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THE MAXIMUM EXPOSURE LIST. By: High, Kamau. Billboard, 9/27/2008, Vol. 120 Issue 39, p14-27, 12p; Abstract The article introduces a series of articles, arranged in the form of a list, about the most effective ways to market music. They include placement in a television advertisement for iPods, performance on Oprah Winfrey's television show, cover versions performed on the "American Idol" television show, placement in the video games "Guitar Hero" or "Rock Band," placement in the opening credits of a successful motion picture, performance on the main stage at the Lollapalooza music festival, a cover story in "Rolling Stone" magazine, and videos on the most-viewed or front page sections of the YouTube web site.; (AN 34439320)

Database: Academic Search Premier**THE MAXIMUM EXPOSURE LIST****Power Panel**

Industry experts ranked the top 100 ways to maximize exposure on the basis of two factors: ability to generate buzz and ability to drive sales.

DUNCAN BIRD

FOUNDING PARTNER, ANOTHER ANOMALY

anomalynyc.com/another

Another Anomaly is a marketing and branding agency whose clients include Coca-Cola and Sony BMG.

JON COHEN

CO-CEO, CORNERSTONE

cornerstonepromotion.com

Cornerstone is a marketing firm that serves the music, film, technology and fashion industries by specializing in urban and alternative lifestyles.

JOHN CRAMER

FORMER CO-FOUNDER, GIGANTIC MUSIC; EVENTS MANAGER, CORNERSTONE

giganticmusic.com

Gigantic Music is an independent label based in New York. Its roster includes the Walkmen, the Rumble Strips and Frances.

DEAN CRUTCHFIELD

BRANDING EXPERT

Crutchfield is a former senior VP of marketing at branding firm Wolff Olins, where he worked with such clients as Unilever and Frito-Lay.

FELICE ECKER

FOUNDER/CO-OWNER, GIRLIE ACTION MEDIA & MARKETING

girlieaction.com

Girlie Action is a marketing and media relations company. The firm has worked with My Morning Jacket, They Might Be Giants, Moby and many others.

VLAD EDELMAN

CEO, ANSIBLE MOBILE

ansiblemobile.com

Ansible Mobile is a mobile advertising agency that is part of the Interpublic Group of Cos. It has worked with such clients as Johnson & Johnson.

MANNY HALLEY

CEO, IMANI ENTERTAINMENT GROUP

imanientgroup.com

Halley manages such acts as Keyshia Cole as well as writers and producers.

DOROTHY HUI

SENIOR DIRECTOR OF PARTNERSHIP MARKETING AND DIGITAL STRATEGY, WIND-UP RECORDS

winduprecords.com

Wind-up Records is a division of Wind-up Entertainment. Its roster includes Evanescence and approximately a dozen developing artists.

JOHN LEAL

OWNER, BRACE ARTIST MANAGEMENT

Leal manages such country artists as Trent Summar.

BRAD LEBEAU

FOUNDER, PRO-MOTION

promolift.com

Pro-Motion is a dance music marketing and promotion firm. Clients have included Beyoncé and Madonna.

HARVEY LEEDS

CEO, HEADQUARTERS

harveyleeds.com

Headquarters is a music consultant shop. The company manages such acts as New Found Glory and Josh Hoge and consults on film, merchandise and touring projects.

DON LUCOFF

PRESIDENT, JAZZ PUBLICITY

Jazzpublicity.com

Jazz Publicity represents a number of jazz labels, artists, and jazz and world music fests.

BRIAN MONACO

SENIOR VP/COO OF MUSIC RESOURCES AND STRATEGIC MARKETING, EMI MUSIC PUBLISHING

emimusicpub.com

EMI Music Publishing is a global publishing house with a catalog of more than 1.3 million titles.

PETER NICHOLSON

CHIEF CREATIVE OFFICER, DEUTSCH NEW YORK

deutschinc.com

Deutsch New York is an advertising agency with such clients as Starwood Hotels and Resorts and Olympus.

CLARA PABLO

PUBLICIST/NATIONAL MEDIA, UNIVERSAL MUSIC LATINO

universalmusica.com

Universal Music Latino is the Latin arm of Universal Music and is active in all genres of Latin music.

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badboyonline.com

Bad Boy Records is a subsidiary of Warner Music Group with rap and hip-hop acts like Danity Kane and the late Notorious B.I.G.

STEVE ROTH

VP OF SALES AND MARKETING, ROCKET SCIENCE

myrocketscience.com

Rocket Science is a label services infrastructure for independent labels, artists and management companies releasing physical and digital content.

JUSTIN SHUKAT

GM/PARTNER, PRIMARY WAVE MUSIC PUBLISHING

primarywavemusic.com

Primary Wave is a music publisher with an interest in the John Lennon song catalog, among others.

MARTY SILVERSTONE

VP OF CREATIVE SERVICES, NORTH STAR MEDIA

northstarmedia.com

North Star Media is a music publishing house that controls the catalogs of such acts as Collective Soul and Cher.

LLOYD SIMON

PRESIDENT/CEO, PRODUCTION ADVISORS

productionadvisors.com

Production Advisors is a music licensing and research company that specializes in branded entertainment.

2 PERFORMANCES ON "THE OPRAH WINFREY SHOW"**Top TV Show Performance****Important stage for established stars**

AVERAGE VIEWERSHIP OF ABOUT 6.6 MILLION PER SHOW

Oprah Winfrey is one of the entertainment industry's most influential tastemakers. Her sway over book sales is already legendary. But Winfrey also wields a formidable ability to drive music sales.

On Sept. 19, 2007, Reba McEntire, Justin Timberlake and Kelly Clarkson appeared on the show to do interviews and sing their respective songs from McEntire's "Reba Duets" album, which came out the day before. "Reba Duets" wound up selling 301,000 units in its first week, according to Nielsen SoundScan, McEntire's best opening numbers in the SoundScan era.

Another big sales gainer was Leona Lewis, who appeared on the show March 17 to perform her single "Bleeding Love." For the week ended March 23, "Bleeding Love" jumped 8-1 on the Billboard Hot 100, making Lewis only the third U.K. solo female performer to top the chart with a debut hit, as digital track sales surged 83% to 219,000.

Although Winfrey's producers accept unsolicited pitches (Booking Team, Harpo Productions, 110 N. Carpenter St., Chicago, IL 60607), a couple of Jonas Brothers fans took a different tack when they waged a campaign to get the teen sensations on the show through e-mail, YouTube videos and online petitions. They finally prevailed when the sibling trio appeared on the show April 24 to perform its single "When You Look Me in the Eyes." But the three brothers were apparently preaching to the converted (or to the wrong demographic group): Their appearance didn't have any discernable impact on sales.

--Kamau High

3: SONG IN A TV COMMERCIAL THAT RUNS DURING A SPECIAL EVEN WITH SIGNIFICANT VIEWERSHIP (SUPER BOWL, OLYMPICS, ETC.)**Big telecasts with big viewerships**

97.5 MILLION VIEWERS FOR THE 2008 SUPER BOWL

It's hard to beat the massive reach of a special TV event like the Olympics or the Super Bowl, but musical performances at such events are usually reserved for big-ticket stars. Still, unsigned singer/songwriter Kina Grannis finagled her way in front of tens of millions of U.S. TV viewers by winning a music contest sponsored by Doritos. The prize? Having her song "Message From Your Heart" featured in a Doritos TV ad that aired during the Super Bowl and scoring a recording contract with Interscope Records. "Message" went on to sell 33,600 digital downloads, an impressive tally for a previously unknown performer.

Natasha Bedingfield's "Unwritten" followed a more traditional route to a synch deal for a TV spot that ran during last year's Daytime Emmy Awards. When New York-based advertising agency Grey Group began working on a global campaign for Procter & Gamble's Pantene shampoo, it needed a song to accompany a pastiche of images from previous commercials. Bedingfield fan Thomas Puckett, a global creative director for Grey based in New York, suggested "Unwritten."

--Kamau High

4: SONG FEATURED AS ITUNES' FREE SINGLE OF THE WEEK**Top Download****Free songs yield exposure and, sometimes, sales**

AUDIENCE N/A

Earlier this year, rising Bay Area hip-hop producer Checkmate Muzik produced Slo-o's second album, "Devil on My Back," for Muzik's independent label Siege Records. As part of his efforts to shop the album to major labels, Muzik sent "Devil on My Back" to the urban editor at Apple's iTunes store.

