



Official Irish Albums Chart

Temporary amendment to rules Chart Eligibility for the IRMA Official Charts for Albums, singles and the Homegrown top 20

Adopted by the Board of IRMA on the 17th June 2020

1.	Virtual Retailer Instore promotions
	<p>Due to the Covid 19 Pandemic Restrictions IRMA is making the following amendments to the Chart Rules to prevent independent record shops that would usually be running instore events from missing out on the sales that these types of event generate:-</p>
	<p>If a virtual retailer instore promotional event (the Event) is to be dependent upon purchase:-</p>
	<ul style="list-style-type: none">(a) The Event must be exclusive to a single retailer, must not be pre-recorded and 'broadcast' multiple times and cannot offer multiple retailers the same session at the same time.(b) A maximum capacity of 300 applies in respect of each individual Event.(c) The retailer must obtain OCC approval in advance, as for all promotions.(d) No more than 2 retailer exclusive Events are permitted in the same chart week.(e) No more than 6 retailer exclusive Events are permitted to count towards the week 1 total of a release. e.g. if it is intended that sales will count as pre-order sales for chart purposes then there can be no more than 2 Events in weeks 1, 2 and 3 after release.(f) The online event must occur within 8 weeks of approval (see below)
	<p>Any other events, or those with a capacity of 301 or higher must include a No Purchase Necessary (NPN) method of entry/access</p>
	<p>As soon as stores are able to host instore events again ALL online instore events / gigs / signings will require an NPN method of entry.</p>
	<p>The 8-week window allows IRMA to give 2 months' notice to communicate when these events will no longer be permitted to be dependent upon purchase.</p>