

RETAIL BY DAN O'TOOLE

JUMP A LITTLE LIGHTER

After His Super Bowl Halftime Show, Bruce Springsteen Is Poised For A Big Sales Boost

The Pittsburgh Steelers weren't the only ones to emerge victorious in Super Bowl XLIII.

The other winners? Bruce Springsteen & the E Street Band.

If past experience is any indicator, the Boss' rousing halftime set will give an important boost to sales of his new album, "Working on a Dream" (Columbia).

The title debuts this week at the top of the Billboard 200, based on sales tracked by Nielsen SoundScan through Sunday, Feb. 1. Because the SoundScan data includes only a few hours of post-Super Bowl sales, the impact of Springsteen's halftime performance won't be fully felt until the following week.

A Nielsen PreView examination of SoundScan sales data for the previous four Super Bowl halftime acts reveals that they all enjoyed a significant boost in sales following their performances. And we're not talking about a simple one-week bump. All acts enjoyed a sales increase that lasted at least several weeks after the game.

And because the Super Bowl halftime show serves as a point of discovery or rediscovery for many consumers, the biggest sales gains typically come from markets where the performer has the weakest customer loyalty.

To chart these trends, Nielsen PreView tallied SoundScan sales data for bricks-and-mortar stores in the 100 largest U.S. designated market areas (DMA) before and after the previous four Super Bowls, which featured Paul McCartney in 2005, the Rolling Stones in 2006, Prince in 2007 and Tom Petty in 2008.

Nielsen PreView tracked the sales of one greatest-hits title per artist: "Beatles 1" for McCartney (because three of the four numbers he played were Beatles songs), the Stones' "Forty Licks," Prince's "The Very Best of Prince" and Tom Petty and the Heartbreakers' "Greatest Hits." PreView also looked at nationwide digital track sales of songs performed during the halftime shows.

Of course, these numbers provide only a snapshot of the total sales impact of a Super Bowl performance, which can also lift sales of catalog albums and other digital tracks. But the results were clear—a Super Bowl appearance can have a significant effect on sales.

And that means Springsteen can count on seeing better days in the weeks ahead.

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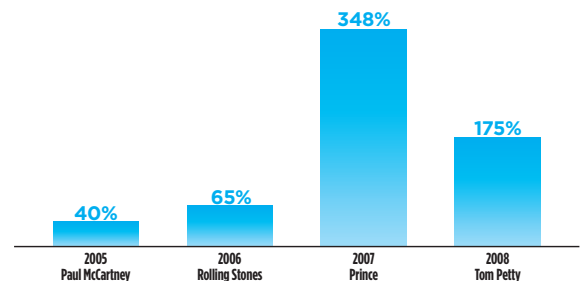


Raise your hand: BRUCE SPRINGSTEEN performs at Super Bowl XLIII.

GAINING YARDAGE

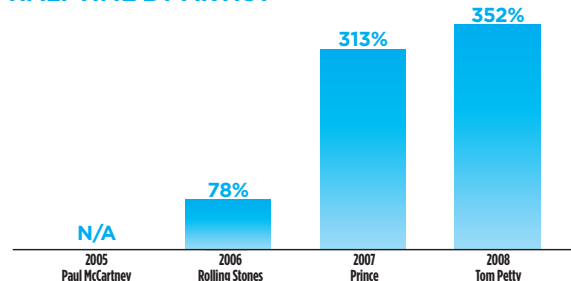
Prince's dazzling halftime performance at Super Bowl XLI in 2007 perhaps provides the best yardstick by which to measure post-game sales expectations for Bruce Springsteen, whose halftime performance was similarly well-received. By contrast, Super Bowl sets by Paul McCartney and the Rolling Stones generated less excitement.

PERCENT INCREASE FOR GREATEST-HITS ALBUM BY ARTIST



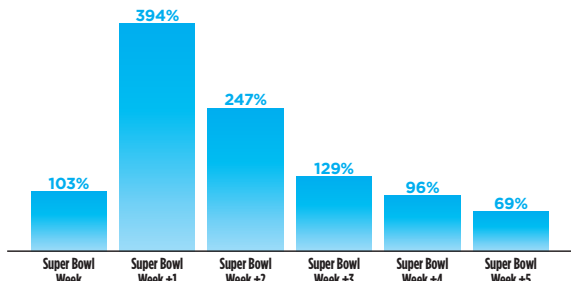
(Average weekly sales increase in each DMA during the six-week period beginning with Super Bowl week, compared with average weekly sales during the three-week period prior to the Super Bowl.)

PERCENT INCREASE FOR DIGITAL TRACK DOWNLOADS OF SONGS PLAYED AT HALFTIME BY ARTIST



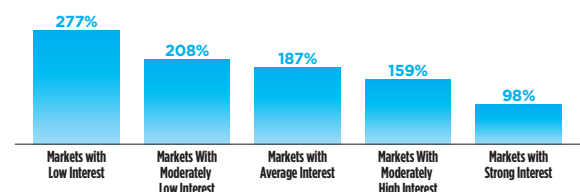
(Average weekly sales increase nationwide during the six-week period beginning with Super Bowl week, compared with average weekly sales during the three weeks prior to the Super Bowl.)

PERCENT INCREASE IN GREATEST-HITS ALBUM SALES BY WEEK AFTER THE SUPER BOWL



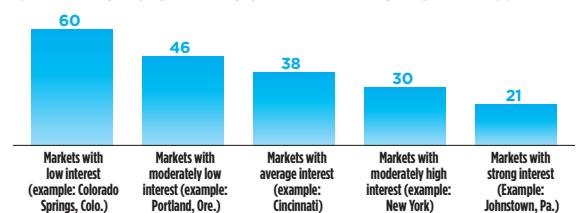
(Average sales increase for all four titles across all 100 DMAs, compared with average weekly sales total for all four titles in each of the three weeks prior to the Super Bowl.)

SALES GAINS BASED ON CUSTOMER LOYALTY IN A SPECIFIC MARKET



(Average percentage gain in each DMA during the six-week period beginning with Super Bowl week, compared with average sales in the three-week period prior to the Super Bowl. In low-interest markets, artist sales underperformed same-genre sales by more than 30% during the three weeks prior to the Super Bowl; in moderately low-interest markets, they underperformed same-genre sales by 20%-30%; and in average-interest markets, by 0%-20%. In moderately high-interest markets, artist sales outperformed same-genre sales by 0%-32%; and in strong-interest markets, by more than 32%.)

PROJECTED UNIT SALES GAINS FOR SPRINGSTEEN ALBUMS AT RECORD STORES SELLING 10 SPRINGSTEEN ALBUMS PER WEEK



(Projected average unit sales gain at each store during the six-week period beginning with Super Bowl week, compared with average sales in the three-week period prior to the Super Bowl. Chart assumes sales gain similar to Prince's 2007 post-game sales jump. In low-interest markets, sales underperformed same-genre sales by more than 30% during the three weeks prior to the Super Bowl; in moderately low-interest markets, they underperformed same-genre sales by 20%-30%; and in average-interest markets, by 0%-20%. In moderately high-interest markets, sales outperformed same-genre sales by 0%-32%; and in strong interest markets, by more than 32%.)