The editor liked the track "Soul on Ice" and took it to fellow iTunes staffers who determine what songs to spotlight. After the staff decided it wanted to offer "Soul on Ice" as a free Single of the Week, Apple contacted Muzik's distributor Tunecore to secure permission to feature the track. Following the weeklong promo, "Soul on Ice" went on to sell less than 1,000 copies but Muzik says he was pleased by the experience. "The labels are more receptive to listening to what you have to say when you have the free Single of the Week," he says. "That's a big deal to them."

A Single of the Week's ability to help sales is perhaps best seen on album sales. After We the Kings' "Check Yes Juliet" was chosen in February as a free Single of the Week, sales of the band's self-titled debut album on S-Curve Records went from less than 2,000 units to more than 5,000 for the week the band was featured.

--Kamau High

5: SONG COVERED ON FOX'S "AMERICAN IDOL"**Show's 2008 ratings fell but it's still a huge hit**

AVERAGE AUDIENCE OF ABOUT 27 MILLION VIEWERS

Every week, the producers of "American Idol" choose a theme for that week's music. It could be anything from the songs of Mariah Carey to the 1970s. Those themes, according to a source close to the production, are chosen by executive producers Ken Warwick and Cecile Frot-Coutaz, show creator Simon Fuller and Fox alternative programming president Mike Darnell.

Once the theme is set, a half-dozen people from the "Idol" team dedicated to clearing music compile a list of songs for the show's contestants. For broad themes, like the '60s, contestants could receive a thick sheaf of pages with hundreds of songs listed. For more narrow themes, such as Carey's repertoire, the contestants would also get a CD with snippets of the songs to listen to.

After seven seasons, the clearance department has built up a sizable catalog of cleared and clearable tracks that consists primarily of instantly recognizable pop songs. Contestants are, however, free to choose something not included in the cleared list, as long as the show can secure the right to use it. While it remains unclear if the upcoming season will stick with the theme song format, the executive producers remain the best route to getting a song added to the clearance department's list. Send submissions to Warwick and Frot-Coutaz's attention at FremantleMedia North America, 4000 W. Alameda Ave., Third Floor, Burbank, CA 91505.

--Kamau High

6: SYNCH PLACEMENT IN ACTIVISION'S "GUITAR HERO" VIDEOGAME

Top Video Game

Music affairs man looks for gold

"GUITAR HERO III: LEGENDS OF ROCK" SALES IN THE UNITED STATES TOTAL 9 MILLION UNITS TO DATE.

Last year Tim Riley, VP of music affairs for videogame publisher Activision, was talking to Jim Chancellor, A&R rep for the United Kingdom's Fiction Records. "I've got a soft spot in my heart for hardcore and Jim suggested I check out the band Gallows," Riley says.

Riley contacted the group's manager Craig Jennings of Raw Power Management, who also manages Iron Maiden, and asked to hear some of Gallows' music. At the time the group was still shopping for a deal, so Jennings sent the band's demo. Riley liked what he heard and then took the next step. "The developer, NeverSoft Entertainment, needed to hear the music," he says, pointing out that some songs just aren't fun to play from a gamer's perspective no matter how good they are.

NeverSoft gave its OK and Riley went back to Jennings with a license agreement. The whole process took about a month.

Riley has a staff of eight that works on getting music for the various "Guitar Hero" franchises. They keep abreast of the latest major-label and indie releases, see bands and listen to unsolicited submissions. He prefers that submissions be full-length CDs with album art. "I don't like it when people e-mail my normal account," he says. Send them to Riley's attention at Activision, 3100 Ocean Park Blvd., Santa Monica, CA 90405.

--Kamau High

7: SONG PLAYED DURING A HIT MOVIE'S OPENING CREDITS

Hit film can lead to hit sales

ABOUT 19 MILLION MOVIEGOERS, BASED ON U.S. BOX-OFFICE RECEIPTS OF \$124.7 MILLION AND AN AVERAGE 2006 TICKET PRICE OF \$6.55

The opening credits in "The Devil Wears Prada" roll by during a montage of sleek beauties putting on their impossibly fashionable clothes, intercut with one woman, played by Anne Hathaway, who dresses in what passes for normal in a fashion movie.

As the nearly wordless scene plays out, KT Tunstall's "Suddenly I See" is heard. "That song was the result of trying between 3 [million] and 4 million songs in that spot," hyperbolic Fox Music president Robert Kraft says.

The impact on sales of "Suddenly I See" was immediate. The song went from selling a little more than 2,000 downloads a week before the film's release on June 30, 2006, to tens of thousands of copies per week. The trend continued throughout the film's run and increased again later in the year when it was released on DVD Dec. 10.

"Suddenly I See" may have actually benefited by not being on the movie's soundtrack as a result of a breakdown in negotiations between Fox and Relentless Records.

"I get about 1,000 songs a day, and I give them to people who find songs for me," Kraft says. "I have a whole creative department that's listening to music. We're surrounded at Fox Music by a lot of resources so that what I get played is the caviar."

--Kamau High

8: SYNCH PLACEMENT IN HIGH-ROTATION TV AD FOR NIKE

Just do it, to music

NIKE ADS DURING THE BEIJING OLYMPICS AVERAGED 27.7 MILLION VIEWERS PER NIGHT DURING PRIME TIME.

Three years ago, the Killers played New York's Central Park SummerStage while promoting their album "Hot Fuss." Jeff Straughn, VP of strategic marketing for Island Def Jam Music Group (IDJMG), the band's label, was in the audience. "I knew at that point that they would be phenomenal," Straughn recalls. "I also knew you had to find the right match because they wouldn't do just any licensing deal."

Fast forward to mid-summer this year when Straughn received a call from Mark Thomashow, global director of business affairs at sneaker giant Nike. Nike was looking for music for a high-profile TV ad that would launch during the Beijing Olympics. The company had considered everything from Led Zeppelin to more recent alternative rock bands but nothing was clicking, Thomashow says.

Straughn promptly sent over the Killers' song "All These Things That I've Done."

"The next day there were a flurry of e-mails from Thomashow saying that this works and then they sent over the visual," he says, adding that he shared it with IDJMG chairman Antonio "L.A." Reid, president/COO Steve Bartels and Mercury Records president David Massey, all of whom gave their approval.

The track, which had been selling about 2,000 units per week for several months, saw sales quadruple the week the Nike ad began airing, then spike again to nearly 20,000 the following week, according to Nielsen SoundScan. It continues to sell close to 5,000 copies per week.

--Kamau High

9: PERFORMANCE ON LOLLAPALOOZA MAIN STAGE

Top Festival

Radiohead, Kanye West and Gogol Bordello

DAILY ATTENDANCE OF ABOUT 75,000

Lollapalooza, the once-traveling alt-rock festival tour that's now held every year at Grant Park in Chicago, is booked by Austin-based C3 Presents. Bands get a spot on the main stage based on their buzz and ability to sell tickets, among other criteria. Prime-time slots go to headliners, afternoon slots to smaller bands.

This year, about 75,000 people per day saw bands ranging from Radiohead to GirrTalk. At 4:30 p.m. Aug. 1, the first day of the festival, Gogol Bordello took the stage.

The reason the band was there is that C3 partner Charles Attal had seen it perform a year-and-a-half ago at a Brooklyn club. He subsequently caught the act at Austin's Stubb's Bar-B-Q, another venue C3 books.

"I reached out to their booking agent--Val Wolf of the Agency Group--and said, 'Hey, great show. Are you interested in Lolla?' And they said, 'Yeah.' "

C3 does accept unsolicited submissions at info@c3presents.com and has nine buyers who go through the office's unsolicited CDs box.

--Kamau High

10: SYNCH PLACEMENT IN MTV'S "ROCK BAND" VIDEOGAME

Getting music fans to play along

"ROCK BAND" SALES IN THE UNITED STATES TOTAL 3.4 MILLION TO DATE.

When Octone Records wanted to get its band Flyleaf into the first edition of "Rock Band," Octone president James Deaner called MTV senior VP of electronic games and music Paul DeGooyer, one of the main

gatekeepers to the "Rock Band" franchise.

DeGooyer knew of Flyleaf because the band's videos were already airing on MTV and MTV2. "They gave us the record and we picked up 'I'm So Sick,' " he says.

From there, DeGooyer went to Cambridge, Mass.-based Harmonix Music Systems, the game's developer, to see what it thought. "They said, 'We love Flyleaf,' " DeGooyer says.

Since MTV Games publishes "Rock Band," the game's music supervisors have access to an extraordinary amount of music. In addition to knowing what each label's priorities are, MTV Games has a secure server where all the majors and most of the independents routinely put digital copies of new music for them to consider for the game's future editions.

