

Ed Sheeran

**SUPERSTAR ED SHEERAN SMASHES GLOBAL STREAMING RECORD
WITH NEW SINGLES LOGGING OVER 13 MILLION
COMBINED STREAMS IN FIRST 24 HOURS**

**“SHAPE OF YOU” & “CASTLE ON THE HILL” DOMINATE
CHARTS ALL AROUND THE WORLD**

**#1 & #2 ON SPOTIFY’S GLOBAL, US, AND UK CHARTS
(27 MARKETS IN TOTAL)**

+

**#1 & #2 ON ITUNES US AND UK
(77 MARKETS IN TOTAL)**

+

#1 & #2 ON APPLE MUSIC US AND UK

COMBINED, THE TRACKS REACHED THE FOLLOWING ON SPOTIFY IN THE FIRST 48 HOURS:

25,839,709 STREAMS, GLOBALLY

5,425,357 STREAMS, UK

6,081,889 STREAMS, USA

**“SHAPE OF YOU” & “CASTLE ON THE HILL”
*AVAILABLE NOW ON ALL DSPS & STREAMING PARTNERS***

LINKS TO POST: [“SHAPE OF YOU”](#) & [“CASTLE ON THE HILL”](#)



[DOWNLOAD/STREAM HERE](#)

[ALL PRESS ASSETS AVAILABLE HERE](#)

Global superstar **ED SHEERAN** has made streaming history with his groundbreaking return, launching two immensely successful singles simultaneously. With over **13 million global streams in the first 24 hours**, Sheeran has broken Spotify's 'day 1' streaming record with his monumental comeback singles "[Shape Of You](#)" and "[Castle On The Hill](#)." With "[Shape Of You](#)" tallying **6,868,642 streams** and "[Castle On The Hill](#)" landing **6,168,395 streams**, both of the new tracks have *individually overtaken the previous 'day one' record holders* (One Direction logged 4,759,698 streams with "[Drag Me Down](#)" in August 2015) marking another record-breaking milestone in his career.

The two singles mark a hugely triumphant comeback for the multi-GRAMMY award winning singer-songwriter. Sheeran's first releases since 2015, "[Shape Of You](#)" and "[Castle On The Hill](#)" are currently dominating the charts worldwide, reaching **#1 and #2 on iTunes in 77 markets including the US and UK, #1 and #2 on Spotify in 27 markets including the US and UK as well as the Global chart, #1 and #2 on Apple Music US and UK, and additionally, a phenomenal 118 #1 positions across multiple iTunes markets.** The two singles have reached over a staggering **25 MILLION combined global Spotify streams** in 48 hours and the accompanying lyric videos for "[Shape Of You](#)" and "[Castle On The Hill](#)" have received over **28 million combined hits**, having amounted over **10 million views** in the first 24 hours - these mark his fastest-ever video launches, with the accompanying official videos still to come!

"[Shape Of You](#)" and "[Castle On The Hill](#)" are available now via Atlantic Records at all digital retailers and streaming partners. [DOWNLOAD/ STREAM HERE](#)

"[Shape Of You](#)" and "[Castle On The Hill](#)" together mark an exciting return for the modern day troubadour, showcasing two very different sides to his unparalleled musical palate. "[Shape Of You](#)" – co-written with Johnny McDaid and Steve Mac; produced by Steve Mac and co-produced by Sheeran - dismantles and rebuilds modern-pop music using little more than a loop pedal, an extension of the sound for which Ed's become so well-known and has set him apart from his peers. "[Castle On The Hill](#)" - written and produced by Sheeran and Benny Blanco - pays homage to growing up in the English

countryside town of Framlingham, Suffolk. Its driving beats and Springsteen-esque riffs collide to create another stadium-ready anthem.

Despite being out of the spotlight for nearly all of 2016, Ed's name was still associated with some of the year's biggest hits. As one of the world's most in-demand songwriters, he penned "*Cold Water*" for Major Lazer and "*Love Yourself*" for Justin Bieber. "*Love Yourself*" is up for "Song of the Year" at this year's GRAMMY Awards, earning Sheeran his 11th GRAMMY nomination. Sheeran himself is very familiar with this category – which specifically recognizes and honors songwriters - having been previously nominated for this award twice before, winning last year for his 7x-Platinum hit "*Thinking Out Loud*."

* * *

Ed Sheeran – an 11-time GRAMMY nominee and multi-GRAMMY winner - has quickly established himself as one of the world's biggest musical artists with over 22 million albums sold and 4.7 billion Spotify streams. The British singer-songwriter's second full length album 'x' (pronounced *multiply*) – released in 2014 - proved to be both a critical and commercial phenomenon. After debuting at #1 on the Billboard 200 upon its release, the album has since been certified 4x-Platinum in the US and earned two GRAMMY nominations, including the prestigious Album Of The Year. Additionally, "x" spawned four consecutive multi-platinum singles in "*Sing*," "*Don't*," "*Photograph*," and his global smash and biggest single to date "*Thinking Out Loud*," which marked his first #1 at Top 40 radio and won a pair of GRAMMY awards, including highly coveted "Song Of The Year."

Furthermore, "x" was a global sensation reaching #1 on album charts in 14 countries including his native United Kingdom, and topping 95 iTunes charts across the globe. One of the planet's most popular live performers, Ed has played sold out headline shows at some of the biggest venues around the world, including Gillette Stadium in Foxborough, MA, Suncorp Stadium in Sydney, and at London's Wembley Stadium in front of 240,000 fans over 3 nights. Ed first broke through to the mainstream in 2012 with his debut album "+" (pronounced *plus*), which was a top 5 debut in the US and spent three weeks at #1 in the UK. "+" featured "*The A Team*," an international smash which earned Ed his first GRAMMY nomination ("Song Of The Year") and went onto become that year's biggest-selling debut single in the UK.

Sheeran launched his own imprint, Gingerbread Man Records, in 2015, with the signing of fellow British singer songwriter Jamie Lawson – whose self-titled album debuted at #1 in the UK – and Irish troubadour Foy Vance.

MORE ON ED SHEERAN:

[OFFICIAL WEBSITE](#)

[INSTAGRAM](#)

[FACEBOOK](#)

[TWITTER](#)

[YOUTUBE](#)

PRESS CONTACTS:

Glenn Fukushima (National Press) // Glenn.Fukushima@atlanticrecords.com

Jason Davis (Tour/Online Press) // Jason.Davis@atlanticrecords.com

