

VIDEO STREAMING FAQs

In July 2022, Recorded Music NZ updated the Official NZ Music Charts to include video data.

This document contains some of the frequently asked questions about this change.

If you have any further questions, please contact paul@recordedmusic.co.nz.

WHEN DOES THIS CHANGE TAKE EFFECT?

The first chart containing video will be published on Saturday, July 2 2022. This means any views from June 24 onward will be included in the charts.

WHICH PLATFORMS WILL BE INCLUDED?

At launch, data from YouTube and Apple Music will be included.

WHICH CONTENT WILL BE COUNTED?

Official / traditional music videos, lyric videos, audio-only video (eg. a static image or cover art displayed) and live recordings are all included. In specific cases, other content can also be included in a song's tally so long as the video contains just the one musical recording; AND it is heard throughout the bulk of the clip in a fairly continuous manner.

DOES IT MATTER WHO POSTED THE VIDEO?

No. Videos containing music that are posted on YouTube, for example, can contribute to that recording's chart position whether posted by the artist, their label or a fan. These types of posts will fall into two groups.

Official Videos – Clips posted on an artist's official channel, their label's channel or an authorised third party channel will have 'official' status and be the primary source of the clips included in the charts (for YouTube, this official status also dictates a higher appearance in search). As mentioned above, this content is likely to be mostly traditional music videos, lyric videos and live recordings.

User-Generated Videos - Content posted by YouTube user who, for example, shoots their own video but uses an artist's song as the audio accompaniment can contribute to that song's view tally (and ultimately its chart position). However, it must meet the same criteria as official videos – just one song, heard throughout the bulk of the clip AND the song must form 90% of the entirety of the video. Additionally, it must have been identified and claimed by the artist or their representative and have been tagged with the ISRC belonging to the recording used.

WHAT COUNTS AS A VIEW?

A view is only deemed to have occurred once the consumer has watched for at least 30 seconds (the same requirement as for audio streaming). For YouTube views, there is a threshold of 100 views which each video must meet before being included in the data each day.

ARE GLOBAL VIEWS COUNTED OR JUST VIEWS WITHIN NEW ZEALAND?

As with audio streaming, just views by music consumers within New Zealand count toward the New Zealand charts. The global view figures you see displayed on both audio and view platforms relate to global reach so often bear little relationship to a song's popularity just amongst a New Zealand audience.

IS THERE ANY AUDIO VS VIDEO WEIGHTING?

No. Video will be given the exact same weighting as audio. Watching a video once on YouTube, for example, is the same as listening to it once on Spotify or any streaming platform.

IS THERE ANY SUBSCRIPTION VS ADVERTISING-SUPPORTED WEIGHTING?

Yes. Just as with audio streaming, a view by a user who is logged in and has paid a monthly subscription fee that is ultimately distributed to content owners is worth more in the chart equation than a view by a non-logged-in / non-paying user.

WILL MY SONG NEED A VIDEO FOR IT TO CHART?

No. Audio streaming and sales are still going to be the dominant factor in getting onto the charts. A video is not required for a track to appear in the charts but may now be a helpful addition.

WILL THIS CHANGE AFFECT BOTH THE SINGLES AND ALBUMS CHARTS?

Yes. Just as audio streaming is included in the equation for both Singles and Albums charts, video streaming will also contribute to both.

WILL VIDEO STREAMING BE INCLUDED IN GOLD AND PLATINUM CERTIFICATION?

Yes. However, only views that occur from the launch of the first chart containing video will count toward certification.

DO OTHER CHARTS AROUND THE WORLD INCLUDE VIDEO?

Yes, some do. The UK, US and, more recently, Australian charts all now include video consumption.

The criteria and definitions we are using for video data inclusion in the New Zealand charts are identical to those being applied in those other countries.