They also try to listen to unsolicited material as well. "If you want to send us your CD, then circle two songs on it that would be incredible for 'Rock Band,' " DeGooyer says. Send to his attention at MTV Games, 1515 Broadway, New York, NY 10036.

--Kamau High

11: VIDEO ON YOUTUBE'S MOST-VIEWED VIDEOS PAGE FOR MUSIC

Top Online Video

Where to find the most popular music videos

YOUTUBE HAD 75 MILLION UNIQUE VISITORS IN JULY.

Grab bag of the latest hits, inspired amateur performances and direct-to-fan communications like Lars Ulrich's recent message of appreciation to fans who cover Metallica songs on YouTube.

12: COVER STORY IN ROLLING STONE

Top Print Pub

Granddaddy of mainstream music publications.

BIWEEKLY CIRCULATION OF 1.5 MILLION

Print is dead? Not for this magazine, whose cover has provided valuable real estate in 2008 to the likes of Britney Spears, Jack Johnson and Coldplay's Chris Martin. Not the hippest title, nor the most cutting edge, but none of its print rivals can match its reach.

13: SYNCH PLACEMENT IN ROCKSTAR GAMES' "GRAND THEFT AUTO"

Mixing speed and music

"GRAND THEFT AUTO IV" SALES TOPPED 4.7 MILLION UNITS THROUGH AUGUST

A best-selling game title, but lacks the peripheral promotional opportunities of "Madden NFL" (see story, page 19). Dance pop combo Greenskeepers' "Vagabond," heard on the "GTA IV" in-game indie rock radio station, became the group's second-best-selling song with 9,000 units shifted.

14: SYNCH PLACEMENT ON HBO'S "ENTOURAGE"

Top TV Show Sync Deal

The cable network's tribute to L.A. bromance

AVERAGE VIEWERSHIP OF 225,000

Despite the show's high ranking in our survey, songs featured on it rarely get an immediate sizable bump in sales. But a panelist who has placed songs on the show says "Entourage" retains a loyal audience among entertainment industry execs: "It creates a tastemaker buzz, and that's the buzz that can turn into sales later on."

15: VIDEO ON THE FRONT PAGE OF YOUTUBE

Motley assortment, some music

YOUTUBE HAD 75 MILLION UNIQUE VISITORS IN JULY

With scores of live and random clips, YouTube retains a more freewheeling sensibility than other leading sites featuring music video clips. "You have to treat that YouTube audience with a different promotional sensibility," Warner Bros. senior VP of new media Jeremy Welt says.

16: SYNCH PLACEMENT IN ABC'S "GREY'S ANATOMY"

Hospital dramedy that loves Ingrid Michaelson

AVERAGE VIEWERSHIP OF 18 MILLION

Music supervisor Alex Patsavas (see Q&A, page 26) has lent vital boosts to Michaelson, the Fray and Snow Patrol. After Snow Patrol's "Chasing Cars" was prominently heard in the season-two finale on May 15, 2006, digital sales jumped from 1,600 to 21,000 units. It has gone on to sell a career-best 2.2 million.

17: ANY SINGLE OR VIDEO LISTED IN THE "FREE ON iTunes" SECTION

For emerging artists, free can be a very good price

AUDIENCE N/A

Christian rock act Addison Road released its single "All That Matters" as a free download on iTunes in February. That helped lay the groundwork for the April release of its self-titled Columbia Records debut album, which entered Billboard's Heatseekers and Top Christian Albums charts at Nos. 8 and 11, respectively.

18: SINGLE PLAYED ON RADIO DISNEY

Top Radio

Family-friendly programming reaches kids and their parents

ESTIMATED 36.5 MILLION LISTENERS PER WEEK

Since early August, Selena Gomez, a teen TV star on Disney's "Wizards of Waverly Place," has sold 44,000 downloads of her single "Tell Me Something I Don't Know" from the "Another Cinderella" soundtrack due largely to airplay on Radio Disney.

19: PERFORMANCE ON BONNAROO'S WHAT/MAIN STAGE

Boasts the biggest audiences of any North American festival stage

WHAT STAGE HEADLINERS DREW AN ESTIMATED AVERAGE CROWD OF 70,000 IN 2008

Bands sometimes preach to the choir (e.g., fest fave Widespread Panic) but can find new fans too. When 2008 headliner Metallica asked those seeing the band for the first time to raise their hands, by appearances some 80% reached for the sky.

20: SYNCH PLACEMENT IN CW'S "GOSSIP GIRL"**Lackluster first-season ratings, massive buzz**

AVERAGE VIEWERSHIP OF 2.5 MILLION

Another show with music supervisor Alex Patsavas holding the musical reins. Santogold's single "Creator" was featured in the show's Sept. 8 episode, boosting download sales that week to 8,500 units, up from 1,200 in the previous week.

21: PERFORMANCE ON NBC'S "TODAY"**Artists perform live from 30 Rock**

AVERAGE VIEWERSHIP OF 5.5 MILLION (7 A.M.-9 A.M.)

Senior producer Melissa Lanner is responsible for all entertainment bookings on the show, as well as for the program's summer concert series. Kenny Chesney's June 13 performance contributed to a 30% bump in sales that week, his best week of the summer, for his album "Just Who I Am: Poets & Pirates."

22: ALBUM DISPLAY AT WAL-MART**Top Physical Retailer****Biggest box wields biggest sales boost**

OVER 100 MILLION U.S. SHOPPERS WEEKLY

Music department displays are OK, but POD (position outside department) promotions can more than double sales, particularly for catalog titles. Among new releases, country and mainstream do especially well. Wal-Mart moves so much product it's worth remembering that offensive cover art and lyrics will prompt it to bar titles from its stores.

23: PERFORMANCE ON COACHELLA'S MAIN STAGE**Helped spark U.S. festival boom**

ESTIMATED DAILY '08 ATTENDANCE OF 50,000-60,000

Prince's cover of Radiohead's "Creep" at this year's Coachella--and his subsequent request that videos of the performance be taken down from YouTube--generated the artist's biggest headlines of the year.

24: PERFORMANCE ON ONE OF MTV'S AWARDS SHOWS**At the Video Music Awards, it was all Britney, all the time**

2008 VMAS DREW 8.4 MILLION VIEWERS

MTV senior VP of music and talent Amy Doyle and VP of music and talent Joanna Bomberg serve as producers of the VMAs and book the talent that appears. On the celebrity side, the duty falls to senior VP of studio relations and celebrity talent Robin Reinhardt.

25: PERFORMANCE ON MAIN STAGE OF VANS WARPED TOUR**Warped has become the definitive punk showcase**

Estimated 2008 Attendance Of 622,427

Warped founder/ producer Kevin Lyman says a main-stage act has to be either a band "of note or heritage--NOFX, Bad Religion-- or someone who has developed on the tour with possibly a new product [like] Underoath, Paramore or Coheed and Cambria."

26: COVER STORY IN SPIN**Assumes tastemaker, ahead-of-the-curve stance**

MONTHLY CIRCULATION OF 467,503

Vampire Weekend landed the March cover of Spin following a Feb. 1 performance on "Letterman" and before a March 8 appearance on "Saturday Night Live." The media blitz drove sales of the band's self-titled debut to 156,000 units, two months after its late-January release. It has sold 305,000 units to date.

27: ALBUM FEATURE IN iTUNES' "NEW MUSIC TUESDAY" E-MAIL**Mass e-mail alerts iTunes customers about latest releases**

APPLE DECLINES TO REVEAL SUBSCRIBER TOTAL

After Apple publicized the "Songs for Tibet" compilation in an Aug. 5 e-mail, it topped the iTunes rock chart, as total U.S. sales exceeded 7,000 during the week ended Aug. 10. The Chinese government then reportedly blocked access to iTunes from China.

28: SYNCH PLACEMENT IN EA'S "MADDEN NFL"**Pioneering gaming franchise got into music early on**

"MADDEN NFL '09" SALES TOTALED 2.1 MILLION IN AUGUST

The EA Trax's team solicits MP3s from labels, publishers, bands and managers, with some managers often sending new song demos before labels hear them. Of more than 5,000 submissions for "Madden '09," 26 made the soundtrack (see story, page 19).

