

## 21 SINGLE PLAYED ON RADIO DISNEY

Tween-targeted network is on terrestrial, satellite and online

**WEEKLY AUDIENCE OF 5.6 MILLION**

The family-friendly network helped break Demi Lovato and expands the fan base of acts that broke first at other formats, like the Plain White T's. "They have a huge, very dedicated audience and can really move the meter," says Hollywood Records senior VP of promotion Justin Fontaine. *Last year: 18*

## 22 RADIO DISNEY PERFORMANCE

Targets young listeners largely ignored by radio.

**WEEKLY AUDIENCE OF 5.6 MILLION**

Demi Lovato's "Here We Go Again" album debuted at No. 1 on the Billboard 200 July 21 with sales of 108,000, helped by a July 18 Radio Disney premiere and interview with Ernie D, star of the Disney Channel comedy series "Sonny With a Chance," and an earlier Radio Disney performance.

## COACHELLA MAIN-STAGE PERFORMANCE

A marketing oasis in the desert

**ABOUT 160,000 ATTENDEES IN 2009**

William Morris Endeavor's Kirk Sommer says a Coachella main-stage slot is arguably one of the "biggest platforms in North America" for a live performance. "It was a big post for us," the Killers agent says. "The band started in one of the development tents." *Last year: 23*

Escape the tent city: THE KILLERS at Coachella

Top Festival

## 24 ALBUM PROMOTED IN TARGET CIRCULAR

Aims hits at commercial bull's-eye

**WEEKLY CIRCULATION OF 48 MILLION**

The Target circular is a prime retail tool for pop and tween acts. But the ability to pay for placement must be coupled with a comprehensive marketing plan before the chain's buyers will even consider an act.

*Last year: 49*

## 25 VIDEO ON THE FRONT PAGE OF YOUTUBE

Visuals ensure online exposure

**YOUTUBE HAD 92 MILLION UNIQUE VISITORS IN JULY**

While YouTube's front page seems to offer a random assortment of videos, Google's growing expertise in personalized user experience means that suggestions are tied to keywords from previously viewed and favorite videos—so videos should be tagged with relevant topics, genres and similar bands. *Last year: 15*



Winning big: Kings of Leon's CALEB FOLLOWILL at the MTV Movie Awards

## 26 PERFORMANCE ON MTV AWARDS SHOWS (VIDEO MUSIC AWARDS, MOVIE AWARDS, ETC.)

Even losers can win if they play live

**AVERAGE VIEWERSHIP FOR 2009 MTV MOVIE AWARDS: 5.3 MILLION**

Senior VP of music and talent Amy Doyle and VP of music and talent Joanna Bomberg book awards show performances. The week after Kings of Leon played "Use Somebody" May 31 at the MTV Movie Awards, downloads of the song doubled to 72,000.

*Last year: 24*

## 27 ALBUM DISPLAYED IN TARGET END CAP

Retailer's in-store bull's-eye

Start by getting in the Target circular—most acts featured in ads end up in the coveted endcaps. And since the retailer's stores typically carry only 750-1,500 different titles, most shoppers don't spend too much time looking through the music bins.

*Last year: 33*

## 28 ALBUM/SINGLE LISTED AS 'WHAT WE'RE LISTENING TO' ON ITUNES

The online version of in-store play

**ABOUT 100 MILLION ITUNES ACCOUNTS WITH CREDIT CARDS WORLDWIDE**

iTunes editors give valuable attention to favorite songs that may not get placement elsewhere at the store. Exposure is given to everything from superstar releases to beloved obscurities.

*Last year: 48*

## 29 SYNCH PLACE-MENT IN A HIGH-ROTATION CONVERSE TV AD

Brand's ad approach stays open-minded

Converse seeks music through every channel. "We've worked with artists we've found at young labels as well as social networks," chief marketing officer Geoff Cottrill says.

*Last year: 30*

MAXIMUM EXPOSURE

Punching above his weight: JIMMY KIMMEL

CASE STUDY

# TV PERFORMANCES/ TV SYNCHS

'Jimmy Kimmel' Demonstrates That TV Reach Is About More Than Audience Size

BY DAN O'TOOLE

The promotional value of a TV audience lies not just in its size but in how relevant its message is to viewers.

To understand which TV audiences are most valuable to the music industry, Nielsen PreView examined the scores of all TV entries in Billboard's Maximum Exposure survey, calculated an average expected score based on the size of their respective viewership and then compared the expected tallies to the actual scores. Programs indexing above 100 boasted an audience deemed by the survey panel as being unusually valuable, while those indexing below 100 had less clout than expected.

By that yardstick, it's fitting that a performance on "The Oprah Winfrey Show" scores so high—not only is her viewership huge, it's also loyal to anything that's "Oprah-approved." Perhaps more surprising is that, pound for pound, a performance on ABC's "Jimmy Kimmel Live!" overindexes even more than one on "Oprah."

Why? While Winfrey's 6 million-strong audience means that she trumps many competitors on sheer numbers, Kimmel scored even higher

on a per-viewer basis. This may be due to his ability to reach younger viewers, typically the biggest spenders when it comes to music sales.

One act that appeared to benefit from an appearance on the show was Thriving Ivory. After the band performed Jan. 21 on "Kimmel," digital track sales of the band's single "Angels on the Moon" jumped 25% that week to 22,000 copies, according to Nielsen SoundScan, lifting the song 11 notches on the Billboard Hot 100 to No. 81. Most acts that secure a Kimmel gig don't reap such benefits. But Billboard's survey respondents clearly think the show punches above its weight.

For TV synchs, Nielsen PreView's study found three standout winners among the top 100 entries: the CW's "Gossip Girl" and "One Tree Hill" and MTV's "The Hills."

After Kristinia DeBarge's song "Goodbye" was used in an April 27 episode of "The Hills," sales of the digital track surged 115% that week to 41,000 copies, according to SoundScan. Similarly, digital track sales of Kate Voegelé's song "Manhattan From the Sky" doubled to 17,000 the week that it appeared in the March 23 episode of "One Tree Hill."

Dan O'Toole is VP of research and marketing at Nielsen PreView ([nielsenpreview.com](http://nielsenpreview.com)).

