

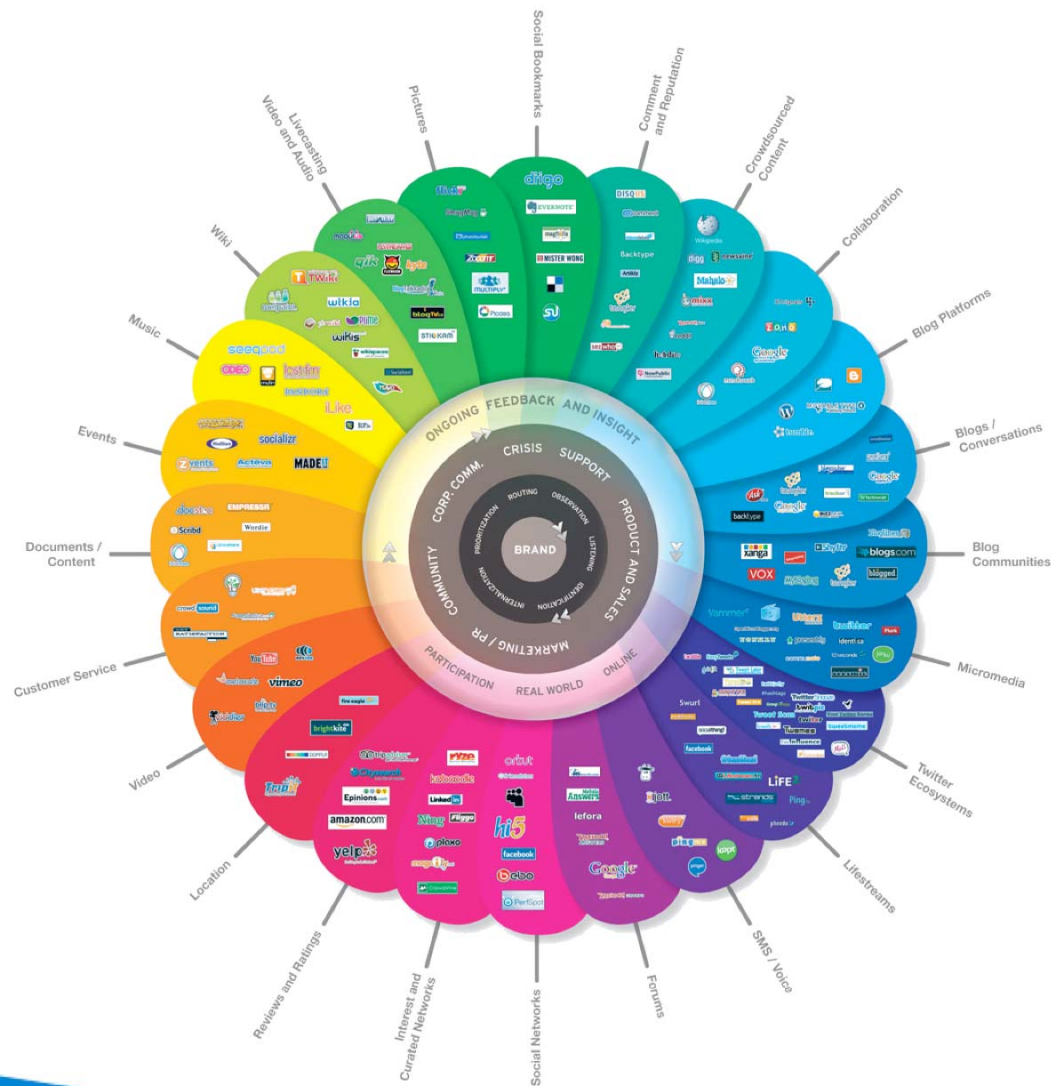
The Music Consumer: New Ways of Listening