29: SONG PLAYED OVER A HIT MOVIE'S END CREDITS**They're in their seats when the end credits roll**

"SEX AND THE CITY" DREW AN ESTIMATED 21.5 MILLION MOVIEGOERS

The "Sex" soundtrack was the only place fans could get Jennifer Hudson's closing-credits song "All Dressed Up in Love." How to score? Get in good with the film's producer, music supervisor and the movie studio's head of music; they have the say in how much money gets spent on the soundtrack and score.

30: SYNCH PLACEMENT IN A HIGH-ROTATION TV AD FOR CONVERSE**Downtown cool-skewed ads**

AUDIENCE N/A

This summer, Converse ran a TV ad featuring Santogold, Pharrell and the Strokes' Julian Casablancas, backed by a track they'd co-written. A longer version of the ad and a free download of the track were made available on Converse's Web site. Blog chatter increased 39% for Santogold and 142% for Casablancas.

31: STARRING ROLE INA REALITY SHOW ON MTV

Ardent fans of MTV shows boost sales

AVERAGE VIEWERSHIP OF 688,000 FOR "LEGALLY BLONDE THE MUSICAL: THE SEARCH FOR ELLE WOODS"

VP of talent and casting Blythe Capello handles MTV's reality shows. In August, the "Legally Blonde" Broadway cast album debuted at No. 165 on the Billboard 200 in the wake of Bailey Hanks winning the MTV reality show based on the property.

32: PERFORMANCE ON OZZFEST'S MAIN STAGE

Venerable touring fest finds new life as a one-off

ESTIMATED 30,000 IN ATTENDANCE AT 2008 EDITION

Ozzfest has helped expose virtually every hard rock music band that has broken in the past decade. Huge cachet with headbangers that continues in its current incarnation as a one-off event. Fest fans love to be exposed to new talent and are loyal to a fault. Co-producer Sharon Osbourne is a notoriously tough negotiator.

33: ALBUM DISPLAY IN TARGET

Physical retailer moves plenty of music

ABOUT 1,500 STORES IN 47 STATES

The power slots at Target are its hot and new-release walls and its checkout lane; the lane is the most desirable real estate in the store. Albums in a checkout-lane promotion can see sales bumps of about 40%, label sales executives say.

34: VIDEO LINK ON PEREZHILTON.COM

Celebrity gossip blogger creates buzz for less famous pop acts

5.2 MILLION UNIQUE VISITORS IN JULY

Perez Hilton premiered the video for "Ce Jeu" by French electro-pop act Yelle Aug. 1. One of his "favorite artists in the world," Yelle sold less than 1,000 downloads of the song that week, but that was still a bump of 206%.

35: PERFORMANCE ON THE HOWARD STERN SHOW

Retains loyal listeners amid satellite radio's challenges

SIRIUS XM RADIO EXPECTS TO HAVE 19.5 MILLION SUBSCRIBERS BY YEAR'S END.

From Katy Perry to Staind to Sting to James Taylor, the show loves to showcase music. And unlike many hosts, Stern knows how to plug a project. Producer Gary Dell'Abate is your contact.

36: SONG PLAYED ON ABC'S "DANCING WITH THE STARS"

The weekly results show features a performance from an outside artist

AVERAGE VIEWERSHIP OF 18 MILLION-21 MILLION

Suzanne Bender is the booker for the show. "Dancing With the Stars" has become a de rigeur stop on the promotional tour; in 2007, Joss Stone posted the biggest unit gain on the Billboard 200, placing her at No. 16 after performances on "Dancing With the Stars" and "The Tonight Show" the same week. Reality show focused on the love lives of Los Angeles lovelies.

37: SYNCH PLACEMENT IN MTV'S "THE HILLS"

Reality show focused on the love lives of Los Angeles lovelies

AVERAGE VIEWERSHIP OF 3.2 MILLION

Jon Ernst is the music supervisor on "The Hills"; Joe Cuello is VP of music creative and licensing at MTV. Many acts gain traction thanks to the Internet chatter that surrounds the show. When the show returned for its fourth season Aug. 18, blog chatter for the music on the program surged, according to Nielsen BuzzMetrics.

38: INTERVIEW/FEATURE IN ROLLING STONE

Opportunity for new or obscure acts to reach mainstream music audience

BIWEEKLY CIRCULATION OF 1.5 MILLION

While big stars dominate the cover, feature stories inside the magazine often spotlight up-and-coming acts, such as Fleet Foxes and Low Vs. Diamond.

39 COVER STORY IN ENTERTAINMENT WEEKLY

Mission: 'first to lead you to the next big thing'

WEEKLY CIRCULATION OF 1.8 MILLION

Rob Brunner is the music editor. EW, which so far this year has featured only one music artist on the cover, leans toward big celebrities out front. Previous covers include Usher, featured in the May 30 Summer Music Preview; his album "Here I Stand" streeted May 20 and generated first-week sales of 443,000.

40 INTERVIEW/REVIEW/PROFILE IN THE NEW YORK TIMES

Coverage can help break a band to a wider audience

WEEKDAY CIRCULATION OF 1.1 MILLION; 1.5 MILLION ON SUNDAYS

A 2006 article about indie-rock duo No Age gave it a boost before the act even had a record out. No Age went on to sell 8,300 copies of debut set "Weirdo Rippers." Latest album "Nouns" was released by Sub Pop in May and has sold 15,700.

41: ALBUM DISPLAYED AT STARBUCKS COUNTER

In-store sales of music continues despite recent scale-back

ESTIMATED 50 MILLION CUSTOMERS A WEEK CHAIN-WIDE

Offering consumers the chance to buy music with their mocha frappuccinos can still drive sales of some artists. Starbucks retains its own storefront at iTunes (with curated music recommendations) and sells iTunes digital download album gift cards in stores as part of its "pick of the week" promotion.

42: PERFORMANCE ON CBS? "LATE SHOW WITH DAVID LETTERMAN"

The stalwart late-night talk show offers interviews and performance opportunities.

AVERAGE VIEWERSHIP OF 3.4 MILLION

Producer/talent executive Sheila Rogers and music segment producer Sheryl Zelikson handle the booking duties from the show's New York base. Even repeats bolster sales: In August, the Hold Steady saw an 18% jump

in sales of its album "Stay Positive" after the band's performance was rerun.

43: VIDEO ON MYSPACE MUSIC HOME PAGE

A coveted stage for video premieres

MYSPACE HAD 59.2 MILLION UNIQUE VISITORS IN JULY.

Metallica premiered the video for new single "The Day That Never Comes" on MySpace, which is distinguishing itself from YouTube as a destination geared around more professionally produced content.

44: SYNCH PLACEMENT IN A HIGH-ROTATION TV AD FOR ADIDAS

Sneaker brand opts for short film-like spots with obscure artists

AUDIENCE: N/A

In 2005, Spike Jonze produced an Adidas commercial with a song called "Hello Tomorrow" that featured the Yeah Yeah Yeahs' Karen O. The song has sold 41,000 digital tracks, with nearly half of them sold in April 2005, when the spot began airing.

45: COVER STORY IN VIBE

Urban music monthly founded by Quincy Jones

MONTHLY CIRCULATION OF 876,262

Nearly nude photo of Ciara on October cover caused blog chatter about her to spike about tenfold. One veteran major-label publicist describes Vibe, Essence and XXL as the "key urban covers" to secure.

46: PERFORMANCE ON ABC'S "GOOD MORNING AMERICA"

Perennial No. 2 morning show features occasional artist interviews and performances

AVERAGE VIEWERSHIP OF 4.5 MILLION

Karen Rhee is the entertainment booker at "Good Morning America," and she is assisted in booking music performances by Monica Escobedo. After a three-part, multiple-day interview on "GMA" in August, George Michael's greatest-hits set saw a 59% gain and re-entered the Billboard 200 at No. 173.

47: ALBUM/SINGLE LISTED ON AMAZON'S MAIN MUSIC PAGE

Physical and digital product, recommendations and video extras under one roof

AMAZON HAD 45.1 MILLION UNIQUE VISITORS IN JULY

Promotional opportunities abound, including staff-curated recommendations, new and upcoming releases, limited-time discounts on album downloads and MP3 giveaways.

48: ALBUM/SINGLE LISTED AS "WHAT WE'RE LISTENING TO" ON iTUNES

A nod from an iTunes editor can be powerful

AUDIENCE N/A

Decisions about what to include are left up to the editorial team, but bands that are interested in being considered for inclusion should contact their label reps, who can pass the word on to the edit team.

