

THE POWER OF MUSIC

billboard



THE WORLD'S MOST INFLUENTIAL MUSIC BRAND

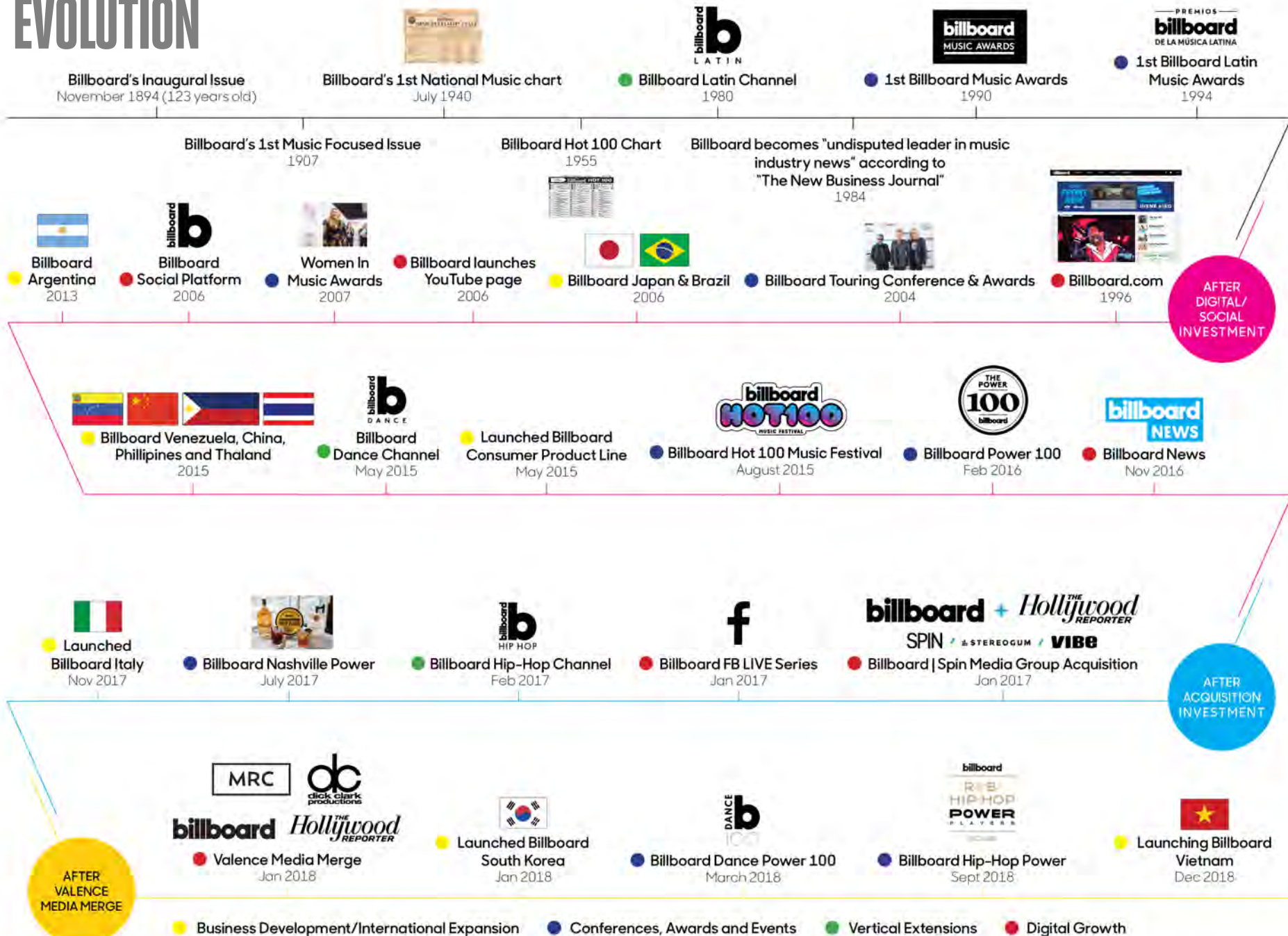
**MOST QUOTED MUSIC
RANKING IN THE WORLD**

**TELEVISED
AWARDS SHOWS**

**INTERNATIONAL EXTENSIONS
IN 10+ MARKETS**

**THRIVING LIVE
EVENTS BUSINESS**

EVOLUTION



BILLBOARD

THE DESTINATION FOR MUSIC DISCOVERY, ARTIST NEWS, AND ORIGINAL CONTENT.

