Billboard is changing its albums chart to count YouTube streams



Billboard has announced that YouTube streams will be factored into the *Billboard* 200 albums chart starting early next year. Video streams from other platforms will also count, including Apple, Spotify, Tidal, and Vevo, and *Billboard* says the change will also impact genre album consumption charts, like country, Latin, and others. *Billboard*'s charts have historically been seen as a barometer of success within the music industry.

Video streams have counted toward many of *Billboard*'s song-specific charts since 2013, but have never been incorporated into the albums chart. *Billboard* has been slowly updating its albums chart for years to shift it from being purely sales-based to a "multi-metric consumption" model. It added audio streaming to its album-ranking metrics five years ago, including Spotify, Google Play, and even Xbox Music. *Billboard* has considered whether video streams should count toward this chart for some time, but has always stuck with audio.

While song charts consider official videos and user-generated videos (like choreography videos, lyric videos, or even Memoji karaoke videos), the *Billboard* 200 chart will only count "official licensed video content uploaded by or on behalf of rights holders." And as for any potential manipulation of streaming numbers, *Billboard* released a statement in 2017 saying it works closely with Nielsen Music to "assure there are safeguards in place to guard against automated streams and/or excessive streaming from singular IP addresses."

The changes kick into effect next month, beginning with charts dated January 18th, 2020.

https://www.theverge.com/2019/12/13/21020836/billboard-albums-chart-youtube-vevo-apple-spotify-video-streams