

## **Policies & Procedures for Ticket+Music Bundle Offers:**

*(The Ticket+Music bundle application form must be filled out and submitted to Nielsen Music and Billboard for approval. See below for specific requirements on when the form must be submitted.)*

### **Ticket/Music Bundles in General:**

A ticket is defined as anything that grants admittance or access for an individual to an event. A ticket includes — but is not limited to — a traditional paper ticket, virtual ticket, wristband, hand stamp, receipt, proof of purchase, RSVP, name on a guest list, secret PIN code to a livestream, etc. Throughout this document, the word ticket is used to describe all of the above options and other ticket-like concepts not listed.

An event includes — but is not limited to — performances of any kind (in a physical real-world space or in a virtual experience), traditional concert tours, parties, meet and greets/photo opportunities/autograph signings with an individual (which could be an artist, performer, executive, band member, and so forth), or any elevated or enhanced experiences with an individual. Festival shows and multi-artist events are not eligible for bundled ticket+music offers.

**Note:** Sales at an event administered by an active Nielsen-reporting retailer — like an artist appearance in a brick-and-mortar store which may involve an autograph signing, photo opportunity, performance or some other artist-related experience — are not applicable to the Ticket+Music Bundle guidelines, as long as music is reported as traditional sales.

### **Ticket/Digital Download Music Bundles:**

The requirements for reporting a digital download music sale bundled with an event ticket are:

**Option 1:** The purchaser must be given an option to purchase a ticket/music bundle, or, purchase a ticket-only option at a reduced price. However, all tickets must be equal in their perceived value and availability to the customer. That is: the ticket/music bundle cannot offer a premium experience or premium seating as compared to the ticket-only option. For example, a ticket/music bundle offer cannot provide customer with front row seats at an event, but the ticket-only offer are for seats in the back row at an event.

The amount allocated for the music component must be comparable to reasonable and customary retail pricing. The cost of the music product must adhere to Billboard's Pricing Policy (see attached information, below). In this option, the music product must be sent

directly to purchaser. Sales will count when the digital product is delivered to the consumer.

**Option 2:** With purchase of a ticket, with or without an additional fee, customer receives a unique PIN number or download link redeemable for a digital download of the music product. The redemption by the customer then triggers the delivery of the music to the customer. Transaction will count as a sale at the point of redemption. Sales will not be held or carried over to a subsequent tracking week, so the redemption should be timed to the music product's scheduled release date or any date thereafter.

**In either option, the following conditions must be met:**

- Offers including applications must be presented in advance for approval to both Nielsen Music and Billboard:
  1. **At least 7 days prior to ticket on-sale date** if on-sale date occurs 8 days or more either before or after music release – counting the day of release. (For example: An album offered as part of a bundle is released on Friday, Aug. 18. Ticket on-sale date would have to be either Aug. 11 or earlier or Aug 25. or later for application to be considered for approval at least 7 days prior to ticket on-sale date.)
  2. **At least 14 days prior to ticket on-sale date** if on-sale date occurs 7 days or less either before or after music release – counting the day of release. (For example: An album offered as part of a bundle will be released on Friday, Aug. 18. If ticket on-sale date is Aug 12 through August 24, application would need to be submitted for approval consideration at least 14 days prior to ticket on-sale date.)
- Redemption offers cannot be added to a tour that is already on sale.
- Any additional incentive for consumer to redeem album (i.e. contesting, further discount offers, etc.) is NOT allowed.
- Consumers must be given an extended period of time to redeem albums, beyond a single week.
- Download music product must have its own unique UPC (for albums and singles) or ISRC code (for individual songs) for clearer tracking.
- Digital fulfillment service must be an established reporter to Nielsen Music.
- There must be satisfactory proof provided to Nielsen Music that the manufacturer received a reasonable and customary payment for each unit from the concert promoter or ticketing agency. The cost of the music product must adhere to Billboard's Pricing Policy (see attached information, below).
- Nielsen Music must receive digital sales/redemptions directly from the digital service/fulfillment company and must include the consumer's zip code for each download redeemed.
- The product that is offered as a download must be equivalent to product generally available at retail or streaming services.

- Note: redemptions/sales will not be held or carried over to a subsequent tracking week, so the redemption/sale should be timed to an album's scheduled release date or any date thereafter.
- The included music product cannot be advertised, promoted or described through social channels as anything approaching or equal to "free." That is, offer cannot be described as "Get Your Free Music," or "Your Ticket Comes With a Free Album." The music is not free. The customer has paid for it. It is part of the ticket cost. Alternatively, offers can be described as "Your Ticket Comes With An Album."
- Bundled offers must be advertised to customers when tickets go on sale, preferably at point of purchase and through an artist's website, social channels, etc.