PARTNERSHIPS

12+ MUSIC FESTIVAL PARTNERSHIPS

GLOBAL

10+ MARKETS



SOCIAL

26M TOTAL FOLLOWERS



MAGAZINE

115K READERSHIP
10+ GLOBAL EDITORIAL
EXTENSIONS



AWARD SHOWS

2 OF THE U.S.' MOST
VIEWED AWARD SHOWS

VIDEOS

87M VIDEO VIEWS
PER MONTH



CHARTS

15+ CAREER DEFINING CHARTS
ACROSS MULTIPLE GENRES

BILLBOARD.COM

18M UNIQUE VISITORS

INTERNATIONAL BUSINESS DEVELOPMENT

BILLBOARD'S BRAND EXPANDS INTERNATIONALLY, ENGAGING AUDIENCES AROUND THE WORLD THROUGH GLOBAL FRANCHISES AND LICENSING



INTERNATIONAL AGENCIES

- + CAA-GBG (Latam)
- + CPLG (Europe)
- + Bradford (India)
- + IMG (Asia)
- + Infiniss (Korea)
- + Segal (Canada)

INTERNATIONAL PARTNERS

- + Ayanat (Women's Fashion)
- + Emphasis (Footwear)
- + Judicious (Apparel)
- + Mash Style Lab (Women's Fashion)
- + Mego International (Apparel)
- + Shenzhen (Consumer Electronics)
- + Stuffactory (Consumer Electronics)

EDITORIAL EXTENSIONS

- + Japan, Venezuela, Brazil, Argentina, China, Korea, Thailand, Philippines, Italy, and more





THE AUDIENCE

AN INTERNATIONAL AUDIENCE OF TRENDSETTERS AND INFLUENTIAL MILLENIALS

A18-24

Unique Visitors

4.4M

7.2x

more likely to have spent between \$7,500-\$9,999 online on consumer electronics in the last 6 months

A18-34

Unique Visitors

9.1M

8.1x

more likely to have spent between \$7,500-\$9,999 online on consumer electronics in the last 6 months

A25-34

Unique Visitors

4.7M

4.8x

more likely to have spent between \$10,000+ online on consumer electronics in the last 6 months

Billboard parents are

42%

more likely to have spent \$500+ on toys/non-computer games in the last 6 months

A35+

Unique Visitors

8.7M

6.4x

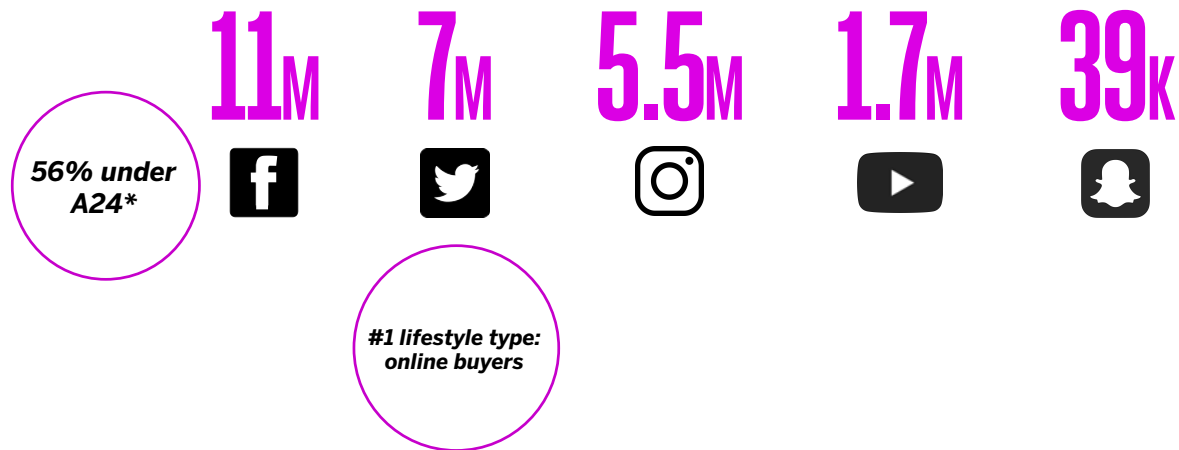
more likely to have spent between \$2,500-\$4,999 online on consumer electronics in the last 6 months

28%

more likely to consider themselves influential/trendsetters

SOCIAL FOOTPRINT

26M
**TOTAL
FOLLOWERS**



A woman with dark hair, wearing a black strapless dress and a large black wide-brimmed hat, is the central figure. She is looking slightly to the right. The background is a dark blue wall with a repeating floral or paisley pattern. The overall color scheme is monochromatic, using shades of blue and black.

