

The NARM Distributor Database

**The Online Source for Standardized
Industry Catalog Information at www.narm.com**

In an online environment, from a single location, and in a standardized format, the NARM Distributor Database provides hundreds of entertainment retailing industry executives with critical information about entertainment product available from participating suppliers. Music and video distributors can reach more than 85% of the home entertainment retailing industry. For retailers, the Database offers one-stop shopping for comprehensive catalog information from more than 90% of the music supplier community, plus video information from major companies. Uploading or downloading data is an easy and efficient way to conduct business and save money. The savings on time and money through reduced labor, fewer errors, and more timely information can be dramatic.

What Is Contained Within The Database?

Music, video and game distributors upload their information to the Distributor Database using a simple, standardized .txt file in the UPC425 file format. The NARM/EMA Operations Committee meets regularly to review the standards and update or add information fields as the industry requires. Both the music and video file formats are compatible with the international SA2 format, and both files have fields that allow for EAN/UPC#, catalog number, MSRP, artist, title, ratings and labeling information, genre code, release date, last return date, carton and unit size information, carton lot quantity and deals information, plus much, much more. A query tool lets users search by any of the supplied fields, making it easier for your customers to download and use your comprehensive catalog information. Some even use it throughout their corporate and in-store systems.

Who Is Using It?

Almost all of the major home entertainment retailers and wholesalers now download catalog files from the Database on a continual basis. In addition, more than 1,000 users have registered for the Database, with new requests coming monthly. Current major users include:

- All Media Guide
- Alliance Entertainment
- Amazon.Com
- EDGE Distribution
- Anderson Merchandisers
- Baker & Taylor
- Best Buy
- Borders
- Hastings
- Ingram Entertainment
- Newbury Comics
- Nielsen SoundScan
- Starbucks
- Target
- Trans World
- Virgin Entertainment Group

"The service NARM provides allows our customers access to our up-to-the-minute database and deal file with such unprecedented ease. It makes one wonder what we used to do before the NARM Distributor Database existed."

— Josh Lichter,
Innovative Distribution Network

"Our customers depend on the NARM Distributor Database to help them keep their product information up-to-date. There's no better or easier way for customers to ensure the data integrity of their music product SKUs than by using this site."

— WEA Corp.

"The standardized format, ease of access, and timely updates have allowed us to automate our systems, thus freeing people to do other work. We have also found that NARM is very receptive to new ideas. Anytime we have suggested a new configuration code or genre, they are eager to look into it."

— Joel Kemelbar
EDGE Distribution

The NARM Distributor Database

“Anyone who uses NARM’s Distributor Database can save tens of thousands of dollars — and that is an understatement! Just in our book department, we have four people doing what the NARM Distributor Database now does for us in our music department.”

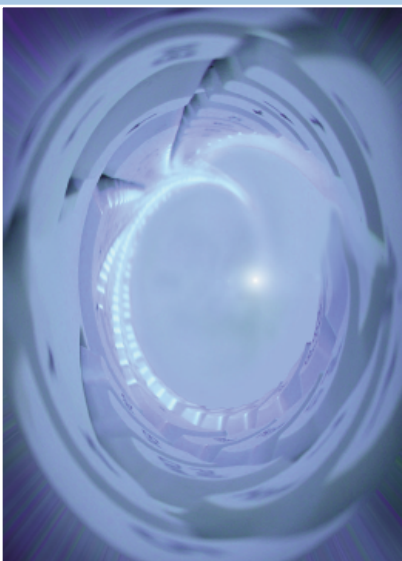
— John Marmaduke,
Hastings Entertainment

“The NARM Online Distributor Database is a tremendous help to improve the integrity of our company’s database, which also saves time and cuts the expenses for our department. We have been able to link the NARM Database files to run daily reports to verify that we have the most up-to-date data.”

— Brian Stone
Super D

“Quick, easy, effective, up-to-date and in tune ... NARM’s database is the one place everyone in our industry can look to for accurate info 24/7.”

— Steven Dixon,
Redeye



Eighteen distributors currently upload music and video catalog and/or deal information.

- Alliance Entertainment
- Alternative Distribution Alliance
- Burnside Distribution
- EMI North America
- Harmonia Mundi
- Innovative Distribution Network
- Koch Entertainment Distribution
- The Mountain Apple Company
- Music Video Distributors
- Naxos Of America
- The Orchard
- RED Distribution
- Redeye
- Ryko Distribution
- Sony Music Entertainment
- Super D Independent Distribution
- Universal Music Group Distribution
- WEA Corporation

If my company is an ENTERTAINMENT SUPPLIER, how can we benefit from uploading our catalog to the Database?

- One-stop shopping for customers.
- Ability to consistently update information and keep customers current on product information and services.
- Easy-to-use, 24-hour access.
- Standardized file formats reduce the need to provide data in multiple formats for different customers.
- Fast upload time with ZIP files.
- FTP availability for automated uploads.
- “Improving Data Communications” manual with standardization instructions.
- Guidelines for barcode requirements.
- EDI guidelines provided.
- Friendly user support.
- Small annual fee.
- Compatible with international SA2 format.
- Weekly “New Release” e-mail to NARM database of over 2,000 retailers and media.

If my company is a RETAILER, how can we benefit from downloading our suppliers’ information from the Database?

- No charge for use.
- Tens of thousands of music and video SKUs from a single location.
- 24-hour access.
- Standardized file formats.
- Fast download time with ZIP files.
- FTP availability for automated downloads.
- Query tool for product searches.
- Friendly user support.
- Constant update of Information and services.
- EDI guidelines provided.
- “Improving Data Communications” manual with standardization instructions.
- Guidelines for barcode requirements.

For more information, contact Vinny Goffin, NARM’s Manager of Information Systems, at 856.596.2221 or at goffin@narm.com.

Revised 01/12/2009



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