



Press release

GfK harmonises survey periods for European music charts

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Baden-Baden, July 22, 2015 – Due to the „Global Release Day“, which has fallen on a Friday in music markets worldwide, GfK harmonises the chart week in five countries.

After the relaunch of the “Official German Charts” at the beginning of May, GfK now announces changes to other European music charts. In the context of “global release day”, which has fallen on a Friday in 45 music markets worldwide since 10 July, the chart week will be harmonised in a total of five GfK countries. In future, the new survey period in Belgium, Italy, Spain, France and Portugal will be Friday to Thursday instead of Monday to Sunday up to now.

Dr Mathias Giloth, Managing Director of GfK Entertainment notes: “With the switch to the new chart week, we are taking account of changes to music fans’ buying and usage habits and at the same time emphasising the importance of Friday as a day when people buy music. This survey period has already proved itself in Germany, Austria, Switzerland and the Netherlands”.

GfK produces the following music charts in co-operation with local music industry associations: “Offizielle Deutsche Charts” (Germany, Bundesverband Musikindustrie), “Ö3 Austria Top 40” (Austria, IFPI Austria), “Schweizer Hitparade” (Switzerland, IFPI Schweiz), “Classements officiels de la musique enregistrée” (France, SIPP & SNEP), “Top of the Music” (Italy, F.I.M.I.), “Listas oficiales de ventas” (Spain, Promusicae), “Recorded Music Charts” (Portugal, AFP), “GfK Dutch Charts” (Netherlands, NVPI), “Ultratop” (Belgium, BEA) and “Irish Charts” (Ireland, IRMA).

About GfK Entertainment

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GfK Entertainment is an official charts and market research data supplier to the Music, Books, Games and Video industries. Our company was originally founded decades ago as media control in Germany and our first services then were the official music charts. In March 2014 we re-branded as GfK Entertainment GmbH. The company works closely with all industry trade bodies and is widely recognized as the one of the world’s leading marketing research companies in the entertainment sector. GfK Entertainment is currently active in over 30 countries supplying official charts, tailor-made sales-, market- and product data analysis reports to content holders, retailers and trade body groups for all products, physical, digital and social media related in the entertainment sector.