

360° marketing & licensing



If you're looking for effective, innovative ways to separate yourself from the rest of the crowd, Billboard's variety of industry-exclusive events, publications, charts and research are at your disposal. From content licensing to custom marketing solutions, Billboard can help you sing a sweet song of success.

Join companies like these that license Billboard's name, content and charts to make their brands even stronger:



BILLBOARD LATIN MUSIC AWARDS BILLBOARD MUSIC AWARDS

The star-studded Billboard Music Awards on FOX honor the hottest and most successful artists of the year based on their rankings on the Billboard charts. The Billboard Latin Music Awards broadcast on Telemundo and Univision Radio celebrate the best selling and hottest artists in Latin Music. Additional licensing ventures available. See below for contact information.



CUSTOM CDS

The Billboard name adds instant brand value and credibility to any collection of recorded music. To date, over 100 different Billboard compilation albums have been released by Rhino Records. Additional licensing ventures available; contact Howard Appelbaum at 646.654.4628 for more information.

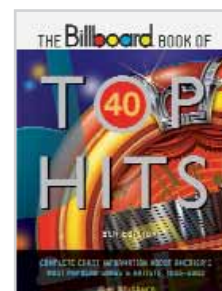


BILLBOARD MOBILE

Billboard can take your brand mobile with our new wireless application featuring customizable news, charts, ringtones, tour dates and more. For more information, contact Evan Ambinder at 646.654.5592.

BILLBOARD BOOKS

Titles in music, film and TV - from rock, pop, classical and jazz to "how tos" and professional reference, from horror and sci-fi to daytime television and show business awards. For more information, visit www.watsonguptill.com.



REPRINTS

Use content from Billboard in your media kits or promotional materials, at events, on your web site, as sales collateral or inter-company development, and more! For more information, contact Angeline Biesheuvel at 646.654.4677.



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CUSTOM SOLUTIONS

Billboard offers custom marketing solutions designed to deliver your message with the maximum impact. Opportunities include advertorials, customized e-mail newsletters, white papers, promotions, sweepstakes, Webcasts, co-branded mini-sites, executive roundtables and much more.



BILLBOARD CHARTS

Advertisers can choose to spread their marketing message across the entire Billboard.com chart network, or deliver a targeted message by sponsoring a specific musical genre.

ONLINE NEWS & REVIEWS

Sponsor the lead news story, Artist of the Day, album and concert reviews, Billboard Bulletin and more. Check out all the opportunities available at Billboard.com and Billboard.biz.



BILLBOARD DIRECTORIES

Must-have reference guides providing access to key contacts for music industry professionals.



BILLBOARD CUSTOM RESEARCH

Fast, friendly access to an unsurpassed wealth of industry information, including charts, news & features and music & entertainment issues. For more information, contact Geoff Mayfield at 323.525.2286 or Paul Pomfret at 44.207.420.6165.



BILLBOARD INFORMATION NETWORK

Access in-depth data on charts, dance rankings, radio stations, playlists, song titles, labels and more. Contact the research department for more information.



Billboard[®] and VNU cross publication **Events 2006**

Network with the Best in the Biz!

THE NEXT BIG IDEA — WEST: THE FUTURE OF BRANDED ENTERTAINMENT

JANUARY 17, 2006 • LOS ANGELES

This event explores the rapidly changing world of nontraditional marketing and media, with updates on developments in branded entertainment. For one full day, an audience of high-level brand marketing executives will focus on the convergence of marketing, music, sports and Hollywood as innovative strategies for brand marketing and positioning. Panels, keynotes and networking opportunities make The Next Big Idea the most important event to attend for anyone who is looking to use imagination and creativity to cut through clutter in enhancing a brand.

BILLBOARD MUSIC AND MONEY SYMPOSIUM

MARCH 2 • NEW YORK CITY

This one-day event brings together some of the best minds from the music, legal, financial, and Wall Street communities for an in-depth examination of the financial realities with which the music industry is contending. High-level executives seeking to invest in the entertainment industry will have the opportunity to connect with music companies seeking financial resources.

DIGITAL MARKETING CONFERENCE & EXPO

APRIL • NEW YORK CITY

The Digital Marketing Conference & Expo brings the industry knowledge of Brandweek, Adweek, and Mediaweek together with real-world metrics and analysis from Nielsen//NetRatings. Finally, there is an interactive marketing conference focusing on the high-end tactical and strategic needs of brand marketing executives at the world's largest brands.

