**Eminem Receives BRIT Billion Award**

**The four-times BRIT Award winner picks up the accolade, with seven billion UK career streams achieved**

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*London, 24th July 2024 – embargoed to 00:01*

Eminem has been announced as the latest artist to receive a BRIT Billion Award by the BPI, the representative voice for the UK’s world-leading record labels and music companies.

The BRIT Billion Award celebrates Eminem’s landmark achievement of reaching seven billion UK streams - as calculated by the Official Charts Company.

One of the most iconic voices in rap music, Eminem has made Official Charts history, currently holding a UK chart record for the most consecutive Number 1s on the Official Albums Chart, .with 10 studio albums topping the Official Albums Chart in a row . Last month, Eminem scored his 11th UK Number 1 single with Houdini, marking his first fully solo Number 1 since Toy Soldiers 19 years earlier in 2002. His 12th studio album, ‘The Death of Slim Shady (Coup de Grâce)’ dropped on July 12 and shot to the top of the charts, marking his 11th No. 1 Album in the UK (including his hits compliation ‘Curtain Call’.

With a staggering career total of seven billion UK streams, over 60 of Eminem’s iconic songs have been BRIT Certified, including 15 certified Multi-Platinum. With a stream of timeless anthems, his top three most streamed hits - ‘Without Me’, ‘Lose Yourself’ and ‘Love The Way You Lie’ featuring Rihanna - have accumulated over 770 million UK streams alone.

Officially launched in 2023, 39 artists have now been recognised with a BRIT Billion award for achieveing over one billion UK career streams, including global icons such as Green Day, The Rolling Stones, Queen, ABBA, and Whitney Houston, pioneering rap and hip-hop artists including AJ Tracey and Headie One, and chart-dominating pop artists and singer-songwriters, with the likes of Billie Eilish, Olivia Rodrigo, Camila Cabello, Lewis Capaldi, and BRIT Award record-breaker RAYE all having received the Award.

The BRIT Billion award reflects the extent to which streaming has transformed the music landscape for artists and fans alike over the past decade – over 85% of the UK’s recorded music consumption now takes place through streaming, and in 2023 there were a record 180 billion audio streams in the UK in total. In the UK, more than 2,000 artists now annually amass at least 10 million audio streams of their music, while more than 10,000 artists are streamed over a million times.

ENDS –

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Notes to Editors

**About the BPI**(British Phonographic Industry) – [bpi.co.uk](http://www.bpi.co.uk)

The [BPI](mailto:gennaro.castaldo@bpi.co.uk) is the trade association for the UK’s record companies and labels and is the representative voice of British recorded music. Through its policy and public affairs-led work, it campaigns to foster an environment in which its members and their artists can thrive, championing the rights of more than 500 independent labels alongside those of world-leading record companies Sony Music UK, Universal Music UK and Warner Music UK, and of the artists, performers and label members of music licensing company PPL.

The BPI safeguards recorded music through its *Content Protection* and *legal* work, promoting copyright and the UK’s gold-standard rights framework, and tackling digital piracy and counterfeit products. It actively promotes British music and exports artists globally through the [*Music Export Growth Scheme*](https://www.bpi.co.uk/bpi-insight-innovation); international trade missions, including the LA Sync Mission; and participation at events overseas, such as SXSW.

The BPI encourages [*innovation*](mailto:paul.williams@bpi.co.uk) by bringing the music and tech communities together to create opportunities for mutual benefit, including through its [*Insight Sessions*](https://www.bpi.co.uk/). It provides market insights, training and networking with its free masterclasses, member events, and its *All About the Music* yearbooksand other reports.

The BPI owns and runs The BRIT Awards and is also home to the Mercury Prize; co-owns the Official Charts; and administers the [*BRIT Billion*](https://www.bpi.co.uk/brit-billion) *award* and [*The BRIT Certified*](https://www.bpi.co.uk/news-analysis/music-export-growth-scheme/) *Platinum, Gold and Silver Programme*.

Supported by its [*Equity and Justice Advisory Group*](https://www.bpi.co.uk/insight-sessions-on-demand) (EJAG), the BPI works to achieve greater [*Equity, Diversity and Inclusion*](https://www.bpi.co.uk/equity-and-inclusion) (EDI) across British music, and is also committed to an industry that operates in a more sustainable way.   The BPI recognises the fundamental importance of the talent pipeline and of music and creative arts education in enabling access and opportunities for people of all backgrounds to work in music, which it also supports through its charity [*The BRIT Trust*](https://www.bpi.co.uk/brit-certified/).