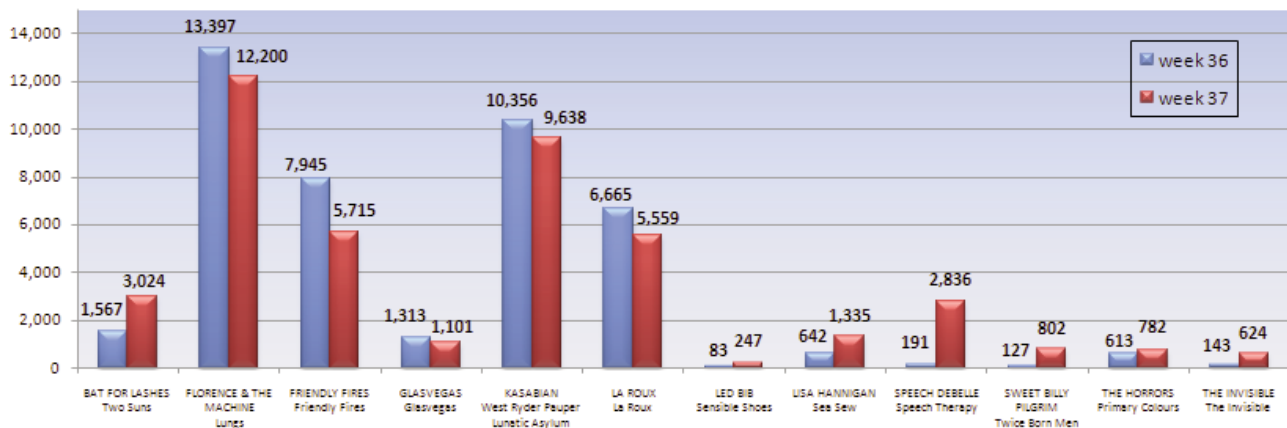


2009 Barclaycard Mercury Prize

2009 Mercury Prize Nominees : album sales - week 37 v week 36



Barclaycard Mercury Prize

The 2009 Barclaycard Mercury Prize ceremony was held at the Grosvenor House Hotel on the evening of Tuesday September 8th (chart week 37). The winner was announced during a live half-hour broadcast on BBC2, with a lengthier highlights show broadcast the following Friday on the same channel.

Sales Uplift - Winner

Media interest in the event was, as always, high and after the nominations were announced on July 21st (week 30) much was made of the number of female artists shortlisted, with **La Roux** and **Florence & The Machine** immediately ranked among the frontrunners by bookmakers.

The winner, however, was a female artist whose odds were slightly longer - **Speech Debelle**. Her album *Speech Therapy* was released at the beginning of June on the London-based independent Ninja Tune, whose Roots Manuva was nominated (for *Run Come Save Me*) in 2002.



Prior to its nomination *Speech Therapy* had sold just over 1,000 copies. In the interim between the nominations and the show, it sold a further 1,679 - an average of 240 a week, compared with 155 before week 30.

In the week of its announcement as winner, the album sold 2,836 copies - an uplift of 1,385% on the week before. The album also achieved its first ever chart placing, entering at Number 65.

Sales Uplift (%) wk 37 vs wk 36

Speech Debelle	1,385%
Sweet Billy Pilgrim	532%
The Invisible	336%
Led Bib	198%
Lisa Hannigan	108%
Bat For Lashes	93%
The Horrors	28%

Source: OCC

Sales Uplift - Nominees

As would be expected, Speech Debelle's uplift in both percentage and unit terms was the greatest of all 12 nominees.

When uplift is expressed in percentage terms, the nominees with the smallest base of sales benefitted the most: the Top Four in the chart above all sold less than 500 copies in week 36.

Aside from *Speech Therapy*, however, only one title achieved a unit uplift of over 1,000 copies: **Bat For Lashes' *Two Suns*** started from a sales base of 1,567



in week 36, which increased to over 3,000 copies in week 37.



Lisa Hannigan's *Sea Sew* and **Sweet Billy Pilgrim's *Twice Born Men*** were the only other titles to record unit uplifts of over 500 copies, although **The Invisible's** self-titled album only just missed that.

Chart Positions

Whereas all twelve nominees in 2008 were placed in the Top 200 in the week of the ceremony - with eight of them new entries - only eight from this year's shortlist made the Top 200 in week 37.

The highest placed was Florence & The Machine's *Lungs*, although that dropped slightly from Number Eight a week before. The biggest climbers were *Speech Therapy* and *Sea Sew*, which entered the chart at Numbers 65 and 125 respectively, while *Two Suns* climbed from number 109 to 63.

Biggest Winners Uplifts (%)

Speech Debelle (2009)	1,385%
Antony & The Johnsons (2005)	868%
Elbow (2008)	635%
Talvin Singh (1999)	437%
Roni Size/Reprazent (1997)	214%
PJ Harvey (2001)	127%
Gomez (1998)	115%
Portishead (1995)	104%

Source: OCC

Historical Comparisons

While not a vintage year for all-round uplift - although it should be remembered that the day after the ceremony the Beatles catalogue was reissued - *Speech Therapy* now tops the chart for the sales increase enjoyed, in percentage terms, by a winner. While the lack of OCC data from the first two years means that winners by Primal Scream and Suede are omitted from any comparison, *Speech Therapy's* increase of 1,385% far exceeds that of the previous record holder, Antony and The Johnsons' *I Am A Bird Now*, from 2005.