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News Release

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AEG and Nielsen Strike Strategic Alliance To Expand the *Billboard* Brand Globally

***Premier Music Brand and Leading Events Producer
To Create TV Award Shows and Live Consumer Events***

New York and Los Angeles – May 9, 2007 – The Nielsen Company and AEG LIVE, the L.A.-based division of AEG, today announced a strategic alliance focused on Nielsen's *Billboard*, the world's premier music industry brand. Together, the companies will create live events and television award shows that leverage the considerable strengths and resources of both organizations to capitalize on the *Billboard* brand, expanding its reach to new audiences and deepening its presence in current markets.

The long-term agreement grants AEG the exclusive right to produce *Billboard*-branded TV award shows and live music and entertainment events, including the expansion of successful existing franchises, such as The *Billboard* Music Awards and The *Billboard* Latin Music Awards, as well as the launch of tours, concerts, festivals and new television award shows.

"It is a privilege to create this alliance with a brand and an organization so respected in the entertainment and music business," said Timothy J. Leiweke, President & CEO, AEG. "With the resources, talent and experience both of our companies have committed, the events and programming on the horizon will certainly enhance the existing properties while creating groundbreaking new endeavors for an even wider variety of consumers. We thank our colleagues at Nielsen for trusting us with their shows and brand and look forward to many great years together."

"Our alliance marries AEG's leadership and innovation in live entertainment and music to *Billboard's* unmatched brand strength and credibility with both consumers and the industry. This agreement provides unlimited opportunities to further extend the *Billboard* brand through market-leading concerts, tours, festivals and TV productions," said John Kilcullen, Publisher of *Billboard* and Senior Vice President of the Film and Performing Arts and Music and Literary Groups for Nielsen Business Media. "Propelled by our combined creativity, AEG and Nielsen will provide new ways for consumers and the industry to experience the music and performances they love. We are thrilled to be working with AEG and look forward to a long and productive relationship."



In collaboration with Nielsen, AEG will handle all sales, promotional and merchandising opportunities surrounding *Billboard* television awards programming and live events, including reaching television distribution agreements. The companies plan to create content for digital platforms, such as broadband and mobile, to support and deepen the audience experience of each event and program. The long-term alliance includes music and entertainment productions originating in the United States, the United Kingdom and Germany, and provides global broadcast rights to AEG for events produced in those countries.

“Having the ability to form this alliance to further grow and develop an incredibly successful brand, especially in broadcast and new media platforms, is certainly a rare opportunity,” said Randy Phillips, President & CEO, AEG LIVE. “Billboard is the gold, platinum, diamond and crystal standard for both the music industry and the music consumer. AEG LIVE is a quality over quantity company and the fit between these two organizations is seamless. Our alliance crosses our live touring, sponsorship, content creation and facilities divisions to create unparalleled live and broadcast events. To say we are thrilled to announce this new alliance is an understatement.”

“We couldn’t be more pleased to be teaming with AEG to expand the Billboard brand and deepen our relationship with both consumers and the music industry. It’s a perfect fit: AEG is one of the most innovative and successful global leaders in live entertainment and sports and Billboard is the world’s premiere music brand. I expect this to be a great relationship,” said Tamara Conniff, Executive Editor and Associate Publisher of *Billboard*.

As part of the agreement, the companies anticipate moving the *Billboard* Touring Conference to L.A. Live, a four-million square foot, \$2.5 billion downtown Los Angeles sports and entertainment district being developed by AEG adjacent to STAPLES Center and the Los Angeles Convention Center. The *Billboard* Touring Conference is one of the premier gatherings for the concert industry, featuring informative panels, engaging discussions, invaluable networking opportunities and exciting awards targeted at promoters, agents, managers, venues, sponsors, and production professionals. Other venues owned and operated by AEG which potentially could host current and ‘to-be-developed’ programming include STAPLES Center, Nokia Theatre Times Square, The Colosseum at Caesars Palace, The Joint at the Hard Rock Hotel in Las Vegas and the soon to be completed Nokia Theatre and Club Nokia (both at L.A. Live) as well as London’s O2 Arena and Club Indigo.

Now in its 112th year, *Billboard* is the world's leading weekly music publication with a diverse, international portfolio of brand extensions for consumers and the industry, including digital products, radio programming and live entertainment nightclubs. For more than a decade, *Billboard* has created powerful music and entertainment conferences, events and television award productions, ranging from the iconic *Billboard* Music Awards to the *Billboard* Mobile Entertainment Live conference. AEG LIVE, the live-entertainment division of AEG, is devoted to all aspects of creating, producing and promoting live entertainment including concerts, productions and special events. The company currently produces or co-produces events including the *New Orleans Jazz & Heritage Festival* and the award-winning annual *Coachella Valley Music & Arts Festival*, and recently has promoted tours starring artists and groups such as Justin Timberlake and Christina Aguilera, the Dixie Chicks and American Idol.