### **Ticket/Physical Music Bundles:**

The requirements for reporting a physical music sale bundled with an event ticket are:

**Option 1:** The purchaser must be given an option to purchase a ticket/music bundle, or, purchase a ticket-only option at a reduced price. However, all tickets must be equal in their perceived value and availability to the customer. That is: the ticket/music bundle cannot offer a premium experience or premium seating as compared to the ticket-only option. For example, a ticket/music bundle offer cannot provide customer with front row seats at an event, but the ticket-only offer are for seats in the back row at an event.

The amount allocated for the music component must be comparable to reasonable and customary retail pricing. The cost of the music product must adhere to Billboard's Pricing Policy (see attached information, below). In this option, the music product must be sent directly to purchaser and will count as a sale upon shipment.

**Option 2:** With purchase of tickets, with or without an additional fee, customer receives a dedicated redemption card or emailed PIN/download link redeemable for a physical version of a music product via a retailer.

In the redemption card scenario, the transaction will not count as a sale unless and until consumer redeems said card at a retailer independent of the venue. If the PIN is used for online redemption of physical product, sale will count upon shipment of the physical product. The retailer in all cases is responsible for reporting these sales.

The redemption card must be signed by each consumer, collected by fulfillment physical retailer and shipped to Nielsen Music as proof of pick-up by retailer fulfilling the event. For albums redeemed through an online retailer via a PIN code, all pertinent consumer information, including zip code, must be transmitted to Nielsen.

**In either option, the following conditions must be met:**

- Offers including applications must be presented in advance for approval to both Nielsen Music and Billboard:
  1. **At least 7 days prior to ticket on-sale date** if on-sale date occurs 8 days or more either before or after music release – counting the day of release. (For example: An album offered as part of a bundle is released on Friday, Aug. 18. Ticket on-sale date would have to be either Aug. 11 or earlier or Aug 25. or later for application to be considered for approval at least 7 days prior to ticket on-sale date.)
  2. **At least 14 days prior to ticket on-sale date** if on-sale date occurs 7 days or less either before or after music release – counting the day of release. (For example: An album offered as part of a bundle will be released on Friday, Aug. 18. If ticket on-sale date is Aug 12 through August 24, application would need to be submitted for approval consideration at least 14 days prior to ticket on-sale date.)
- Redemption offers cannot be added to a tour that is already on sale.
- Music sold with a ticket cannot be distributed/redeemed at the site/venue of the event.
- Consumers must be given an extended period of time to redeem albums, beyond a single week.
- Music product must have its own unique UPC (for albums and singles) for clearer tracking.
- Music product offered for redemption with ticket purchase must be equivalent to product generally available at retail or streaming services.
- Any additional incentive for consumer to redeem album (i.e. contesting, further discount offers, etc.) is NOT allowed.
- There must be satisfactory proof provided to Nielsen Music that the manufacturer received a reasonable and customary payment for each unit from the concert promoter or ticketing agency. The cost of the music product must adhere to Billboard's Pricing Policy (see attached information, below).
- The retailer fulfilling the music product must be an established reporter to Nielsen Music.
- Nielsen Music must receive from the ticket seller (i.e. Ticketmaster, retailer, direct-to-consumer website, etc.) an electronic file listing individual ticket purchase transactions for each show/concert or in the standard Nielsen Music format.
- Note: redemptions/sales will not be held or carried over to a subsequent tracking week, so the redemption/sale should be timed to an album's scheduled release date or any date thereafter.
- The included music product cannot be advertised, promoted or described through social channels as anything approaching or equal to "free." That is, offer cannot be described as "Get Your Free Music," or "Your Ticket Comes With a Free Album." The music is not free. The customer has paid for it. It is part of the ticket cost. Alternatively, offers can be described as "Your Ticket Comes With An Album."

- Offers must be advertised to customers when tickets go on sale, preferably at point of purchase and through an artist's website, social channels, etc.

**The following condition must also be met for Option 2:**

- For a redemption at a brick and mortar retailer, a copy of redemption card is required to be sent to Nielsen Music to complete approval along with the form.

*These requirements may be adjusted or augmented from time to time. Any changes to these requirements will be communicated immediately*

**Billboard Pricing Policy**

Unit sales for albums priced below \$3.49 during their first four weeks of release will not be eligible for inclusion on the Billboard album charts and will not count towards sales data presented by Nielsen Music.

The rule also applies to reissued titles.

New holiday/seasonal (Christmas) titles must meet the minimum threshold through the final week of the calendar year.

Unit sales for albums or EPs with 8 or less tracks will not be eligible for charting if the retail price is less than the sum of the tracks on the release, multiplied by \$0.39.

Minimum pricing for a multi-disc album (not a single disc with extra tracks), where the extra disc is audio content, will be \$3.49 times the amount of discs being made available.

For digital-only deluxe editions, any extra content exceeding nine tracks would be considered the equivalent of an extra disc. Each additional 10 tracks thereafter would be the equivalent of an additional disc.

Unit sales for digital tracks priced below \$0.39 during their first three months of release will not be eligible for inclusion on Billboard's digital songs charts.

**Further information available on [Billboard.com](http://Billboard.com)**