

# SVERIGETOPPLISTAN

Stockholm, October 29, 2010

## **Sales of streamed music included in the Swedish music chart (SverigeTopplistan)**

SverigeTopplistan is a compilation of music sales in Sweden and is based on information from Gramophone Suppliers Association (GLF) and Nielsen Soundscan Int. Today, the list is presented for the first time with the sale of so-called streamed music (streams).

Since 1975, the SverigeTopplistan has included sales of singles and albums. Later sales of music DVDs and downloads were added to the list. From today the chart also includes the singles chart with streamed music (streams) - Sweden is the first country in the world to include sales from streamed music services to their list.

The digital music sales', including streamed music, has increased dramatically in Sweden during the past year and now accounts for more than 32 percent of the total sales.

- Streaming is a new and popular way to consume music on the Swedes. As the consumption of streamed music is so high in Sweden today, it is obvious that it also included in the Sweden music charts, music reflects the consumption of properly", says Ludwig Werner, CEO of IFPI Swedish group.

SverigeTopplistan is presented every Friday at 9:00 on [www.sverigetopplistan.se](http://www.sverigetopplistan.se).

For further information on Sweden see: [www.sverigetopplistan.se](http://www.sverigetopplistan.se) or contact; Lisa Cronstedt - IFPI Swedish Group, Phone: + 46 (0)8-735 97 50.