

Week One Sales - Singles

Biggest Week One Sales - Jan-Oct 2009 All titles selling over 50,000 copies in first week

| Week | Title | Artist | Company | Digital % | Sales | |
|------|-------|-------------------------|-------------------------------|----------------------|-------|---------|
| 1 | 43 | Fight For This Love | Cheryl Cole | Polydor | 93% | 292,846 |
| 2 | 42 | Bad Boys | Alexandra Burke | RCA Label Group | 94% | 187,100 |
| 3 | 21 | Bonkers | Dizzee Rascal/Van Helden | Dirtee Stank | 97% | 114,165 |
| 4 | 29 | Beat Again | JLS | Epic Label Group | 90% | 106,299 |
| 5 | 42 | Bodies | Robbie Williams | Virgin | 92% | 89,238 |
| 6 | 11 | Islands in the Stream | Jenkins/West/Jones/Gibb | Mercury | 61% | 87,177 |
| 7 | 41 | Oopsy Daisy | Chipmunk | Columbia Label Group | 97% | 82,390 |
| 8 | 26 | Bulletproof | La Roux | Polydor | 97% | 80,144 |
| 9 | 35 | Holiday | Dizzee Rascal | Dirtee Stank | 100% | 80,070 |
| 10 | 20 | Boom Boom Pow | Black Eyed Peas | Polydor | 100% | 74,440 |
| 11 | 3 | Day 'n' Nite | Kid Cudi vs Crookers | Ministry of Sound | 96% | 72,532 |
| 12 | 17 | Number 1 | Tinchy Stryder ft N-Dubz | Universal Island | 97% | 72,257 |
| 13 | 10 | Right Round | Flo-Rida ft Keshha | Atlantic Records UK | 100% | 72,101 |
| 14 | 32 | Never Leave You | Tinchy Stryder ft Amelle | Universal Island | 97% | 71,146 |
| 15 | 15 | I'm Not Alone | Calvin Harris | Columbia Label Group | 100% | 66,970 |
| 16 | 38 | Break Your Heart | Taio Cruz | Universal Island | 98% | 65,401 |
| 17 | 10 | Just Can't Get Enough | Saturdays | Polydor | 83% | 64,785 |
| 18 | 36 | Run This Town | Jay-Z ft Rihanna & Kanye West | Atlantic Records UK | 100% | 62,835 |
| 19 | 27 | Evacuate The Dancefloor | Cascada | UMTV | 95% | 61,209 |
| 20 | 24 | Mama Do | Pixie Lott | Mercury | 96% | 58,840 |
| 21 | 30 | Supernova | Mr Hudson ft Kanye West | Mercury | 100% | 56,638 |
| 22 | 36 | Get Sexy | Sugababes | Universal Island | 95% | 55,707 |
| 23 | 13 | Don't Upset The Rhythm | Noisettes | Mercury | 98% | 52,992 |

Source: OCC

Week One Sales 2009

Four titles top 100,000 sales in week of release

A total of four singles exceeded the 100,000 sales mark in their week of release between January and October this year. This compares with only two titles selling more than 50,000 first-week copies in the same period in 2008 (by Estelle and Girls Aloud).

The first half of 2009 saw only one title exceed the 100k mark in its opening week (Dizzee Rascal's *Bonkers*, in May) but the period comprising weeks 27 to 42 has seen three pass that, including two in the last two weeks of October.

Biggest Opening Weeks

Performances on ITV's X-Factor helped give talent show alumni Alexandra Burke and Cheryl Cole superb starts with their October-released singles.

Bad Boys was released in week 42 and far outsold the total accrued by *Bonkers* in its week of release. One week later *Fight For This Love* was released and, on the back of a Sunday night performance watched by an

estimated 15m, immediately went on to outsell *Bad Boys*, almost breaking the 300,000 sales mark.

Alexandra was the winner of last year's X-Factor and her debut single *Hallelujah* was the biggest selling single of 2008. Cheryl Cole's debt to the talent show format originates from the one-off Popstars - The Rivals in 2002, where she successfully auditioned to be placed in the group mentored by judge Louis Walsh, Girls Aloud.

Eight of the current year-to-date Top 200 singles are by discoveries from television talent shows, which together account for 5% of that chart's cumulative sales, some 1.8m.

This is also discounting successes from the *American Idol* franchise such as Jordin Sparks and Jennifer Hudson, who would have added an extra four titles and brought the share above 6% of the Top 200 - equivalent to around 2.25m sales.

Talent Show Artist Singles in the 2009 Year-To-Date Chart