Michael Scicolone – Director, Business Development

Prepared for



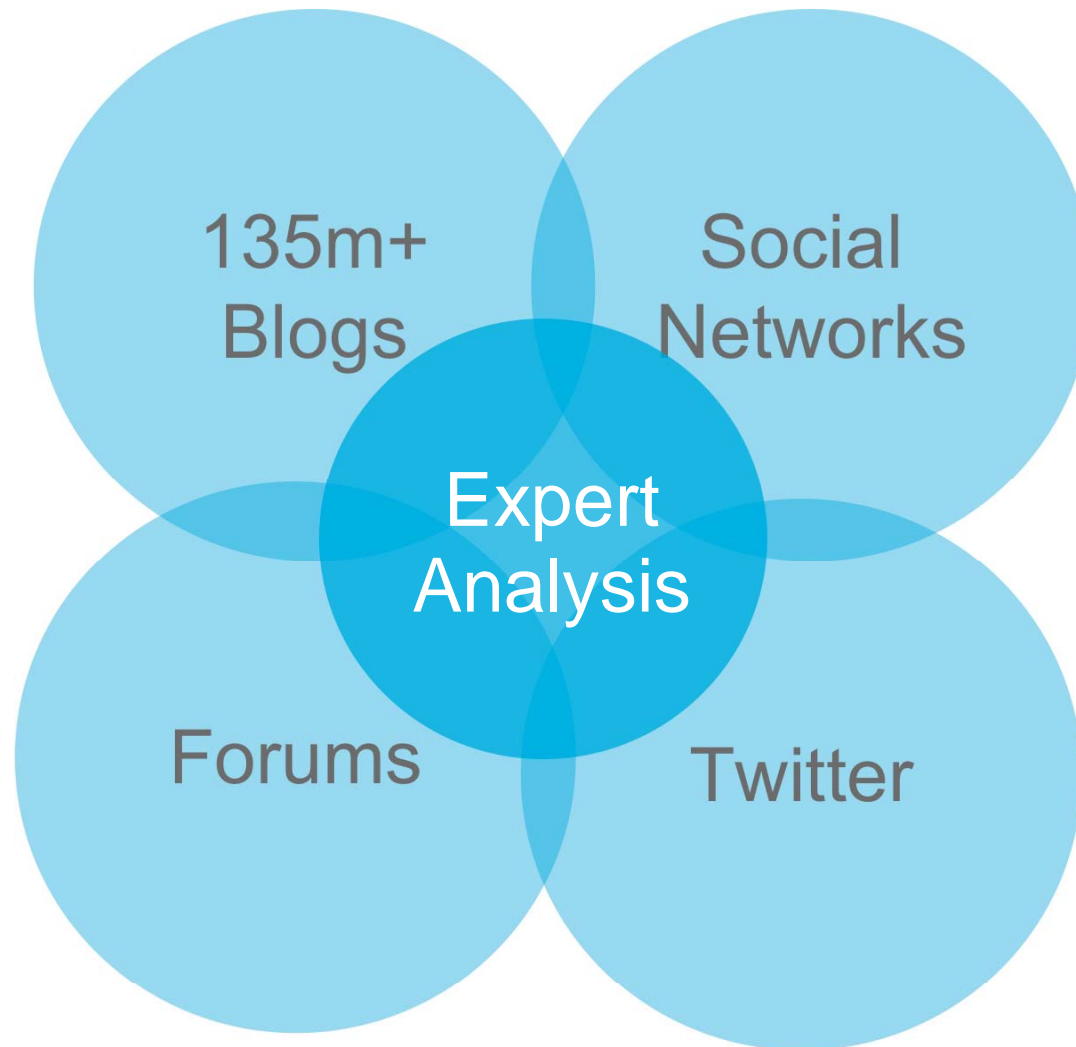
Consumers are talking... are you listening?



Why listen?

- Leverage the wisdom of the crowd
- Hear opinions straight from consumers
- Go back in time to develop benchmarks
- Capture insights as events happen
- Predict what will happen next
- Influence conversations in your favor
- Reach who you want: Moms, Health Freaks, Teens, Gamers, Music Enthusiasts

How we do it



Here's how all companies should be thinking about listening...