49: ALBUM PROMOTED IN TARGET CIRCULAR

Sunday newspaper staple provides great reach

Estimated 55 Million Households Every Week

Powerful vehicle to sell country, pop, adult-leaning and kids music, providing as much as a 50% or greater boost in sales at the chain. Razor & Tie's multi-volume Kidz Bop series has seen average first-week sales of 66,000 units when featured in the Target circular and 25,000 when not.

50: ALBUM/SINGLE REVIEW IN ROLLING STONE

Less influential than before, but helps highlight new releases

BIWEEKLY CIRCULATION OF 1.5 MILLION

Find a freelance writer who can champion your act and let them sell the band to the editors, a publicist who has placed reviews in Rolling Stone says: "A good writer can act as an impartial source and convince an editor to give them a shot."

51: VIDEO IN ROTATION ON MTV

Getting placed in the dwindling programming time for music videos is a bonus

"FNMTV" AVERAGE VIEWERSHIP OF 273,000

The heavy rotation associated with being selected as MTV's "Artist of the Week," as Sara Bareilles was in July, led to a 38% weekly jump in sales for her album "Little Voice," landing the set at No. 79 on the Billboard 200.

52: ADDED TO MEDIUM ROTATION AT URBAN RADIO STATION IN TOP 100 MARKET

R&B hits rely on radio backing

AUDIENCE N/A

J Records newcomer Jazmine Sullivan scored the No. 1 spot on Billboard's Hot R&B/Hip-Hop Songs chart with debut single "Need U Bad." Such stations as WIZF-FM Cincinnati and WPHI-FM Philadelphia clocked more than 1,000 spins on the single, helping drive digital download sales of 100,000 to date.

53: PERFORMANCE ON NBC'S "THE TONIGHT SHOW WITH JAY LENO"

Routinely features performances and artist interviews

AVERAGE VIEWERSHIP OF 4.6 MILLION

Producer Barbera Libis also serves as music booker. The appeal of the show is wide enough that almost any genre can see a significant gain. After bluesman James Hunter's July 14 performance, his album "The Hard Way" jumped to No. 11 on Billboard's Heatseekers chart with a 46% sales gain from the previous week.

54: ADDED TO MEDIUM ROTATION AT COUNTRY RADIO STATION IN TOP 100 MARKETS

Nothing drives country sales like radio

AUDIENCE N/A

Sugarland's "Stay" was the fourth single from 2006 second album "Enjoy the Ride." The album sold 13,000 units the week the single debuted at No. 41 on Hot Country Songs and ballooned to 119,000 the week it peaked at No. 2 on the Jan. 5, 2008, chart. "Stay" received slightly more than 4,300 spins in a week from country radio at its highest chart peak, according to Nielsen BDS.

55: PERFORMANCE ON LOLLAPALOOZA'S SECONDARY STAGES

Lollapalooza brand can lend a boost to new acts

ATTENDANCE OF UP TO 30,000

"When the lineup is released, some of these baby bands will get 5,000 plays a day on their MySpace pages," says Charles Attal, partner at C3 Presents, Lolla's booking agency. Nielsen BuzzMetrics bears this out, showing that such unknown acts as Steel Train, Your Vegas and the Blakes saw spikes in blog chatter when the lineup was announced in April.

56: VIDEO ON YAHOO MUSIC HOME PAGE

New videos plugged on marquee; constantly changing teasers below

YAHOO MUSIC HAD 17.3 MILLION UNIQUE VISITORS IN JULY.

Paid downloads of Scarlett Johansson's Tom Waits cover "Falling Down" increased by 50% the week after Yahoo Music debuted the video, according to Nielsen SoundScan. More than a month later, the video was still among the site's top 20 streams.

57: ARTIST INCLUDED IN VANITY FAIR'S ANNUAL MUSIC ISSUE

The music issue launched in 2000

MONTHLY CIRCULATION OF 1.1 MILLION

Special music issues, profiles and "Hot Tracks" column province of veteran music columnist Lisa Robinson. The magazine spotlighted folk music last year; country music was the focus in 2006.

58: PERFORMANCE AT THE VIRGIN MOBILE FESTIVAL

Bob Dylan, Kanye West, Stone Temple Pilots played this year's fest

COMBINED TWO-DAY ATTENDANCE ABOUT 60,000

Artists play full sets and provide a complete picture of what they can do live. Virgin promotes the event via its mobile platforms, Megastores and Web properties. Promoted by I.M.P., owner of the 9:30 Club in Washington, D.C.

59: PERFORMANCE ON NBC'S "LATE NIGHT WITH CONAN O'BRIEN"

Routinely features performances and artist interviews

AVERAGE VIEWERSHIP OF 1.8 MILLION

Jim Pitt is "Late Night" talent executive in charge of music. After performing on "Late Night" and "TRL" the same week in August, the Ting Tings saw an 11% gain in their album sales from the prior week.

60: VIDEO IN ROTATION ON VH1'S "TOP 20 COUNTDOWN"

Weekly ranking of the cable channel's most popular videos

AVERAGE VIEWERSHIP OF 228,000.

Rick Krim is VH1 EVP of music and talent programming. "Top 20 Countdown" is determined by fans' online voting. Get your interns on VH1.com, stat--and they can type out live-chat words of support for their favorites.

61: SINGLE PLAYED ON KCRW'S "MORNING BECOMES ECLECTIC"

Radio show influence extends beyond SoCal.

570,000 WEEKLY LISTENERS

KCRW.com streams more than 1.5 million hours every month, and listeners download about 1 million audio and video podcasts per month, according to the station.

The show was an early advocate of Meiko and Little Jackie and was the first in the States to play Duffy and the Ting Tings. Nic Harcourt, KCRW music director and the show's host, welcomes pitches: A volunteer at the station turned him on to Meiko.

62: PERFORMANCE ON NPR'S "WORLD CAFE"

Long-time Philadelphia music fixture

ESTIMATED WEEKLY AUDIENCE OF 500,000-600,000

Syndicated out of WXPB-FM, the show looks for artists who resonate with its national listening audience, including heritage artists, up-and -comers and virtually anything in between. OM/music director Dan Reed books the show. Video isn't necessary, nor is an audition. Just send him CDs and bios.

63: PERFORMANCE ON BONNAROO'S SECONDARY STAGES

This, that, the other and more

ANYWHERE FROM 100 TO 40,000

Girl Talk's dance-heavy set at the 2007 Manchester, Tenn.-based Bonnaroo festival didn't do much to boost the act's music sales. Still, the performance was a turning point in Girl Talk's career because it "brought him to another level," booking agent Sam Hunt says, noting that it was an "introduction to thousands of people who have gone on to become big fans."

64: ALBUM DISPLAYED IN BEST BUY

Coveted in-store real estate

ABOUT 1,300 STORES CHAIN-WIDE

Prime display locations at Best Buy can certainly move records, but its circular, which reaches 70 million households weekly, is as powerful as Target's, and more so if the record is rock or rap. Best Buy's in-store real estate and circular are particularly crucial during the first week of release, while Target's circular has more legs.

65: ALBUM/SINGLE REVIEW ON PITCHFORK.COM

Self-described "home of the gratuitously in-depth record review"

AUDIENCE N/A

Merge Records co-owner Mac McCaughan credited Pitchfork with helping spark initial sales for then-unknown Canadian band Arcade Fire. When the band's "Funeral" album shipped 40,000 copies in less than two months in 2004, it became the label's fastest seller.

66: MENTION ON PEREZHILTON.COM

Top Blog**Multiple mentions with audio and video pump viral buildup for baby band**

2.1 MILLION UNIQUE VISITORS IN JULY

Geffen act Prima J was mentioned on perezhilton.com at least three times before the duo's debut album went on sale. Manager Jorge Hernandez says random polls of audience members at shows reveal many responses of, "We first found them on Perez Hilton."

67 PERFORMANCE ON ABC'S "JIMMY KIMMEL LIVE!"**Frequent artist interviews and performances**

AVERAGE VIEWERSHIP OF 1.6 MILLION

Scott Igoe is the music booker for "Live!" The addition of an outdoor concert series at the Hollywood & Highland complex in Los Angeles has packed the courtyard for performances by everyone from Mariah Carey to Tokio Hotel.

68 TELEVISED PERFORMANCE ON KEY LATIN AWARD SHOW LIKE LATIN GRAMMYS OR PREMIOS BILLBOARD**Modest immediate sales impact but great exposure**

2007 Latin Grammys Drew 6.2 Million Viewers

For greatest sales impact, pitch song debut or unique pairing (e.g., Shakira and Wyclef Jean at '06 Premios) or time with new album release. Be willing to contribute funds if production budget can't accommodate your aspirations.

