

Album Sales

Country Music accounted for 10.6% of total albums sold in 2003, with a total of 69.3 million units sold. (2)

Among 2003's Top Ten Selling Albums in all genres, Toby Keith's *Shock' N Y'all* was ranked No. 9 with more than 2.3 million albums sold. (2)

Shania Twain's album, *UP!*, has been certified Diamond (10x Platinum) by the RIAA (according to its criteria for certification of double package recordings). This makes Twain the only artist in history to have three consecutive Diamond-certified albums.

The RIAA announced that Country Music Hall of Fame member Elvis Presley now stands as the best selling solo artist in U.S. history with overall album sales totals of 117.5+ million.

Radio

Country radio continues to be the dominant radio format in the United States, which can be an effective way to leverage film and television audiences - resulting in higher box office receipts and television ratings.

NUMBER OF U.S. RADIO STATIONS BY FORMAT (3)

Country	News/Talk	A/C	Top 40
2,077	1,222	1,071	853

Music Makes Movies & TV Magical

The Country Music Association provides: Research on Country Music fans and films; Country Music contacts for producers, talent and marketing executives; and Country Music promotional marketing consulting for the film and television industry. Marketing with Country Music.... it's more than just a concept!

For more information on how using Country Music in films, television and soundtracks can work for you, contact the CMA Marketing Department at 1.800.998.4636 or log onto www.marketing.cmaworld.com



WWW.CMAWORLD.COM • CMA, ONE MUSIC CIRCLE SOUTH, NASHVILLE, TENN 37203

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SOURCE: (1) MRI, Fall 2003 (2) Nielsen SoundScan (3) M-Street, January 2004

country music
partnering with
FILM & TELEVISION

2004

Did you know this about Country Music and Movies?

8 MILE

28.2%

% OF ADULTS WHO SAW 8 MILE AT THE MOVIE THEATER ARE COUNTRY MUSIC FANS (1)

39.4%

% OF ADULTS WHO RENTED 8 MILE ON DVD OR VHS ARE COUNTRY MUSIC FANS (1)

38.5%

% OF ADULTS WHO BOUGHT 8 MILE ON DVD OR VHS ARE COUNTRY MUSIC FANS (1)

42.0% of adults who attend movies at the theater within two weeks of release are Country Music fans (1)

41.2% of adults who go to the movie theater at least once a week or more are Country Music fans (1)

44.7% of adults who purchase 5-7 DVDs monthly are Country Music fans (1)

44.2% of adults that are heavy users (4+) of pay-per-view movies annually are Country Music fans (1)

THE LORD OF THE RINGS: THE TWO TOWERS

38.0%

% OF ADULTS WHO SAW LOTR: THE TWO TOWERS AT THE MOVIE THEATER ARE COUNTRY MUSIC FANS (1)

45.7%

% OF ADULTS WHO RENTED LOTR: THE TWO TOWERS ON DVD OR VHS ARE COUNTRY MUSIC FANS (1)

40.6%

% OF ADULTS WHO BOUGHT LOTR: THE TWO TOWERS ON DVD OR VHS ARE COUNTRY MUSIC FANS (1)

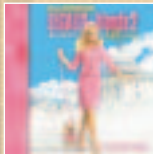
10 MOST WATCHED MOVIES

All Adults 18+: 9/1/02 through 10/26/03*

	Unduplicated Adults	% Country Fans
Spiderman	23,517,000	37.2%
Men In Black 2	16,730,000	37.3%
Star Wars: Episode II Attack of the Clones	14,770,000	37.3%
Lord Of The Rings: The Two Towers	12,879,000	38.0%
Signs	11,654,000	40.8%
Minority Report	11,496,000	31.7%
Ice Age	11,495,000	45.4%
The Bourne Identity	11,251,000	35.0%
Panic Room	11,046,000	36.6%
Scooby-Doo	10,994,000	42.8%
Lilo & Stitch	10,972,000	42.0%
Austin Powers in Goldmember	10,705,000	35.1%

*MRI Interviewing Cycle

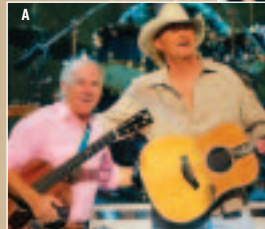
COUNTRY MUSIC IN FILM (PARTIAL LIST 2003/2004):



Along Came Polly
Blue Collar Comedy Tour
Cold Mountain
Jersey Girl
Legally Blonde 2: Red, White & Blonde

Country Music & Television

- 49.3% of adults 18+ who watch the Academy Awards® are Country Music fans. (1)
- 52.5% of adults 18+ who watch the Golden Globes® are Country Music fans. (1)
- 52.3% of adults 18+ who watch the Prime-time Emmy® Awards are Country Music fans. (1)
- 53.5% of adults 18+ who watch the GRAMMYS® are Country Music fans. (1)



Norah Jones/Dolly Parton

Jimmy Buffet/Alan Jackson

"The 37th Annual CMA Awards," attracted more than 40 million viewers, earning the CBS Television Network its first Wednesday night win of the season, and the No. 3 rating spot for the week. This marked the third consecutive year the CMA Awards was broadcast during the competitive fall sweeps period and the most watched broadcast of the CMA Awards since 1996. The CMA Awards won all but one demographic, going up in adults 25-54 and adults 18-49. The broadcast featured 22 music performance segments including Alan Jackson/Jimmy Buffet (A) and Dolly Parton/Norah Jones (B). Every artist who performed on the CMA Awards experienced a sales jump immediately following the broadcast. The *Billboard* Top 75 Country albums chart reflected a nearly 170 percent weekly increase, the largest Nielsen SoundScan increase in the last four years excluding debuts.



"The 38th Annual CMA Awards" will be broadcast Tuesday, Nov. 9 at 8PM/EST on the CBS Television Network, once again positioned in the key November sweeps and holiday retail launch period.

"48 Hours Investigates" on CBS aired an entire episode dedicated to Country Music in November, leading up to the CMA Awards.

Show host Leslie Stahl taped segments from the CMA Awards stage at the Grand Ole Opry House in Nashville. The episode featured Brooks & Dunn, Kenny Chesney, Reba McEntire, LeAnn Rimes and Shania Twain.

NBC had two high-profile Shania Twain television specials in 2003 – "Shania Twain: UP! Live From Chicago" and "Shania Twain: UP! Close and Personal." (C)

Shania Twain



COUNTRY ARTISTS' TV APPEARANCES (PARTIAL LIST):

BRAD PAISLEY	"According to Jim"
BRAD PAISLEY, LEANN RIMES & BLAKE SHELTON	"American Dreams"
CLINT BLACK (E)	"Hope & Faith"
BROOKS & DUNN	"Las Vegas"
JIMMY WAYNE	"Switched"
LEE ANN WOMACK	"The District"
WYNONNA JUDD & RANDY TRAVIS	"Touched By An Angel"
TRACE ADKINS & TRAVIS TRITT (D)	"Yes, Dear"



Mike O'Malley, Travis Tritt, Trace Adkins and Anthony Clark on "Yes, Dear"



Clint Black and Faith Ford on "Hope and Faith"