





7) Redemption Procedure: Will CDs be Shipped, Picked-up or Redeemed?

a) If shipped, who will be fulfilling the sales?

\*\*Please note that transaction can only occur at a long-standing Nielsen SoundScan reporter (**6 or more months**) and that Zip Codes for all recipients must be provided by the mail order company.

b) If Picked-up or Redeemed, Please list retailer(s)

\*\*Please note that transaction can only occur at a long-standing Nielsen SoundScan reporter (**6 or more months**).

8) A copy of a physical CD Redemption Voucher must be submitted prior to approval. *Please send an example with this form*

a) At redemption, voucher must be signed by consumer, collected by retailer and mailed back to Nielsen SoundScan.

a. Nielsen Entertainment  
Attn: David Lopez  
770 Broadway, 8<sup>th</sup> fl.  
New York, NY 10003





5) Who will be fulfilling the sales?

\*\*Please note that transaction can only occur at a long-standing Nielsen SoundScan reporter (**6 or more months**) and that Zip Codes for all recipients must be provided by the online\mail order company.

6) How and when will consumers receive PIN code for digital album redemption.

***Policies & Procedures for Reporting Retail & Non-Traditional Sales:  
Amendment***

*(Prior to either bundle below going into place the attached document needs to be filled out no later than 15 days outside of the concert promotion event.)*

**Ticket/ Digital Download Album Sale:**

Effective Week Ending 3/27/2011



The requirement for reporting a digital download album sale bundled with a concert ticket are:

With purchase of tickets, with or without an additional fee, customer receives a unique PIN number redeemable for a digital download of the album. Transaction will count as a sale at the point of redemption. Sales will not be held or carried over to a subsequent tracking week, so the redemption should be timed to an album's scheduled release date or any date thereafter.

In addition: the following conditions must be met.

- Bundle offer must be presented in advance (at least 15 days) for approval to both Nielsen SoundScan and Billboard.
- Download album must have its own unique UPC code for clearer tracking.
- Digital fulfillment service must be a long-standing reporter to Nielsen SoundScan for 6+ months from the event occurring.
- There must be satisfactory proof provided to Nielsen SoundScan that the manufacturer received a reasonable and customary payment for each unit from the concert promoter or ticketing agency.
- Nielsen SoundScan must receive digital sales/redemptions directly from the digital service/fulfillment company and must include the consumer's zip code for each download redeemed.
- The product that is offered as a download to consumers who purchased a concert ticket must be equivalent to product generally available at retail.

### **Ticket/ Physical CD Bundles:**

The requirements for reporting CD's sold in the same transaction with a concert ticket are:

**Option 1:** The purchaser must be given an option to either add the CD to the ticket purchase or, forego the CD for a reduced ticket only price. The amount allocated for CD component must be comparable to reasonable and customary retail pricing.

**Option 2:** With purchase of tickets, with or without an additional fee, customer receives a dedicated gift/redemption card redeemable for a physical version of an album. In such cases, transactions will not count as album sales unless and until consumer redeems said



card at a physical retailer independent of the venue. Retailer is then responsible for reporting these sales.

-Gift/redemption card must be signed by each consumer, collected by fulfillment retailer and shipped to Nielsen SoundScan as proof of pick-up by retailer fulfilling the event.

**In either option, the following conditions must be met.**

- All details in the Event Description Form must be submitted no later than 15 days of the concert.
- There must be satisfactory proof provided to Nielsen SoundScan that the manufacturer or distributor received a reasonable and customary payment for each unit from the concert promoter\venue or ticketing company.
- Nielsen SoundScan must receive from the ticket seller (i.e. Ticketmaster, retailer) an electronic file listing individual ticket purchase transactions for each show/concert **or** in the standard Nielsen SoundScan format.
- **Note: Shows that occur prior to the release date of the artists' album are not eligible for tracking for the week of release. They will be accounted for the week the actual sale date took place.**
- **CD's cannot be distributed/redeemed at the site\venue.**
- CDs offered for redemption with ticket purchase must be equivalent to product generally available at retail.
- Copy of redemption card is required to be sent to SoundScan to complete approval along with the form.

*These requirements may be adjusted or augmented from time to time. Any changes to these requirements will be communicated immediately*

#### Venue Sales

- ❑ Nielsen SoundScan will count venue sales from labels that have 1 or more artists on the current label roster.
- ❑ There will be a \$500 annual fee to report venue sales to us which include all new venue accounts and renewals.
- ❑ All consumers who purchase physical CDs at a venue must sign Nielsen SoundScan's confirmation sheet verifying the sale.
- ❑ Nielsen SoundScan will only accept sales that occurred during the week period of Thursday thru Wednesday. Sheets must be delivered on Thursday thru Friday 12:00 pm EST.
- ❑ Nielsen Soundscan will not process sales that occurred at churches, libraries, YMCAs, malls, campgrounds, public and private schools, offices, lawn and house concerts. If you are uncertain whether a venue site is eligible please check with SoundScan up to 2 weeks prior to the event for confirmation.
- ❑ Settlement sheets must be completed with appropriate venue and label signatures in order for the sales to be processed. A sales file in the EAN format will also accompany the settlement sheets in order to process the sales.



- ❑ During the time that Nielsen SoundScan needs to verify sales and we are unable to confirm with the venue representative by the following Monday after the sheets have been submitted, Nielsen SoundScan will not process the files.
- ❑ Music that is sold at concerts prior to the albums' release date have to be reported when the product is in the consumers possession.
- ❑ If physical CD pre-orders are being taken at the venue prior to street date, a notification must be forwarded to us (either faxed or emailed) to SoundScan. Venue Account must submit fax sheets for these pre-sales during the actual week orders are taken, then these sales have to be included in the weekly text file when the CD is shipped.
- ❑ Digital Album pre-orders will count as sales upon redemption at outlined online retailer. *Please Note* that digital retailer must be a long-standing Nielsen SoundScan reporter (6 or more months).
- ❑ Product that is sold at 50% below manufacturer's list price at a venue will not be processed and should not be submitted.
- ❑ Music sold at conventions and trade shows are only eligible if a ticket is sold separate from the convention ticket package. A consumer must have the option of adding the concert ticket to the original event ticket.
- ❑ Shows that occur in a retail store (in-store appearance) should be reported by the retail store along with proper advanced communication to Nielsen SoundScan.
- ❑ Purchases made by one individual in bulk for redistribution or gifts are also ineligible venue sales and therefore will not be processed.
- ❑ Accounts that attempt to submit fabricated venue sales will have their accounts cancelled and no refund will be given.
- ❑ **Exclusives sold at venues are not eligible to chart.**