SOCIAL FOOTPRINT

NO.1
MUSIC MEDIA
PUBLISHER

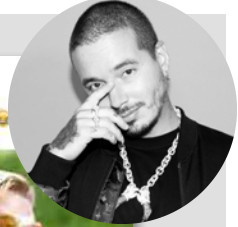
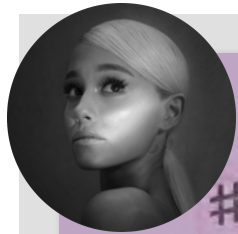
IN SOCIAL MEDIA ENGAGEMENT AND FACEBOOK VIDEO IN H1 2018



ENGAGEMENT

TALENT ENGAGEMENT

TOP TALENT REGULARLY POSTS OR RE-POSTS THEIR BILLBOARD CHART ACCOMPLISHMENTS, LATEST NEWS ON SONG AND ALBUM RELEASES, TOURS, AWARD SHOWS AND FESTIVALS



EDITORIAL FRANCHISES



POWER 100
January 2019



COUNTRY POWER PLAYERS
June 2019

TOP BRANDING POWER PLAYERS

**TOP BRANDING
POWER PLAYERS**
June 2019



TOP BUSINESS MANAGERS
August 2019



INDIE POWER PLAYERS
August 2019



HIP HOP POWER
September 2019



TOP ARENA MANAGERS
September 2019



40 UNDER 40
October 2019



21 UNDER 21
October 2019



LATIN POWER PLAYERS
November 2019



TOP DIGITAL POWER PLAYERS
November 2019



WOMEN IN MUSIC
December 2019

Billboard is an official media partner, with unprecedented access, and branding placement at:

COACHELLA



iHeartRADIO

Lollapalooza



FIREFLY
music festival



ULTRA
music festival



AUSTIN CITY LIMITS





PRODUCT VISION

LIFESTYLE MISSION

Billboard's legacy is built on celebrating music and the artists who create it.

Billboard's product vision will cultivate the inspiring power of music and its ability to unite.

Its aesthetic will be grounded in inclusivity and filtered through the spirit of music culture.

COOL

CASUAL

OPTIMISTIC

INNOVATIVE

BOLD

CREATIVE



GLOBAL PRODUCTS



CURRENT RETAIL PARTNERS

RETAIL PLACEMENT CONTINUES TO GROW QUARTER OVER
QUARTER GLOBALLY

AMAZON

AUTO ZONE

BARNES & NOBLE

BEST BUY

BIG LOTS

BURLINGTON COAT

FACTORY

CVS

JD.COM

MACY'S

BACKSTAGE

MARSHALLS

OFFICE DEPOT

PEP BOYS

PONPARE

RAKUTEN

RITE AIDE

ROSS

STAGE STORES

STAPLES

SUNRISE RECORDS

TJ MAXX

TJX UK

WALMART

WALMART ARGENTINA

WALMART COSTA RICA

WALMART MEXICO

WINNERS

UNIQUE MARKETING

IN ADDITION TO LEVERAGING BBTHR MEDIA GROUP'S
38.8M+ MONTHLY UVS AND 38M+ SOCIAL FOLLOWING,
BBTHR'S ANNUAL MEDIA PARTNERS FURTHER AMPLIFY NEW PRODUCT
LAUNCHES THROUGH SEISMIC MULTI-MEDIA PARTNERSHIP CAMPAIGNS.



PRINT
343K+
READERSHIP

EMAIL
150K+
SUBSCRIBERS

SOCIAL*
38M+
FOLLOERS

ONLINE
38.8M+
FOLLOERS

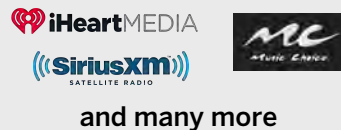


PROMOTION
billboard *Hollywood*
SPIN **VIBE**
STEREOGUM

AMPLIFICATION



PARTNER PROMOTION



TALENT ENGAGEMENT



FAN INTERACTION



***CUSTOM SOCIAL ADS**

THANK YOU