BILLBOARD LATIN MUSIC CONFERENCE & AWARDS

APRIL 24-27 • MIAMI

The longest-running and most prestigious Latin Music Conference unites over 1000 industry executives and culminates in a star-studded televised Awards show with live performances by top Latin superstars.

VOZ LATINA: MARKETING TO HISPANICS 2005

APRIL • MIAMI

Marketing y Medios, the first-ever B2B publication covering the Hispanic Marketing industry, co-hosted, with Billboard and The Hollywood Reporter, concentrate on marketing to the U.S.'s fastest growing population segment (and largest minority). Learn how to use entertainment, music & media to reach Hispanics.

WHAT MEN WANT:

MARKETING TO MEN 18-34 USING MEDIA, SPORTS & ENTERTAINMENT

JUNE • LAS VEGAS

The sought-after, but elusive male customer is big business to brand marketers. How do you reach these young men with smart, strategic marketing plans? How do you navigate through this highly fragmented marketplace with a message that has staying power and unleashes their spending power? This two-day event features expert presenters, successful branded case studies, and plenty of peer-to-peer networking opportunities.

WHAT TEENS WANT - EAST:

MARKETING TO TEENS USING MUSIC, MOVIES & THE MEDIA

JULY • NEW YORK CITY

The only gathering focused on marketing and selling to teenagers using music, film, TV, sports and media. Developed by leading VNU brands who gather top-level global brand marketing executives in media, advertising and entertainment, and includes a cross section of youth culture experts and thought leaders from apparel and entertainment to music, gaming and publishing.

BILLBOARD R&B HIP HOP CONFERENCE & AWARDS

AUGUST 2-4 • ATLANTA

The premiere event for the industry's who's who to network, share knowledge and discover new talent! Featuring savvy speakers, must-attend panels, skills-sharpening workshops, artist showcases, a stellar Awards Show line-up and more.

THE MUSIC UPFRONT 2006

SEPTEMBER • NEW YORK CITY

Don't miss this one-day, high-level forum for marketers and music labels to connect and build partnerships. Programming includes presentations, panel discussions with industry leaders and live musical performances by emerging artists. Presented by Adweek Magazines and Billboard, in association with Alliance.

BILLBOARD MECCA

APRIL 4 • LAS VEGAS / SEPTEMBER 11 • LOS ANGELES

The OFFICIAL mobile entertainment conference for the CTIA - The largest, platform-neutral, wireless developer event in the industry. Network and do business with the top executives in the wireless, technology and entertainment industries. Professionals from all over the world will come together under one roof.

BILLBOARD DANCE MUSIC SUMMIT

SEPTEMBER 18-20 • LAS VEGAS

Where the "heart and soul" of the dance music industry gathers. The Dance Summit attracts an international and domestic contingency of over 500 attendees to discuss the latest trends in dance music.

THE NEXT BIG IDEA — EAST:

THE FUTURE OF BRANDED ENTERTAINMENT

OCTOBER • NEW YORK CITY

Exploring the convergence of marketing, music, sports and Hollywood in an event designed for the elite of the entertainment economy. For one full day, a group of high-level brand marketing executives will interact with the new breed of marketers who are rewriting the playbook for branded entertainment. Hosted by Adweek, Brandweek, Mediaweek, Billboard, The Hollywood Reporter, Sporting Goods Business and Nielsen Entertainment in association with NYU's Stern School of Business.

ROADWORK '06:

BILLBOARD TOURING CONFERENCE & AWARDS

NOVEMBER 8-9 • NEW YORK CITY

The premier gathering for the concert industry. Featuring panels, discussions, networking and awards targeted to promoters, agents, managers, venues, sponsors, and production professionals.

WHAT TEENS WANT — WEST

NOVEMBER • LOS ANGELES

Focusing on the marketing and selling to teenagers using music, movies, TV, sports and other media. The conference is a content-packed day, filled with keynotes, direct feedback from teenagers, panels tackling critical niche marketing issues, networking opportunities and much more. Join fellow top-level global brand marketing executives in media, advertising and entertainment, youth culture experts and thought leaders from apparel and entertainment to music, gaming and publishing.

THE HOLLYWOOD REPORTER/BILLBOARD FILM & TV MUSIC CONFERENCE

NOVEMBER 14-15 • LOS ANGELES

The Hollywood Reporter and Billboard join forces to deliver a cutting-edge, two-day seminar on the role of music in film and television. The event provides a dynamic forum for the exchange of ideas among film/TV and music professionals.

