



Nielsen
SoundScan

Information Packet

What is Nielsen SoundScan?

- **Nielsen SoundScan** is an information system that tracks sales of music and music video products throughout the United States.
- Sales Data from point-of-sale cash registers is collected weekly from over 14,000 retail, mass-merchant and non-traditional (on-line stores, venues, etc.) outlets.
- Weekly data is compiled and made available to our subscribers every Wednesday.

Who Uses Nielsen SoundScan Data?

Nielsen SoundScan clients include:

- All Major & most Independent Record Companies
- Distribution Companies
- Artist Managers, Booking Agents
- Concert Promoters, Venue Owners, etc.
- Online Retailers and Digital Delivery Companies

Since March 1, 1991 **BILLBOARD MAGAZINE** charts have been constructed directly from Nielsen SoundScan data.

MTV, VH1, CMT and all major Newspapers regularly use Nielsen SoundScan data.

A Package to Suit your Budget!

Limited Access:

- This package is designed for small labels that need information on their labels' product ONLY.
- It gives access to up to 20 titles and allows for the rotation of 1 title weekly. A six-month contract is required. Reports are delivered weekly by email or fax.

More Package Info...

Full Access to Titles ONLY:

- This package offers access to information on ALL TITLES contained in the system. It also includes Summary and Marketing reports.
- **NO CHARTS ARE INCLUDED**
- Online access is available 24 hours a day. A one-year contract is required. A limited number of multiple users are allowed.

More Package Info...

Full Access:

- This package offers access 24 hours a day/7 days a week to all segments of the system to include all Titles, Charts, International Charts, Marketing Reports, Summary Reports, Archives and Sales & Airplay Graphing.
- A one-year contract is required. Multiple users are allowed.

Sample Reports...

The following are Sample Reports:

1. National Sales Report

2. DMA Sales Report (representing info on a specific title)

3. DMA Chart (sales ranking in 1 city)

Title Report: National Sales

Title:	SUPERNATURAL	Label:	ARI
Artist:	SANTANA	Config:	ALBUM
Report Type:	ALL	Format:	ALL
Catalog:	Cat: 19080	Release date:	06/15/99
Week Ending:	02/23/03	Report date:	02/27/03 17:31:19

Weeks TOP 200:		Current	Last Week	2 Weeks	3 Weeks
0	Rank	---	---	---	---

1991 to Date						2003 YTD
LP	CA	CD	DvD	MD	Total	
0	924943	10283756	0	0	11208743	32534

	Number of Units Sold						93 TD TOTAL		
	This Week	RANK	Last Week	RANK	2 Wks Ago	RANK		3 Wks Ago	RANK
Total	3453		4677		3973		4291		11208743
Store Strata									
Chain	1889		2456		2071		2190		6153196
Independent	303		312		299		356		1045849
Mass Merch	1192		1804		1477		1634		3914790
Non Traditional	69		105		126		111		94908
Geographic Region									
Northeast	179		265		195		234		696687
Middle Atlantic	336		509		440		513		1602326
East North Central	452		646		530		591		1652981
West North Central	218		284		252		260		602670
South Atlantic	598		816		662		725		1903533
South Central	560		764		650		666		1445056
Mountain	316		448		390		426	196	895347
Pacific	792		944		852		873		2410106
Geographic Place									
City	668		782		777		835		2310482
Suburb	1623		2202		1773		1871		5340687
Rural	1160		1692		1423		1585		3557582

Title Report: D M A

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Report Type:	ALL	Format:	ALL
Catalog:	Cat: 19080	Release date:	06/15/99
Week Ending:	02/23/03	Report date:	02/27/03 17:36:10

Weeks TOP 200:		Current	Last Week	2 Weeks	3 Weeks
0	Rank	---	---	---	---

1991 to Date						2003 YTD
LP	CA	CD	DvD	MD	Total	
0	924943	10283756	0	0	11208743	32534

Weekly Sales Trend Graph in Difference Order in Alphabetical Order

	Number of Units Sold								
	This Week	R A N K	Last Week	R A N K	2 Wks Ago	R A N K	3 Wks Ago	R A N K	92 TD TOTAL
Total	3451		4677		3973		4290		11206247
New York, NY	176		275		250		283		936598
Los Angeles, CA	251		251		244		223		750521
Chicago, IL	131		179		134		174		493804
Philadelphia, PA	62		124		79		85		311333
SF-Okland-San Jose	149		176		165		186	175	538973
Boston, MA	87		123		80		120		319008
Dallas-Ft. Worth, TX	82		97		89		90		209325
Detroit, MI	51		65		68		56		199810
Washington, DC	66		104		81		93		279088
Houston, TX	91		104		74		83		202665
Cleveland, OH	34		46		36		51		117770
Atlanta, GA	56		79		60		69		198682
Minneapolis-St. Paul, MN	82		74		60		69		177072
Tampa-St.Petersburg, FL	44		66		62		47		118276
Seattle-Tacoma, WA	72		101		103		101		244952
Miami, FL	79		87		48		54		177669
Pittsburgh, PA	28		26		24		39		100164
St. Louis, MO	22		54		44		30		91532
Denver, CO	84		100		86		111		232514
Phoenix, AZ	53		95		91		85		188199

DMA Chart: Top Albums Philadelphia, PA

DMA CHART: Top Albums Philadelphia, PA				Page 1 of 4		04
				Week Ending 06/23/02		
3 Weeks	2 Weeks	Last Week	This Week		Curr. Week Sales(est)	92 TD Total
1	1	1	1	EMINEM EMINEM SHOW	11230	101745
---	---	---	2	PAPA ROACH LOVEHATETRAGEDY	4118	4118
---	---	2	3	KORN UNTOUCHABLES	3352	15634
---	3	4	4	VA-TOTALLY HITS TOTALLY HITS 2	2611	9908
2	4	5	5	P. DIDDY & BAD WE INVENTED TH	2592	28732
---	11	9	6	LAVIGNE*AVRIL LET GO	2582	6312
---	---	---	7	JEAN*NYCLEF MASQUERADE	2494	2499
---	---	---	8	OUR LADY PEACE GRAVITY	2106	2111
6	7	11	9	ASHANTI ASHANTI	1864	67883
3	5	12	10	CAM'RON COME HOME WITH ME	1597	27610
---	---	6	11	AZ AZIATIC	1561	4085
21	17	18	12	MAYER*JOHN ROOM FOR SQUARES	1526	21898
---	---	3	13	NEW FOUND GLORY STICKS & STONE	1490	5161
4	6	17	14	MUSIQ (SOULCHIL JUSLISEN	1412	36446
---	2	7	15	JONES*DONELL LIFE GOES ON	1386	7881
10	13	13	16	GROBAN*JOSH JOSH GROBAN	1355	33151
17	19	22	17	PINK MISSUNDAZTOOD	1347	97833
8	12	15	18	VARIOUS ARTISTS NOW 9	1346	59392
---	9	19	19	DIRTY VEGAS DIRTY VEGAS	1231	4580
9	14	16	20	CROW*SHERYL C'MON C'MON	1217	21113

In Closing...

Our goal is to provide you with timely, effective data that suits your day-to-day business needs.

Pricing information is available upon request and is based on the size of your company.

Please contact me via email for rates and to discuss which package would serve you best.

Best regards,

Trudy Lartz

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