69 IN-STORE PERFORMANCE AT BORDER**Intimate setting to reach fans**

AUDIENCE TYPICALLY 50-200

Borders' in-stores are helpful for the right acts--folk, singer/songwriter, classical--but can be an expensive game because the chain wants the label to buy local advertising to promote the show. Performances held at store No. 1 in the chain's hometown of Ann Arbor, Mich., are streamed on the Borders Web site and mentioned in weekly e-mail blasts.

70 HEADLINE PERFORMANCE AT SUMMER-STAGE**Free shows held in New York's Central Park**

CAPACITY OF ABOUT 5,000

To be a headliner on New York's SummerStage, artists should already be playing "roughly 1,000-capacity rooms in New York," talent booker Erika Elliott says.

71 INTERVIEW/FEATURE IN SPIN**Getting some ink in the alt-culture publication can help**

MONTHLY CIRCULATION OF 467,503

Although the magazine is known for covering the more mainstream side of alternative rock, an artist doesn't need to be pierced and tattooed to get a feature or interview. Recent subjects include punk rock legend Patti Smith, emo hip-hoppers Gym Class Heroes and blog wunderkinds Black Kids.

72 COVER STORY IN PEOPLE EN ESPAÑOL**No other comparable publication in this market niche**

MONTHLY CIRCULATION OF 561,777

Be ready to pitch a human story, not just a music story. The peg for Juanes' November 2007 cover was his marriage, but it coincided with his album release. Different covers per region allow opportunities for different pitches and artists.

73: PERFORMANCE ON ALL POINTS WEST MAIN STAGE**First-year festival at Liberty State Park makes its mark on scene**

DAILY CAPACITY OF ABOUT 30,000

Artists playing this Jersey City, N.J., festival benefit not only from promoter Goldenvoice/AEG Live's significant marketing efforts both nationally and in the New York metropolitan market, but also the profile a New York area play can bring. Instant credibility from APW's Coachella connection.

74: VIDEO ON CMT'S "POWER PICKS"**Head-to-head video voting**

AVERAGE VIEWERSHIP OF 124,000

CMT's "Power Picks" videos are chosen considering a multitude of factors, including when the video was last played, show diversity and success on previous shows, according to senior VP of music strategy Jay Frank.

75: INTERVIEW/REVIEW/PROFILE IN WIRED**Biz, culture mag for tech-savvy audience**

MONTHLY CIRCULATION OF 715,200

An online editor says: "Our basic criteria, other than the unavoidable personal preference stuff, is that we like to highlight bands that sound original and forward-looking while exuding integrity rather than falseness."

76: ALBUM/SINGLE REVIEW IN SPIN**If they give your record a whirl, it could pay off**

MONTHLY CIRCULATION OF 467,503

Don't expect Pitchfork-length diatribes, although Spin does often cover many of the same indie artists. Most of the reviews, save for the lead, clock in at around 100 words but manage to get a point across.

77: SYNCH PLACEMENT IN CW'S "ONE TREE HILL"**Teen soap draws teen ears**

AVERAGE VIEWERSHIP OF 3 MILLION

Lindsay Wolfington is the music supervisor for the show. Singer/songwriter Kate Voegele parlayed a six-episode guest-starring arc into sales success, with jumps of upwards of 150% week-to-week after she made an appearance. Her "Don't Look Away" has sold 196,000 copies, according to Nielsen SoundScan.

78: ALBUM MENTIONED ON WAL-MART'S IN-STORE VIDEO NETWORK

Get the attention of Wal-Mart shoppers

MORE THAN 100 MILLION U.S. SHOPPERS WEEKLY

The in-store network generates 200 million impressions per month, label executives report, and if a record has a differential driving it, an appearance here can result in a 10% sales bump.

79: VIDEO IN ROTATION ON CMT

Consider web site streams too

AVAILABLE IN 87 MILLION HOMES, ACCORDING TO CMT

CMT's music and talent department, which selects videos weekly, also monitors CMT.com airplay, search results, sales, radio and other activity. Nearly all videos properly submitted to music director Evan Kroft are available to view on CMT.com.

80: SHOWCASE PERFORMANCE AT SOUTH BY SOUTHWEST

Multiband showcases draw bigger crowds

LESS THAN 100 PEOPLE IN A SMALL CLUB TO 3,000 AT AN OUTDOOR VENUE

In 2008, the Little Ones performed with numerous other acts on the Paradigm Agency/The Bowery Presents showcase. "That was very well-attended with solid production," Little Ones manager Jason Colton says.

81: ACTING ROLE IN A MOVIE

Wise choices can propel an artist to a bigger audience

AUDIENCE N/A

Best roles allow artist to show off musical chops. Eminem was a standout in 2002's "8 Mile"; Beyoncé did well in 2006's "Dreamgirls" and will next be seen portraying Etta James in the upcoming "Cadillac Records."

82: VIDEO IN ROTATION ON VH1

Select artists get the so-called "gung-ho" rotation, 40-plus plays per week

AVERAGE VIEWERSHIP OF 151,000 FOR MORNING VIDEO SHOW JUMP-START

The go-to guy again is VH1's Krim. Being selected as the channel's You Oughta Know artist is a big boon to sales--after his YOK designation, Justin Nozuka bowed at No. 29 on the Heatseekers chart with 2,000 in sales, according to Nielsen SoundScan. His video was subsequently a steady presence on the "Top 20 Countdown."

83: SONG PLAYED ON FOX'S "SO YOU THINK YOU CAN DANCE"

Features musical guests as well as piped-in music for performances

AVERAGE VIEWERSHIP OF 9 MILLION

The booker for the show is Steven Schillaci; in August, the show featured dancers performing to Missy Higgins' "Where I Stand." The placement resulted in a 71% increase in sales, landing her at No. 30 on the Heatseekers chart.

84: SONG USED AS THEME FOR A TELENOVELA

Soapy dramas are proven driver of sales

AUDIENCE N/A

If your track is selected as a theme song, release an album in tandem, as Vicente Fernández did with "Fuego en la Sangre." "It gives that extra push that can make it a bigger success," says Miguel Trujillo, managing director of Sony BMG Mexico.

85: STARRING ROLE IN A REALITY SHOW ON VH1

Diverse slate of reality programming

AVERAGE VIEWERSHIP OF 499,000 FOR "BROOKE KNOWS BEST"

Jeff Olde is executive VP of programming and production at VH1, which handles the casting and development of the cable channel's reality shows. In 2006, Brooke Hogan--daughter of Hulk and a regular on "Hogan Knows Best" (and later star of "Brooke Knows Best")--debuted at No. 28 on the Billboard 200 with 30,000 albums sold.

86: PERFORMANCE ON WALMART.COM'S "SOUNDCHECK"

Retailer's streaming video site

AUDIENCE N/A

Walmart.com's "Soundcheck" has been known to boost sales by as much as 25%-35%. But it can really drive sales when a "Soundcheck" performance is also featured on Wal-Mart's in-store network. Colbie Caillat's "Soundcheck" spot began running March 18. That week, it scanned 30,000 units, according to Nielsen SoundScan, up from 22,000 units the week before.

87: ALBUM/SINGLE REVIEW IN ENTERTAINMENT WEEKLY

Reaches broad, mainstream audience

WEEKLY CIRCULATION OF 1.8 MILLION

Music editor Rob Brunner also assigns and edits album/single reviews. According to a major industry publicist, the magazine tries to offer a representative project from each genre. Among its 17 special issues are two music preview editions for summer and fall.

88: SINGLE PLAYED ON NPR'S "WORLD CAFE"

Produced by WXPB Philadelphia

WEEKLY AUDIENCE OF 500,000-600,000, ACCORDING TO THE SHOW

OM/music director Dan Reed says hopefuls should submit a couple of copies of a CD and a press kit with contact info. They should also understand what the show is all about. "It's been awhile since we've had a death metal band on the show."

89: PERFORMANCE ON COACHELLA'S SECONDARY STAGES

Outdoor Theatre slot helped spur Arcade Fire to stardom

AUDIENCE N/A

Arcade Fire's rise to popularity several years ago was solidified by its Outdoor Theatre performance at Indio, Calif.'s 2005 Coachella festival. Booking agent David Viecegli describes the indie rock act's performance as a "real piece of the band's building story."

90: VIDEO STREAMED ON HOME PAGE ON MTV.COM

Only five videos teased on the front maximizes teen focus

5.2 MILLION UNIQUE VISITORS IN JULY, ACCORDING TO NIELSEN ONLINE

After Cherrytree/Interscope's Tokio Hotel scored this placement, "they went from being a brand-new band to the U.S. audience to getting all these comments and all these views off the bat," says Jen Zeller of the label's video promotion team.