Brand Health Tracking

- Are you aware of how consumers feel about your brand?

Consumer Insight

- What issues are consumers referencing when talking about your brand?
- Are there opportunities to address these issues?

Campaign Planning & Tracking

- Assess impact of campaign; is marketing message resonating?

Reputation Monitoring

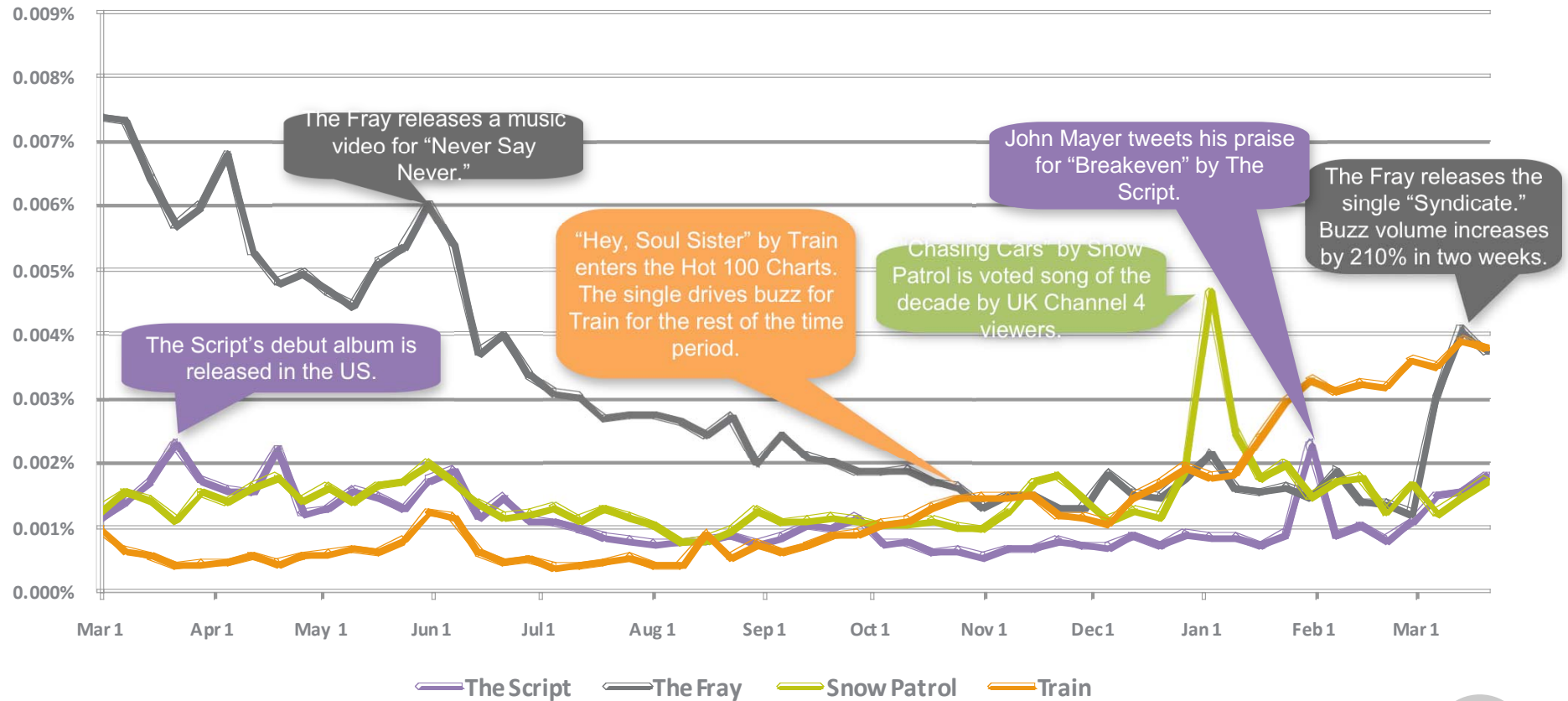
- Are you aware of emerging threats to your brand?

