



Thursday 14<sup>th</sup> May 2015

MEDIA RELEASE

### **ARIA to launch Audio & Visual Streaming Chart**

Today, the Australian Recording Industry Association (ARIA) is pleased to announce a new weekly Audio & Visual Streaming Chart launching from Monday 18<sup>th</sup> May 2015.

ARIA will incorporate all official music videos on YouTube, including Vevo on YouTube, and user-generated clips that incorporate audio recordings in addition to the audio streams already being collected from music streaming services Deezer, JB Now, Rdio, Google Play and Spotify to create the ARIA Top 40 Audio & Visual Streaming Chart.

“We aim to continuously evolve the ARIA Charts to ensure that they accurately represent the new ways that Australian music fans are consuming their favourite music.” Dan Rosen, CEO of ARIA said. “There is no denying the impact YouTube has today on music and popular culture.”

“YouTube has become a comprehensive music destination where people tune in, discover new music, and where musicians can strike a chord with new audiences. This new chart will reflect how music lovers are finding their new favorite songs and music videos online, as well as how artists are using their YouTube channels to find fame in Australia and across the world.”

Partnerships Manager of YouTube Australia, Georgie Powell said.

At this stage, ARIA Accreditations will remain sales based and are issued for singles or albums achieving Gold (35,000 units shipped) and Platinum (70,000) and there are no plans to absorb YouTube streams into the other existing ARIA Charts.

The first official ARIA Audio & Visual Streaming Chart will be unveiled on Saturday 16<sup>th</sup> May at 6pm and published on [ariacharts.com.au](http://ariacharts.com.au).



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