

# Billboard Mobile

## EVERYTHING MUSIC, EVERYWHERE YOU ARE

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

## FEATURES >>>

### MUSIC & ENTERTAINMENT NEWS

The only wireless application in the world offering up-to-the-minute music news, artist information, discographies, reviews and more.

### CHARTS

The world's most recognized benchmarks for an artist's popularity are now mobile, with links to song details, ringtone previews and purchase options.

### RINGTONES

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.

### 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 and zip code.

### GAMES

An application within an application, the Billboard crossword puzzle is the first of more games to come.



**WANT TO LEARN MORE? [WWW.BILLBOARDMOBILE.COM](http://WWW.BILLBOARDMOBILE.COM)**

**Billboard**

# 360° MARKETING

## Conferences & Awards

### **BILLBOARD DIGITAL MUSIC LIVE! AT CES**

JANUARY 9, 2008 • LAS VEGAS

This one-day event will explore how technology is affecting every aspect of the music industry, offering attendees a truly immersive digital entertainment experience.

### **BILLBOARD MUSIC & MONEY SYMPOSIUM**

MARCH 6, 2008 • NEW YORK CITY

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

### **BILLBOARD MOBILE ENTERTAINMENT LIVE**

MAR 31, 2008 • LAS VEGAS/ OCT 2008 • TBD

The official mobile entertainment conference for the CTIA - the largest platform-neutral wireless developer event in the industry. Network with the top execs in the wireless, technology and entertainment industries.

### **BILLBOARD LATIN MUSIC CONFERENCE & AWARDS**

APRIL 2008 • 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.

### **BILLBOARD R&B/HIP-HOP CONFERENCE & AWARDS**

SEPTEMBER 2008 • ATLANTA

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

### **BILLBOARD DANCE MUSIC SUMMIT**

SEPTEMBER 2008 • LAS VEGAS

Where the "heart and soul" of the dance music industry gathers. Attracting an international and domestic contingent of over 500 attendees to examine the latest trends in dance music.



### **BILLBOARD TOURING CONFERENCE & AWARDS**

NOVEMBER 2008 • NEW YORK CITY

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

### **THR/BILLBOARD FILM & TV MUSIC CONFERENCE**

NOVEMBER 2008 • LOS ANGELES

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

### **BILLBOARD REGIONAL MEXICAN MUSIC SUMMIT**

NOVEMBER 2008 • LOS ANGELES, CA

A meeting and networking space for the Regional Mexican music industry featuring everyone from artists to labels, to concert promoters, retailers, managers, marketers and advertising execs.

[www.billboardevents.com](http://www.billboardevents.com)

**Billboard**

# 360° MARKETING

## Licensing

Millions of consumers around the world connect with Billboard every day - over the Internet, in print, on radio and television, through licensed products and via mobile phones. Billboard helps drive on- and off-line business for top e-Tailers, Web sites, newspapers, television and radio networks and consumer product companies through content and brand licensing worldwide.



### BILLBOARD/AEG LIVE

Billboard and AEG Live have teamed up to create live music and entertainment events as well as acclaimed television award shows. Together the two highly recognized brands will expand their audience reach by joining forces to launch tours, concerts, festivals and new awards shows.



### BILLBOARD LIVE

Japan's hottest new clubs and state-of-the-art performance venues opened August 2007. These venues host top acts, showcases and touring artists from around the world.

### CUSTOMIZED CDS

The Billboard brand provides instant credibility to any collection of recorded music, which is why over 100 Billboard compilation albums have been released to date.



### BILLBOARD BOOKS

Titles in music, film and TV that cover rock, pop, classical and jazz as well as "how to's" and professional reference. For more information, visit [www.watsonguptill.com](http://www.watsonguptill.com).

1969 Billboard	
THE HISTORICAL SIGNIFICANCE OF MUSIC AND MUSIC ENTERTAINMENT	
Top Rock'n'Roll Hits	
1	LOU BRUNER THE SUNSHINE M
2	DAZZY
3	SUGAR, SUGAR
4	CRIMSON AND CLOVER
5	CRYSTAL GLENN FERGUSON
6	THE BE BE BROTHERS HONK HONK
7	TAKE A LETTER MARIA
8	BUILD ME UP BUTTERCUP
9	TIME OF THE SEASON
10	GOOD MORNING STARBUCK



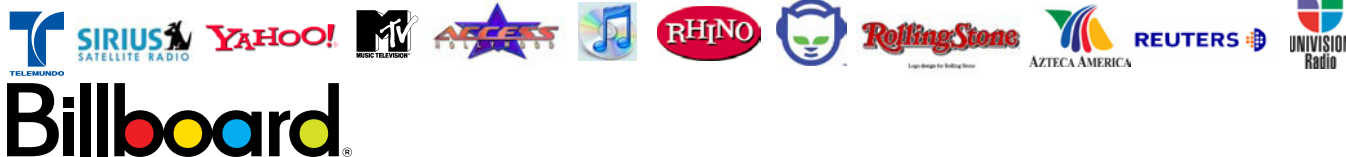
## Marketing Services

Billboard is the premier weekly publication for music and entertainment industry executives and decision-makers. This leading publication contains award winning news reports, cutting-edge reviews and the most respected charts reaching record company executives, artists, and retailers. Reach these decisions makers through direct marketing and utilize list rental to reach customers.

The following are available:

- 20,254 Postal Addresses
- 12,300 Phone Numbers
- 82,936 Email Addresses

**NEW! INQUIRE ABOUT OUR DATA MODELING PROGRAM**



Billboard.com • Billboard.biz