Online Customer Relations

- Are you supporting customers and helping address their questions/concerns?

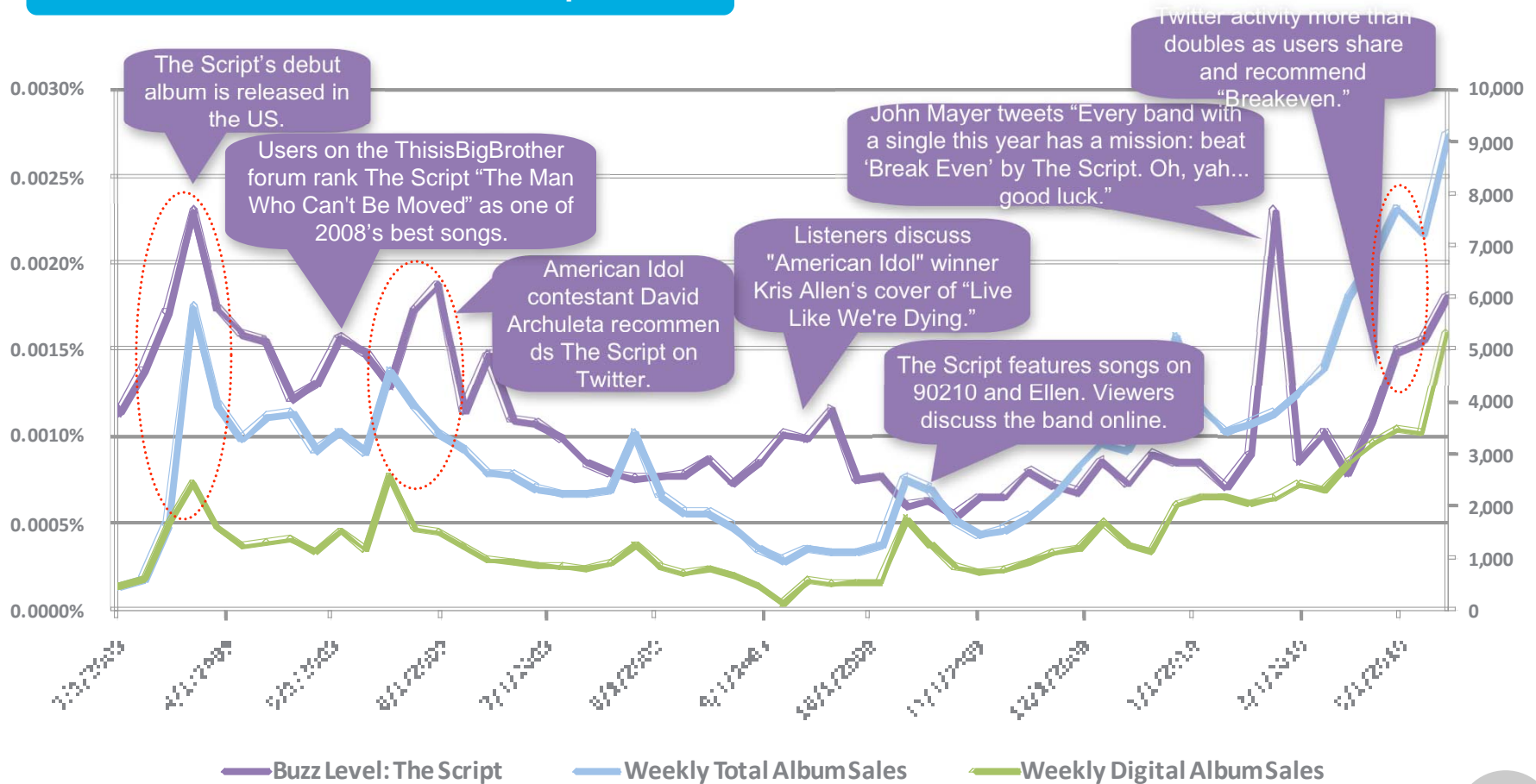
Can online buzz influence the success of an artist?

