Martin Talbot, Managing Director of the **Official Charts Company**, said:

"In this digital age, fans can hear music on the TV or radio and instantly satisfy their need to own the track or album by downloading it there and then. And these figures indicate that a show like the Brits can have an immediate impact on sales – an impact which we expect to see rolling through the rest of this week, as CD sales are also boosted by the Brit artists' media profile and in-store retail campaigns."

Notes to Editors:

1. Figures quoted from this release must be credited to The Official Charts Company

2. The Official Charts Company is a joint venture between record labels body The BPI and ERA (Entertainment Retailers Association) and is responsible for the commissioning, marketing, distribution and management of the UK's Official Music & Video Charts.

3. The Official Charts Company compiles its charts from sales information from over **6,200 retailers** including all major high street retail chains, independent stores, supermarkets and internet retailers. This market research sample equates to **99%** of the total UK Singles market; **98%** of the total UK Albums market and **85%** of the total UK DVD market.

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