

EXHIBIT C



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Music

Nielsen provides charts and insights for both music broadcast and sales. We capture in excess of 100 million song performances on more than 2,000 radio, satellite radio, network radio, and music video channels across Canada, Mexico, Puerto Rico and the United States. Nielsen's tracking of music sales data is used by all major and most independent record companies as well as distribution companies, artist managers, booking agents, concert promoters, performing rights organizations, government agencies, venue owners, traditional retailers, online retailers, and digital delivery companies. Nielsen's data on airplay and sales is featured weekly in *Billboard* magazine and is widely cited by numerous publications and broadcasters as the standard for music industry measurement.

Learn more about Nielsen music insights.

Contact Us

Learn more about working with Nielsen BDS and Nielsen SoundScan.

- Radio Stations Monitored by Nielsen BDS
- Learn How to Submit Music to Nielsen BDS
- Current Nielsen BDS ENcore Subscribers: Download Latest Version of ENcore
- Register Your Product with Nielsen SoundScan
- Register Your ISRC with Nielsen SoundScan
- Nielsen SoundScan Venue Sales Procedure
- How to Become a Nielsen SoundScan Reporter
- Reporting CD\Ticket Bundle Sales Policies and Procedures

Contact Us

Questions about how Nielsen's research and analysis can help your business grow? Email us or call: 800.864.1224

Our Measurement Services

Nielsen measures the shopping and media behavior of an estimated 10 million consumers worldwide. [Learn More »](#)

Related Reports & Webinars

- Turning Digital: The Asian Media Landscape
- State of the Media: U.S. Digital Consumer Report, Q3-Q4 2011
- What's In Store: 2012
- Case Study: Local Cross-Platform Measurement
- State of the Media: 2011 Year in Sports

Global Comparative Solutions

Maintain your competitive advantage and develop effective advertising strategies, with real media and consumer market insights, across borders. [Learn More »](#)

Nielsen in the News

- China consumers upbeat on inflation, incomes (Reuters)
- Pinterest Aiming to Unleash Digital Scrapbook Makers (New York Times)
- Indian Men Increase Shopping (Economic Times of India)
- Australians Increasing Multi-Screen Media Use (World Screen)
- India's Leading Social Brands (Economic Times)

Featured News & Insights

- American and European Tablet Owners More Comfortable Paying for Content
- A Store in Your Pocket: Retailer Mobile Websites Beat Apps among US Smartphone Owners
- Ads with Friends: Analyzing the Benefits of Social Ads
- Introducing Generation C: Americans 18-34 Are the Most Connected
- Survey: New U.S. Smartphone Growth by Age and Income

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Nielsen SoundScan U.S. Venue Sales Procedure

Below is a list of Policies and Procedures for reporting Venue Sales.

- Nielsen SoundScan will count venue sales from labels that a) have been in business for more than 2 years and b) have 1 or more artists on the current label roster.
- 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.
- There will be a \$500 annual fee or a two year option for \$900 to report venue sales to us which include all new venue accounts and renewals.
- Nielsen Soundscan will not process sales that occurred at churches, libraries, YMCAs, malls, campgrounds, public and private schools, offices, lawn and house concerts are all ineligible venue sites. 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 should be reported when the product is sent to the consumer. Written notification must be presented to SoundScan prior to the pre-order event and must provide notification of pre-sale on the venue sheets that are submitted.
- Product that is sold at 50% below manufacturer's list price at a venue will not be processed.
- 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 either purchasing a ticket separate from the convention ticket package.
- Ticketing and CD bundling is not eligible if the consumer does not have an option to purchase the CD and ticket individually. The consumer must have the option to purchase the ticket for entrance and the CD under his\her discretion. The price of the single ticket must be different from that of the bundle.
- 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.
- **Exclusives sold at venues are not eligible to chart.**

For more information, contact your Nielsen representative at 800-988-4226 or visit www.nielsen.com



Nielsen SoundScan U.S. Venue Sales Procedure

Record Labels may report the sales of their artists at venues that the artists appear by following the procedure outlined below:

1. On letterhead of the label, please state that you are a label interested in taking part in the Venue Sales Program. Please state how long you have been in business.
2. **NOTE: YOU MUST BE IN BUSINESS FOR AT LEAST TWO YEARS.**
3. List the artist or artists you wish to report sales for.
4. Fax the above info to Andrea Wynn at (646) 654-7450 or send an email to venue@soundscan.com.
5. **There will be a \$500.00 annual fee to report these sales or a two year option for \$900.00.**
6. Acceptable methods of payment are: **Company Check & Credit Card.**
*Please include in the letter that you fully understand that you will be charged this annual fee and your method of payment. *
7. Please provide name, billing address, phone number, fax number and email to receive proper mailing and billing instructions.
8. You will then be contacted to set up an account to report
9. Transmit sales along with proper documentation to verify all sales.
10. Any further questions contact Andrea Wynn at (646) 654-7746 or Joseph Johnson at (646) 654-7748.



Nielsen BDS How to Submit Music

Submit CD's and MP3's free of charge, electronically through our secure Virtual Encode website.

Virtual Encode Access:

Please send an email with "Virtual Encode" as the subject to our Client Services Department at clientservices@bdsonline.com for a username and password.

PLEASE include the following information in the body of your email:

- Your Full Name
- Company or Label Name
- Contact Number
- Primary Email Address
- Any Additional Contact Information

You will then receive login information and instructions via email for the Virtual Encode website to upload your music.

Register Music by Mail:

Send all mixes of your single releases (preferably on CD) to:

Nielsen
8100 N.W. 101st Terrace
Kansas City, MO 64153
Attn: Encoding Department

Click to fill out and email us a [Media Information Form](#) or include the following information with your media:

- Your Full Name
- Company or Label Name
- Contact Number
- Primary Email Address

For each piece of media submitted include

- Artist Name
- Song titles with specific mix names, if applicable
- Label