



(<https://www.riaa.com/>)

# GOLD & PLATINUM

(<https://www.riaa.com/gold-platinum/>)

## OVERVIEW



### RIAA's historic Gold® & Platinum® Program defines success in the recorded music industry.

Originally conceived to honor artists and track sound recording sales, Gold & Platinum Awards have come to stand as a benchmark of success for any artist—whether they've just released their first song or Greatest Hits album. [Check out our interactive timeline to learn about the program's storied history.](http://riaa.com/goldandplatinum60/)

## ABOUT THE AWARDS

The Gold & Platinum Awards have been a pinnacle of success in the music industry since 1958. The awards below are earned by artists who have met rigorous standards, and recipients join the ranks of the most iconic recording artists.

## RIAA GOLD & PLATINUM AWARDS

CERTIFICATION	MINIMUM UNITS	DATE ESTABLISHED
Gold®	500,000	1958
Platinum®	1,000,000	1976
Multi-Platinum®	2,000,000 (in increments of 1,000,000 thereafter)	1984
Diamond®	10,000,000 and counting	1999
<b>Premios de Oro y Platino</b>		
<i>Recognizes successful albums and singles that are more than 50% Spanish language. The Latin Program Award counts album sales, song sales and on-demand audio and/or video song streams at the formula of 1,500 on-demand audio and/or video song streams = 10 track sales = 1 album sale.</i>		
Oro®	30,000	2001
Platino®	60,000	2001
Multi-Platino	120,000 (in increments of 60,000 thereafter)	2001

Diamante	600,000 and counting	2001
Latin Digital Single Award	30,000 and counting of single sales and on-demand stream units	2013

## RIAA GOLD & PLATINUM CERTIFICATION REQUIREMENTS

	GOLD	PLATINUM	MULTI-PLATINUM
<b>SINGLE AWARD</b> ( <a href="https://www.riaa.com/wp-content/uploads/2016/02/DIGITAL-SINGLE-AWARD-RIAA-AND-GRF-CERTIFICATION-AUDIT-REQUIREMENTS.pdf">https://www.riaa.com/wp-content/uploads/2016/02/DIGITAL-SINGLE-AWARD-RIAA-AND-GRF-CERTIFICATION-AUDIT-REQUIREMENTS.pdf</a> )*			
<i>This award counts both downloads and on-demand music streams. On-demand audio and/or video song streams are counted towards the thresholds required for certification at the formula of 150 on-demand streams being equivalent to one download sale.</i>			
<b>Quantity</b>	500,000 units	One million units	Two million units
All versions count once toward certification.			
<b>Requirements</b>			Recertified at each million unit sales level.
*Additional notes:			
<ul style="list-style-type: none"> <li>- Only sales and streams occurring in the United States qualify for RIAA awards. <ul style="list-style-type: none"> <li>- If you're interested in learning more about international music awards programs, please visit IFPI's website (<a href="http://www.ifpi.org/platinum_awards.php">http://www.ifpi.org/platinum_awards.php</a>).</li> </ul> </li> <li>- On-demand streams on digital music services that are authorized by and reported to the record labels, whether paid for by the consumer through a subscription or free to the consumer through ad-supported services, will be accepted for RIAA certifications.</li> <li>- WhyMusicMatters.com (<a href="http://www.whymusicmatters.com/">http://www.whymusicmatters.com/</a>), a joint initiative of the RIAA and Music Biz, lists the leading authorized music services in the United States.</li> <li>- Only official label/company videos count towards certification; user-generated videos do not.</li> </ul>			
<b>SHORTFORM ALBUM/EP AWARD</b> ( <a href="https://www.riaa.com/wp-content/uploads/2017/06/ALBUM-AWARD-RIAA-AND-GRF-CERTIFICATION-AUDIT-REQUIREMENTS.pdf">https://www.riaa.com/wp-content/uploads/2017/06/ALBUM-AWARD-RIAA-AND-GRF-CERTIFICATION-AUDIT-REQUIREMENTS.pdf</a> )*			
<i>The Album Award counts album sales, song sales and on-demand audio and/or video song streams at the formula of 1,500 on-demand audio and/or video song streams = 10 track sales = 1 album sale.</i>			
<b>Quantity</b>	500,000 units	One million units	Two million units
<b>Requirements</b>	Must include at least three but no more than five different songs. Average minimum running time is 30 minutes.	Must include at least three but no more than five different songs. Average minimum running time is 30 minutes. Recertified at each million unit sales level.	Must include at least three but no more than five different songs. Average minimum running time is 30 minutes.
<b>FULL-LENGTH ALBUM AWARD</b> ( <a href="https://www.riaa.com/wp-content/uploads/2017/06/ALBUM-AWARD-RIAA-AND-GRF-CERTIFICATION-AUDIT-REQUIREMENTS.pdf">https://www.riaa.com/wp-content/uploads/2017/06/ALBUM-AWARD-RIAA-AND-GRF-CERTIFICATION-AUDIT-REQUIREMENTS.pdf</a> )*			
<i>The Album Award counts album sales, song sales and on-demand audio and/or video song streams at the formula of 1,500 on-demand audio and/or video song streams = 10 track sales = 1 album sale.</i>			
<b>Quantity</b>	500,000 units	One million units	Two million units
<b>Requirements</b>	May combine sale of all configurations. Enhanced CDs must contain at least 75% of audio content of regular CD.	May combine sale of all configurations. Enhanced CDs must contain at least 75% of audio content of regular CD.	May combine sale of all configurations. Enhanced CDs must contain at least 75% of audio content of regular CD.