91: PERFORMANCE ON "LIVE WITH REGIS AND KELLY"

Features interviews and performances

AVERAGE VIEWERSHIP OF 3.6 MILLION

Be sure to balance promotional appearances among talk shows--not all appeal to the same audience. In August, Rick Springfield debuted his new album at No. 28 after appearing on "Regis," "Good Morning America" and CBS' "Early Show" the same week.

92: HOSTING SPOT ON ONE OF MTV'S MUSIC SHOWS ("SUCKER FREE," ETC.)

Bond on-air with viewers

AVERAGE VIEWERSHIP OF 220,000 FOR "SUCKER FREE"

Music guest hosts are booked by director of talent Elena Diaz; on the celebrity side, director of studio relations and celebrity talent Wendy Plaut books hosts, co-hosts and guests. After Tokio Hotel did a three-day stint on "TRL" in August, its album re-entered the Billboard 200 with a 29% gain week-over-week.

93: ALBUM/SINGLE STREAMED ON HOME PAGE ON AOL MUSIC

Free streams pull in listeners

19.1 MILLION UNIQUE VISITORS IN JULY

Pitch Mike Spinella, director of industry relations for the AOL Music Network. Spinella's team goes to shows and picks promising artists for exclusive live performances and full-CD listening parties. Genre-specific microsites teased off the front facilitate fan targeting.

94: SYNCH PLACEMENT IN SHOWTIME'S "CALIFORNICATION"

Life imitates art

AUDIENCE N/A

The music supervisors on "Californication" are Budd Carr and Nora Feldon; the composers are Tyler Bates and Tree Adams. In June a "Californication" soundtrack was released by ABKCO but has sold only 2,000 copies, according to Nielsen SoundScan.

95: ADDED TO MEDIUM ROTATION AT ADULT R&B STATION IN TOP 100 MARKET

Marvin Sapp crosses over

AUDIENCE N/A

Verity gospel singer Marvin Sapp claimed a crossover adult urban No. 1 with "Never Would Have Made It" (it's still top 10). KJLH Los Angeles and WMXD Detroit tallied more than 900 spins. Digital track sales are at 144,000, CD sales at 461,000.

96: PERFORMANCE ON ROCKSTAR MAYHEM FEST'S MAIN STAGE

Masked metal act Slipknot's new album nabs No. 1 slot

AVERAGE ATTENDANCE OF 11,253

A week following its co-headlining slot on the inaugural Mayhem Festival, Slipknot's "All Hope Is Gone" hit No. 1 on the Billboard 200. "It was the perfect platform to introduce the world to the band's new music," Slipknot manager Cory Brennan says.

97: SYNCH PLACEMENT IN A HIGH-ROTATION TV AD FOR REEBOK

Matching folk song with NFL players

AUDIENCE N/A

Folk singer Vashti Bunyan has sold about 5,000 digital downloads of her mid-'60s song "Train Song" since July when Reebok paired the song with images of famous NFL players in a TV ad. "I felt that it was a very unusual juxtaposition, my music and the football imagery," Bunyan says. "It was brave of Reebok and I was so impressed by the actual [ad]."

98: INTERVIEW/REVIEW/PROFILE IN VIBE

Album reviews now online; singles still reviewed in mag

MONTHLY CIRCULATION OF 876,262

Reach out to senior editor Benjamin Meadows-Ingram or music editor Sean Fennessey. New artist-focused additions include "Google Me" (emerging online artists).

99: ADDED TO MEDIUM ROTATION ON ROCK STATION IN TOP 100 MARKET

"Addicted" gets boost

AUDIENCE N/A

Saving Abel's single "Addicted" spent 10 weeks at No. 2 on the Active Rock chart and recently peaked at No. 7 on the Alternative list. The week the song reached its highest chart peak, it picked up 1,216 spins at alternative stations and 1,785 at active rock.

100 ADDED TO MEDIUM ROTATION ON TOP 40 STATION IN TOP 100 MARKET

Kid Rock resurrects "Jesus"

AUDIENCE N/A

Driven largely by airplay on "All Summer Long," Kid Rock's year-old album "Rock N Roll Jesus" went from selling 11,000 units when the single was released to 101,000 units during the week ending Aug. 17. The song got top 10 airplay at top 40, country, adult AC and heritage rock.

BILLBOARD**NO. 1 WITH A BULLET**

After some internal debate, we left Billboard off the balloting for this list. Can you blame us? If we finished low, it would suck, and if we finished high, no one would believe us. But it's worth considering the promo power of Billboard's B2B and consumer platforms. Early in an album's life cycle—around the release of a first single or even when only a few songs are recorded—Billboard magazine, Billboard's Daily Bulletin and billboard.biz deliver crucial early campaign info and positioning to key decision-makers in the branding, agency, and film and TV worlds that can sign on and turbocharge a release—not to mention a bottom line. And when the album is ready for sale? We reach engaged, music-knowledgeable consumers directly with a site—billboard.com—that has surpassed 4 million unique monthly visitors and is growing. Which means Billboard's own coverage may represent the best way to get to where you really need to be: atop our charts.

METHODOLOGY: To compile our list of the best ways to promote music, we surveyed a group of 20 experts from the recording industry and the fields of branding, marketing and promotion. We asked our survey panel to rank a series of media, marketing and promotional vehicles on a scale of one to 10 for their ability to drive sales and their value in generating buzz and exposure. We tabulated their responses to compile a composite top 100 list. We are also printing the individual sales and buzz rankings that resulted from the survey. To give our package a global perspective, we also surveyed experts in Japan and the United Kingdom to compile a top 10 list for those countries, the world's second- and third-largest music markets, respectively, in terms of recorded-music sales. **SOURCES:** Audience data from Nielsen Media Research (TV), Box Office Mojo (film), NPD (game sales) and company estimates.

DRIVING BUZZ**The following is a list of the promotional platforms that our panel deemed were best at generating buzz and exposure for recording artists.**