About AEG

AEG is one of the leading sports and entertainment presenters in the world. AEG, a wholly owned subsidiary of the Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center, Toyota Park, Anaheim Arena (as preferred booking agent), Target Center and the Hartford Civic Center; sports franchises throughout the world including the Los Angeles Kings (NHL), Los Angeles Riptide (MLL) and three MLS franchises. In addition, AEG has recently developed and opened The Home Depot Center, a \$150 million national training facility on the Campus of California State University Dominguez Hills in Carson, California designated as an “Official U.S. Olympic Training Site” by the United States Olympic Committee.



The organization is overseeing the development of L.A. Live, a 4 million square foot / \$2.5 billion downtown Los Angeles sports & entertainment district featuring NOKIA Theatre at L.A. Live, a 7,100-seat state-of-the-art live theatre, a 54-story, 1000-room convention center “headquarters” hotel, Club NOKIA at L.A. Live, a 2,200 capacity live music venue, a 14-screen Regal Cineplex, “broadcast” facilities for ESPN, along with entertainment, restaurant, residential and office space. The company is also fully developing the 28-acre Millennium Dome and adjacent property located in the eastern part of London along the Thames River and will create The O2, which includes a 23,000-seat arena and over 650,000sf of leisure and entertainment use within the ‘Dome’ and additional arenas in Berlin, Ontario, California and Kansas City, Missouri as well as an outdoor stadium in Harrison, New Jersey.

About AEG LIVE

AEG LIVE, the company’s live entertainment division, is one of the world’s leading concert promotion and touring organizations that has recently promoted national tours on behalf of artists such as Prince, Usher, Kenny Chesney, Nickelback, Rod Stewart, Paul McCartney, Yanni, the Eagles, Justin Timberlake and Christina Aguilera, Cheetah Girls, Dixie Chicks, American Idols Live and So You Think You Can Dance as well as producing “A New Day...” starring Celine Dion appearing exclusively at the Colosseum at Caesars Palace and the international museum tour of King Tut’s artifacts. AEG LIVE co-produces the New Orleans Jazz & Heritage Festival and Goldenvoice, the company’s southern California-based regional promotion division created and operates the award winning annual Coachella Valley Music & Arts Festival in addition to presenting with HBO The Comedy Festival, an annual event taking place in Las Vegas. AEG LIVE operates nearly two dozen theatres and concert venues including Nokia Theatre Grand Prairie (Texas), the 2,100-seat NOKIA Theatre Times Square, The Joint (at the Hard Rock Hotel and Casino, Las Vegas), Palladium Ballroom (Dallas), WaMu Theater (Seattle), Royal Oak Music Theatre (Detroit), Bluebird Theatre (Denver), Ogden Theatre (Denver), Pizza Hut Park (Frisco, Texas), Crew Stadium (Columbus, Ohio), Toyota Park (Bridgeview, Illinois), Warehouse Live (Houston) and the El Rey (Los Angeles).

About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions and recognized brands in marketing information (ACNielsen) media information (Nielsen Media Research), business publications (*Billboard*, *The Hollywood Reporter*, *Adweek*), trade shows and the newspaper sector (Scarborough Research). The privately held company has more than 42,000 employees and is active in more than 100 countries with headquarters in Haarlem, The Netherlands, and New York, USA. For more information about the company, please visit <http://www.nielsen.com>.

About Billboard

Now in its 112th year, *Billboard* is the world's premier weekly music publication and a diverse digital, events, content and data-licensing brand. *Billboard* publishes the most trusted music charts and offers unrivaled reporting about the latest music, video, gaming, media, digital and mobile entertainment issues and trends. *Billboard* is the flagship property for the Billboard Information Group, which also includes Billboard.biz, Billboard.com, Billboard Chart Alert, Billboard Information Network (BIN), Billboard Directories, Billboard Books, Billboard Licensing & Events and Radio & Records. *Billboard's* many strategic alliances include Microsoft, Reuters, Sirius Satellite Radio, Telemundo, Univision Radio, ABC Radio Networks, Azteca America and *Billboard* sister companies Nielsen SoundScan and Nielsen Broadcast Data Systems. These alliances leverage *Billboard's* proprietary data, charts and information resources to develop broadcast entertainment, digital and mobile products and contextual commerce applications that expand *Billboard's* franchise and consumer reach.

Billboard is headquartered in New York with bureaus in Boston, London, Los Angeles, Miami, Nashville and Washington, D.C., and has editorial correspondents in major cities around the globe. The Group is a unit of Nielsen Business Media, a worldwide media company that provides specialized publications, electronically delivered data, expositions and marketing services.

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