

# Week One Sales - Albums

## Biggest Week One Sales - Jan-July 2009 All titles selling over 25,000 copies in first week

Week	Title	Artist	Company	Digital %	Sales	
1	15	Now 72	Various Artists	EMI TV/UMTV	1.4%	299,002
2	30	Now 73	Various Artists	EMI TV/UMTV	2.4%	274,661
3	21	Relapse	Eminem	Polydor	10.7%	166,952
4	10	No Line On The Horizon	U2	Mercury	14.3%	157,928
5	7	It's Not Me, It's You	Lily Allen	Parlophone	25.0%	112,568
6	24	West Ryder Pauper Lunatic Asylum	Kasabian	Columbia Label Group	17.9%	98,423
7	9	Invaders Must Die	The Prodigy	Cooking Vinyl	19.0%	97,254
8	12	Songs For My Mother	Ronan Keating	Polydor	2.5%	87,030
9	20	21st Century Breakdown	Green Day	Warner Bros	12.3%	79,770
10	5	Working On A Dream	Bruce Springsteen	Columbia Label Group	8.5%	67,316
11	28	Lungs	Florence & The Machine	Universal Island	23.7%	63,020
12	23	Sunny Side Up	Paolo Nutini	Atlantic Records UK	17.7%	62,937
13	27	La Roux	La Roux	Polydor	19.4%	62,650
14	22	Escala	Escala	RCA Label Group	13.2%	45,983
15	15	Kingdom Of Rust	Doves	Virgin	17.5%	44,974
16	11	Collection	Annie Lennox	RCA Label Group	8.1%	42,649
17	18	Together Through Life	Bob Dylan	Columbia Label Group	6.4%	42,339
18	23	Love and War	Daniel Merriweather	Columbia Label Group	20.6%	41,807
19	11	All I Ever Wanted	Kelly Clarkson	RCA Label Group	17.7%	39,858
20	8	Years Of Refusal	Morrissey	Polydor	9.7%	39,203
21	26	Clubland 15	Various Artists	UMTV	1.0%	36,433
22	18	Music For The People	The Enemy	Warner Bros	15.5%	35,363
23	21	Journal For Plague Lovers	Manic Street Preachers	Columbia Label Group	9.9%	34,707
24	11	Fearless	Taylor Swift	Mercury	20.3%	33,829
25	24	The E.N.D.	Black Eyed Peas	Polydor	17.5%	30,917
26	17	Sounds Of The Universe	Depeche Mode	Mute	13.7%	30,537
27	11	Faryl	Faryl Smith	Universal Classics	1.4%	29,172
28	4	To Lose My Life	White Lies	Polydor	22.3%	28,916
29	25	Let It Roll	George Harrison	EMI/Parlophone	4.5%	28,045
30	13	Yes	Pet Shop Boys	Parlophone	12.8%	27,639
31	5	Tonight	Franz Ferdinand	Domino Recordings	14.8%	27,558
32	28	Evacuate The Dancefloor	Cascada	UMTV	9.2%	26,907
33	13	Clubland Classix 2	Various Artists	UMTV	9.0%	25,650
34	3	The Fame	Lady GaGa	Polydor	20.7%	25,228

Source: OCC

## Week One Sales 2009

### Five titles top 100,000 sales in week of release

Although no albums topped the 300,000 first-week sales mark in the first seven months of 2009 - compared with three (*Now 69*, *Now 70* and Coldplay's *Viva La Vida*) in 2008 - five titles exceeded 100,000 sales in their week of release, one more than in 2008.

Fewer titles sold more than 25,000 copies, however. Between January and July 2009 the total was 34, compared with 42 in the same period a year earlier.

## Biggest Opening Weeks

The albums by Eminem, U2 and Lily Allen enjoyed the biggest first week artist sales, although strong starts have not necessarily guaranteed a consistently strong performance over the course of the year. Lady GaGa's *The Fame*, for instance, opened with only 25,228 sales but has gone on to be the second biggest seller of the year-to-date, and the biggest 2009 release.



## Digital Share

A relatively high digital share is not a prerequisite for charting well. Amongst the 34 titles selling over 25,000 copies overall:

- 13 had digital shares below 10%
- Six had shares below 5%
- Top two sellers had shares below 3%

Some titles have shown the power of promoting digitally, however. Albums by six artists including Lily Allen, Florence & The Machine and White Lies enjoyed a first week digital share of above 20%. In the case of Lily Allen this amounted to a not inconsiderable 28,086 sales.