/1/ Synch placement in a TV ad for Apple (iPod, iMac, Mac-Book, etc.) /2/ Performance on "The Oprah Winfrey Show" /3/ Song in a TV commercial that runs during a special event with significant viewership (Super Bowl, Academy Awards, Olympics, etc.) /4/ Video on the front page of YouTube /5/ Song covered on Fox's "American Idol" /6/ Song featured as "Free Single of the Week" on iTunes /7/ Song played over a hit movie's opening credits /8/ Video on YouTube's Most Viewed Videos page for music /9/ Cover story in Rolling Stone /10/ Synch placement in Rockstar Games' "Grand Theft Auto" /11/ Performance on Lollapalooza's main stage /12/ Synch placement in Activision's "Guitar Hero" /13/ Synch placement in a high-rotation TV ad for Nike /14/ Performance on Bonnaroo's main stage /15/ Any single or video listed in the "Free on iTunes" section /16/ Synch placement in HBO's "Entourage" /17/ Synch placement in ABC's "Grey's Anatomy" /18/ Performance on Coachella's main stage /19/ Synch placement in MTV's "Rock Band" /20/ Video link on PerezHilton.com /21/ Performance on NBC's "Today" /22/ Synch placement in CW's "Gossip Girl" /23/ Cover story in Spin /24/ Single played on Radio Disney /25/ Performance on Radio Disney /26/ Song played over a hit movie's end credits /27/ Video on home page of MySpace Music /28/ Album displayed in Wal-Mart /29/ Performance on Vans Warped tour's main stage /30/ Synch placement in EA's "Madden NFL" /31/ Performance on Ozzfest's main stage /32/ Performance on CBS' "Late Show With David Letterman" /33/ Performance on "The Howard Stern Show" /34/ Performance on one of MTV's award shows (Video Music Awards, Movie Awards, Spring Break) /35/ Starring role in MTV reality show /36/ Song played on ABC's "Dancing With the Stars" /37/ Synch placement in a high-rotation TV ad for Converse /38/ Cover story in Entertainment Weekly /39/ Interview/review/profile in the New York Times /40/ Performance on NBC's "Late Night With Conan O'Brien" /41/ Synch placement in MTV's "The Hills" /42/ Album featured in iTunes' weekly "New Music Tuesday" e-mail /43/ Mention on PerezHilton.com /44/ Performance on NBC's "The Tonight Show With Jay Leno" /45/ Single played on KCRW's "Morning Becomes Eclectic" /46/ Interview/feature in Rolling Stone /47/ Synch placement in a high-rotation TV ad for Adidas /48/ Album/single review in Rolling Stone /49/ Video on the home page of Yahoo Music /50/ Artist included in Vanity Fair's annual music issue /51/ Cover story in Vibe /52/ Acting role in a movie /53/ Album displayed in Target /54/ Album displayed at Starbucks counter /55/ Performance on ABC's "Good Morning America" /56/ Album/single listed on Amazon's main music page /57/ Performance on Lollapalooza's secondary stages /58/ Album/single review on Pitchfork.com /59/ Performance on ABC's "Jimmy Kimmel Live!" /60/ Added to medium rotation at urban radio station in top 100 market /61/ Added to medium rotation at country radio station in top 100 market /62/ Performance on NPR's "World Cafe" /63/ Performance on Bonnaroo's secondary stages /64/ Showcase performance at South by Southwest /65/ Video in rotation on MTV /66/ Album promoted in Target circular /67/ Video in rotation on VH1's "Top 20 Countdown" /68/ Hosting spot on one of MTV's music shows ("Sucker Free," etc.) /69/ Televised performance at one of the key Latin award shows (Lo Nuestro, Premios Juventud, Latin Grammy Awards) /70/ Performance at the Virgin Mobile Festival /71/ Performance on Central Park's SummerStage /72/ Interview/review/profile in Wired /73/ Cover story in People en Espanol /74/ Album/single listed as "What We're Listening To" on iTunes /75/ Interview/feature in Spin /76/ Single played on NPR's "World Cafe" /77/ Performance on "Live With Regis and Kelly" /78/ Video on CMT's "Power Picks" /79/ Song played on Fox's "So You Think You Can Dance" /80/ Starring role in VH1 reality show /81/ Performance on All Points West's main stage /82/ Album displayed in Best Buy /83/ Album mentioned on Wal-Mart in-store video network /84/ Video in rotation on CMT /85/ Album/single review in Entertainment Weekly /86/ Album/single streamed on home page of AOL Music /87/ Interview/review/profile in Newsweek /88/ Performance on Comedy Central's "The Daily Show With Jon Stewart" /89/ Album/single review in Spin /90/ Synch placement in CW's "One Tree Hill" /91/ Video streamed on MTV.com's home page /92/ Interview/review/profile in Time /93/ Have song featured as theme for a telenovela /94/ Performance on Coachella's secondary stages /95/ Added to medium rotation at urban AC radio station in top 100 market /96/ News item on Pitchfork.com /97/ Video in rotation on VH1 /98/ Synch placement in a high-rotation TV ad for Reebok /99/ Added to medium rotation at CHR/top 40 radio station in top 100 market /100/ Synch placement in Showtime's "Californication"

DRIVING SALES**The following is a list of the promotional platforms that our panel deemed were best at driving sales of music in any format.**

/1/ Synch placement in a TV ad for Apple (iPod, iMac, MacBook, etc.) /2/ Performance on "The Oprah Winfrey Show" /3/ Song in a TV commercial that runs during a special event with significant viewership (Super Bowl, Academy Awards, Olympics, etc.) /4/ Song featured as free Single of the Week on iTunes /5/ Song covered on Fox's "American Idol" /6/ Synch placement in Activision's "Guitar Hero" /7/ Synch placement in MTV's "Rock Band" /8/ Synch placement in a high-rotation TV ad for Nike /9/ Song played over a hit movie's opening credits /10/ Single played on Radio Disney /11/ Synch placement in CW's "Gossip Girl" /12/ Performance on Lollapalooza's main stage /13/ Synch placement in HBO's "Entourage" /14/ Performance on Radio Disney /15/ Album displayed in Wal-Mart /16/ Synch placement in ABC's "Grey's Anatomy" /17/ Album displayed in Target /18/ Any single or video listed in "Free on iTunes" section /19/ Performance on NBC's "Today" /20/ Video on YouTube's Most Viewed Videos page for music /21/ Cover story in Rolling Stone /22/ Synch placement in Rockstar Games' "Grand Theft Auto" /23/ Album featured in iTunes' weekly "New Music Tuesday" e-mail /24/ Performance on Bonnaroo's main stage /25/ Performance on one of MTV's award shows (Video Music Awards, Movie Awards, Spring Break) /26/ Synch placement in a high-rotation TV ad for Converse /27/ Performance on Vans Warped tour's main stage /28/ Video on the front page of YouTube /29/ Synch placement in EA's "Madden NFL" /30/ Starring role in a reality show on MTV /31/ Performance on Coachella's main stage /32/ Cover story in Spin /33/ Performance on Ozzfest's main stage /34/ Album/single listed as "What We're Listening To" on iTunes /35/ Song played over a hit movie's end credits /36/ Synch placement in MTV's "The Hills" /37/ Album displayed at Starbucks counter /38/ Performance on "The Howard Stern Show" /39/ Song played on ABC's "Dancing With the Stars" /40/ Interview/feature in Rolling Stone /41/ Video in rotation on MTV /42/ Album promoted in Target circular /43/ Album displayed in Best Buy endcap /44/ Synch placement in a high-rotation TV ad for Adidas /45/ Performance at the Virgin Mobile Festival /46/ In-store performance at Borders /47/ Cover story in Vibe /48/ Added to medium rotation at urban radio station in top 100 market /49/ Performance on ABC's "Good Morning America" /50/ Album/single listed on Amazon's main music page /51/ Cover story in Entertainment Weekly /52/ Interview/review/profile in the New York Times /53/ Added to medium rotation at country radio station in top 100 market /54/ Video in rotation on VH1's "Top 20 Countdown" /55/ Video link on Perez-Hilton.com /56/ Album/single review in Rolling Stone /57/ Performance on Lollapalooza's secondary stages /58/ Performance on NPR's "World Cafe" /59/ Performance on Bonnaroo's secondary stages /60/ Televised performance at one of the key Latin award shows (Lo Nuestro, Premios Juventud, Latin Grammy Awards) /61/ Performance on CBS' "Late Show With David Letterman" /62/ Performance on NBC's "The Tonight Show With Jay Leno" /63/ Video on home page of MySpace Music /64/ Video on the home page of Yahoo Music /65/ Artist included in Vanity Fair's annual music issue /66/ Album/single review in Spin /67/ Album/single review on Pitchfork.com /68/ Synch placement in CW's "One Tree Hill" /69/ Performance on Walmart.com's "Soundcheck" /70/ Performance on Central Park's SummerStage /71/ Interview/feature in Spin /72/ Performance on All Points West's main stage /73/ Performance on ABC's "Jimmy Kimmel Live!" /74/ Album mentioned on Wal-Mart in-store video network /75/ Video in rotation on VH1 /76/ Cover story in People en Espanol /77/ Video on CMT's "Power Picks" /78/ Video in rotation on CMT /79/ Have song featured as theme for a telenovela /80/ Single played on KCRW's "Morning Becomes Eclectic" /81/ Promotional campaign with Coalition of Independent Music Stores /82/ Album promoted in Best Buy circular /83/ In-store performance at Barnes & Noble /84/ Synch placement in Showtime's "Californication" /85/ Performance on Rockstar Mayhem Festival's main stage /86/ Performance on NBC's "Late Night With Conan O'Brien" /87/ Interview/review/profile in Wired /88/ Performance on Coachella's secondary stages /89/ Added to medium rotation at rock radio station in top 100 market /90/ Album/single listed as one of Amazon's Music Editor Favorites /91/ Album included in Borders listening station /92/ Added to medium rotation at urban AC radio station in top 100 market /93/ Album/single review in Entertainment Weekly /94/ Video streamed on MTV.com's home page /95/ Interview/review/profile in Vibe /96/ Song played on Fox's "So You Think You Can Dance" /97/ Starring role in VH1 reality show /98/ Synch placement in a high-rotation TV ad for Reebok /99/ Cover story in Blender /100/ Mention on PerezHilton.com

PHOTO (COLOR): McENTIRE, CLARKSON and WINFREY

PHOTO (COLOR): DONNA SUMMER performed a medley of her songs during an 'American Idol' finale.

PHOTO (COLOR): THE KILLERS' 'All These Things That I've Done' was heard in Nike's Olympic spot (inset). Island Def Jam waited until a high-profile campaign came along before licensing it.

PHOTO (COLOR): 'ROCK BAND'

PHOTO (COLOR): BON IVER on NBC's 'Conan O'Brien'

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By Kamau High

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