Which artist dominates online buzz? What are consumers saying?



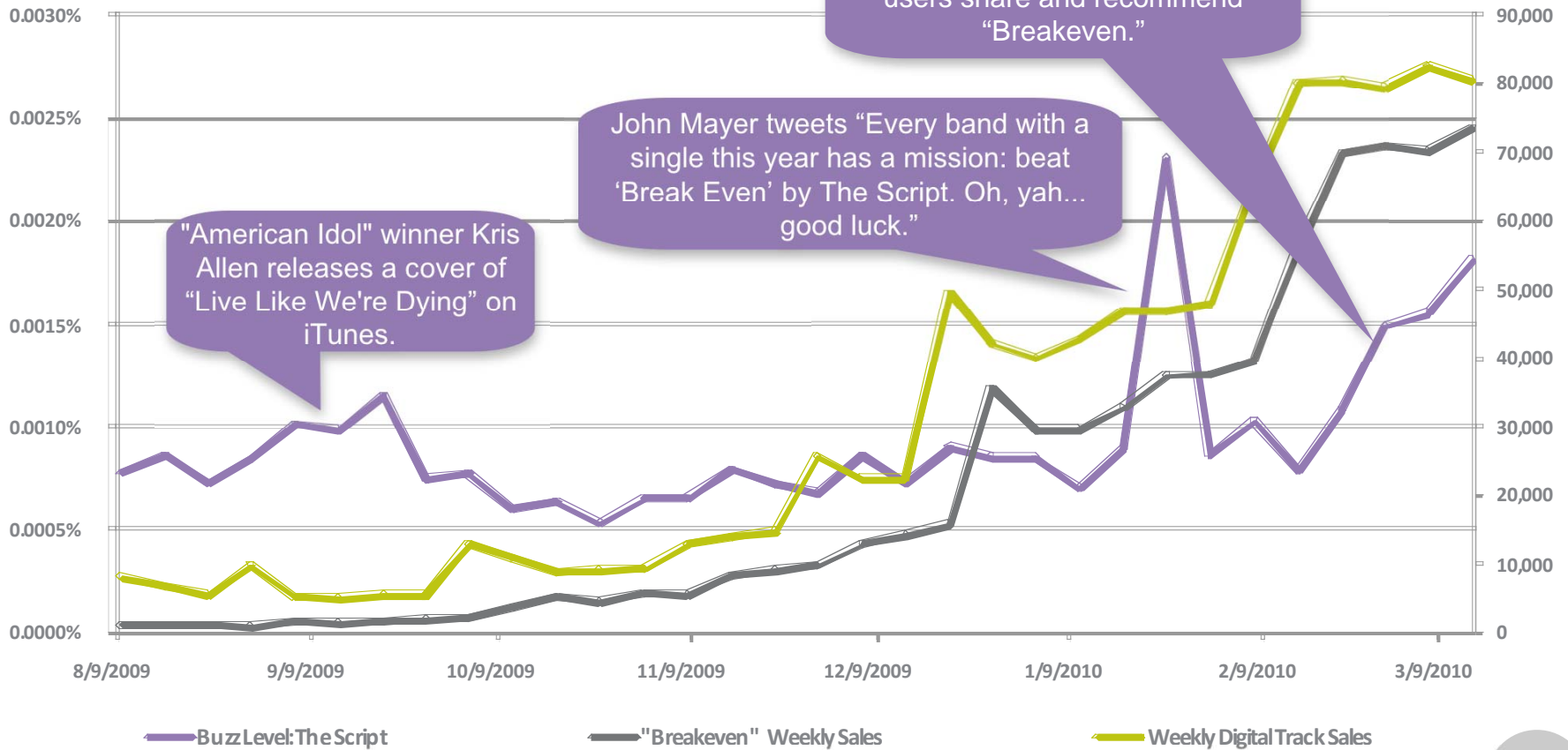
Can online buzz influence album sales?

