



**Forum: Utada News**

**Topic: "Utada Hikaru SINGLE COLLECTION VOL. 2"**

**Subject: Re: "Utada Hikaru SINGLE COLLECTION VOL. 2"**

Posted by: dreamcrushed

Posted on: 2010/11/19 15:30:52

Quote:

DEEPRIVER wrote:

\*NINKI charts is not a sales predictor. It is just a popularity poll. That is not to say it is insignificant. **For reference, Arashi's latest album had a NINKI index of 502.20. They sold well over 700,000 copies in the first week. AKB48's latest single had a NINKI rank of 550.70. They sold over 800,000 in a week. For Hikki's first week, we should be expecting anywhere from 550,000 to 900,000 first week** ■■■

I'm pretty sure sales predictions don't work this, either. Like you said, it's a popularity poll. More specifically, it's a poll asking a sample of Oricon subscribers what they *may* buy. In fact, let's look somewhere else.

Quote:

The NINKI ratings are the results of a poll conducted by Oricon indicating interest in an upcoming release. Although the ratings are never a true reflection of sales, it does give a strong prediction about where the single/album will place in terms of popularity amongst the Japanese public. **having said so, they are NOT an indication of how it will perform in terms of chart positioning and total sales for the week.**

--Jpopmusic's NINKI thread

I'm pretty sure the same logic applies (and stands out even more!) to cross-predictions with other artists sales, especially those who are sales-anomalies when put in the context of Oricon 2010 (although I think Arashi has been going strong for years now). So, no, no one should really be expecting a minimum value (much less a range) based on ninki. Recent sales trajectories vs. results are more reliable. Not to mention demographics and all that.

I'm just cautioning people not to get their hopes up for this type of thing. Saves the people who really, really care the gnashing of teeth and a compulsion to start multiple threads protesting that unless SC vol. 2 is at a certain chart position above "no talent boybands/girlbands", "real music" that "deserved" the top spot has been defeated for all eternity. ■■■