Recertified at each million unit sales level.

**MULTI DISC SET**

<b>Quantity</b>	500,000 units	One million units	Two million units
	Package must include two or more CDs, or its tape and album equivalent.		
<b>Requirements</b>	Each unit within set counts as one unit toward certification. Minimum running time 100 minutes.	Each unit within set counts as one unit toward certification. Minimum running time 100 minutes. Recertified at each million unit sales level.	Each unit within set counts as one unit toward certification. Minimum running time 100 minutes.

**MUSIC VIDEO SINGLE**

<b>Quantity</b>	25,000 units	50,000 units	100,000 units
<b>Requirements</b>	Must contain no more than two songs per video. Maximum running time 15 minutes.	Must contain no more than two songs per video. Maximum running time 15 minutes. Recertified at each 50,000 unit sales level.	Must contain no more than two songs per video. Maximum running time 15 minutes.

**MUSIC VIDEO LONGFORM**

<b>Quantity</b>	50,000 units	100,000 units	200,000 units
<b>Requirements</b>	Defined as a title that has not been theatrically released prior to distribution.	Defined as a title that has not been theatrically released prior to distribution. Recertified at 100,000 unit sales level.	Defined as a title that has not been theatrically released prior to distribution.

**MULTI-BOX MUSIC VIDEO SET**

<b>Quantity</b>	50,000 units	100,000 units	200,000 units
	Package must include three or more video marketed as a set.		
<b>Requirements</b>	Each individual video within set is counted as one toward certification.	Each individual video within set is counted as one toward certification. Recertified at each 100,000 unit sales level.	Each individual video within set is counted as one toward certification.

**MASTER RINGTONE AWARD**

<b>Quantity</b>	Recognizes the sale of more than 500,000 (and counting) ringtones
-----------------	---

The Recording Industry Association of America® (RIAA) is the trade organization that supports and promotes the creative and financial vitality of the major music companies. Its members comprise the most vibrant record industry in the world,

(<https://www.riaa.com/>)

investing in great artists to help them reach their potential and connect to their fans. RIAA members create, manufacture, or distribute sound recordings representing approximately 85% of all legitimate recorded music consumption in the United States.

What We Do (<https://www.riaa.com/what-we-do/>)

Facts & Research (</reports/>)

Gold & Platinum  
(<https://www.riaa.com/gold-platinum/>)

News (</news/>)

About RIAA (<https://www.riaa.com/about-riaa/>)

Resources & Learning  
(<https://www.riaa.com/resources-learning/>)

Report Piracy (<https://www.riaa.com/report-piracy/>)



(<https://twitter.com/RIAA>)



(<https://www.facebook.com/RIAA>)



([https://instagram.com/Riaa\\_awards/](https://instagram.com/Riaa_awards/))

Copyright © 2021 RIAA All Rights Reserved Terms of Use/Privacy Policy (</privacy-policy-and-terms-of-use/>)

Last viewed on 03/12/2021