DEMXP0: THE DIGITAL ENTERTAINMENT & MEDIA EXPO AWARDS

NOVEMBER 30 • LOS ANGELES

Produced by Billboard, The Hollywood Reporter, Adweek Magazines, Digital Entertainment & Media Expo is the only event of its kind - a comprehensive exposition, conference, and awards show that brings the buying power of the multi-billion dollar entertainment and media industries together in one place at one time. Be there when over 1500 entertainment industry and media industry senior-level technology and services buyers make their strategic and tactical purchasing decisions.

to register and for more information 646.654.4660

www.billboardevents.com

Build your brand with exciting sponsorship opportunities, call your Billboard sales rep for more information!

Network with the Best in the Biz!

Billboard Events 2006

BILLBOARD MUSIC & MONEY SYMPOSIUM

MARCH 2 • NEW YORK CITY

This special high-level one-day event connects executives seeking to invest in the entertainment industry with companies seeking financial resources.



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BILLBOARD LATIN MUSIC CONFERENCE & AWARDS

APRIL 24-27 • MIAMI

The longest-running, most prestigious Latin Music Conference brings together over 1,000 industry executives and culminates with a star-studded awards show televised on **Telemundo** with performances by Latin superstars.



BILLBOARD ROADWORK TOURING CONFERENCE & AWARDS

NOVEMBER 8-9 • NYC

The Billboard touring conference is the ideal gathering for the concert industry, featuring panels, discussions, networking and awards targeted to promoters, agents, managers, venues, sponsors, and production professionals.



BILLBOARD R&B/HIP-HOP CONFERENCE & AWARDS

AUGUST 2-4 • ATLANTA

Billboard presents the most high-powered networking opportunity and R&B/Hip-Hop gathering each year, including a star-studded awards show honoring chart topping artists.



THR/BILLBOARD FILM & TV MUSIC CONFERENCE

NOVEMBER 14-15 • LOS ANGELES

The Hollywood Reporter and Billboard join forces to deliver a cutting-edge seminar on the role of music in film and TV. Providing a dynamic forum for the exchange of ideas among film/TV and music professionals.



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SEPTEMBER 18-20 • LAS VEGAS

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BILLBOARD DIGITAL ENTERTAINMENT & MEDIA AWARDS

NOVEMBER 30 • LOS ANGELES

With over 30 achievements honored in 5 categories including Digital Music, Film & TV, Gaming, Marketing and Best In Show, the DemX Awards is the grand finale of the 2-day DemXpo, an exposition and conference program brought to you by **Adweek Magazines, Billboard, and The Hollywood Reporter**, with research from the Nielsen companies.

for more info and sponsorship opportunities **646.654.4660** WWW.BILLBOARDEVENTS.COM

Everything Music Everywhere you are.



Billboard mobile

Continuing a reputation of revolutionizing the hottest music and entertainment content delivery, Billboard Mobile is the world's first and most comprehensive interactive wireless music information application.

FEATURING:

MUSIC AND ENTERTAINMENT NEWS - The only wireless application in the world offering up-to-the minute music news, artist information, discographies, reviews and more that is also tailored based on user behavior and completely customizable based on selected preferences.

CHARTS - The world's most recognized benchmarks for an artist's popularity are now mobile, with links to song detail, ringtone previews and purchase options. Users are given notice of weekly updates for available charts of their choosing including:

- Ringtone Top 20
- Pop Top 20
- Rock Top 20
- Country Top 20
- R&B/Hip Hop Top 20
- Rap Top 20
- Latin Top 20

CONCERTS - A fully interactive concert database with personalizable results in the palm of the user's hand allows for performances to be searched for by: **ARTIST, VENUE, CITY, STATE, ZIP CODE**

RINGTONES - Being the first and only place in the world to rank ringtone sales, Billboard furthers its role in this explosive market by offering both polyphonic and master ringtones throughout the wireless application including links from charts, news, artist detail pages and more.

GAMES - An application within an application, the Billboard crossword puzzle is the first of more games to come. It engages music fans with a mobile gaming experience complete with hints, rankings based on performance and the option to save progress and return to the action at a later time.

PLUS, THESE FEATURES ARE COMING SOON TO FURTHER ENHANCE THE BILLBOARD MOBILE EXPERIENCE:

- Downloadable music with dual delivery to mobile & PC
- Full integration with Billboard.com
- Music recognition
- Video
- Much more!

published by

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WANT TO LEARN MORE?

WWW.BILLBOARDMOBILE.COM