Buzz Volume and Sales Data Comparison



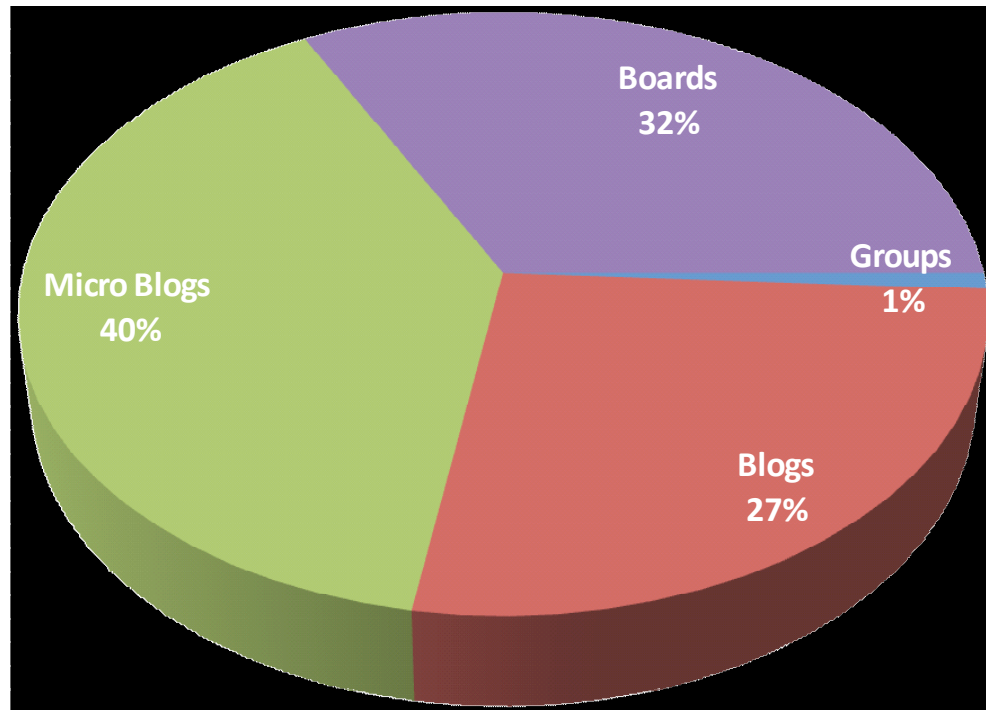
Can a hit single influence album sales?

Buzz Volume and Sales Data Comparison



Where are consumers talking?

The Script Buzz by CGM Type



Tweets Influence Awareness and Purchase Intent

David Archuleta

"I just looked The Script up and listened to that song and OMG, that is an awesome song ! Must look up more songs!"

Twitter.com, April 30, 2009

"Listened to it on youtube,now off to buy it on itunes.I need to check out some of The Script's other songs too.They are good!!!"

Twitter.com, May 30, 2009

"I started listening to the Script back when he [David] said he liked the song 'Break even'. I just found out that David Cook and The Script are going to do a show together in my area, and since I now love most of the Script songs that I've heard, and like David Cook, I am planning on going to the show."

FansofDavid.com, October 10, 2009

John Mayer

"Thanks - just downloaded it. Love hearing about music this way."

Twitter.com, January 28, 2010

"Looked up that Script song. Thanks for sharing that man. Never heard of them before. Song gets you a little choked up, no?"

Twitter.com, January 28, 2010

Andy Roddick

"if you like the script's album you should you tube them live at oxygen 2009... Unbelievable."

Twitter.com, February 28, 2010

"Totally agree about The Script.. brill album... another great Irish band !"

Twitter.com, February 28, 2010



Through a combination of innovative technology, quality data, domain expertise and client service, Nielsen helps clients to compete and thrive in today's consumer-driven world.

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