

SUIT & TIE: OPTIONAL.

NEIGHBORHOODS THAT TOP THE ENTERTAINMENT SPENDING CHARTS



TEMPO

HIGH ENTERTAINMENT SPENDER'S LEISURE TIME

- 4.3 HOURS PER WEEK LISTENING TO MUSIC
- 3.5 HOURS PER WEEK WATCHING DVD/BLU-RAYS
- 3.4 HOURS PER WEEK ATTENDING LIVE EVENTS
- 3.3 HOURS PER WEEK WATCHING VIDEO-ON-DEMAND

NIELSEN US ENTERTAINMENT CONSUMER REPORT, SPRING 2013

225 MILLION PEOPLE WENT TO THE MOVIES AT LEAST ONCE IN 2012

MPPA THEATRICAL MARKET STATISTICS, 2012

\$7.1 BILLION RECORDED MUSIC SALES IN 2012

RIAA YEAR-END INDUSTRY SHIPMENT AND REVENUE STATISTICS, 2012

CONCERT LINEUP

CITIES WITH HIGH ENTERTAINMENT SPENDER NEIGHBORHOODS

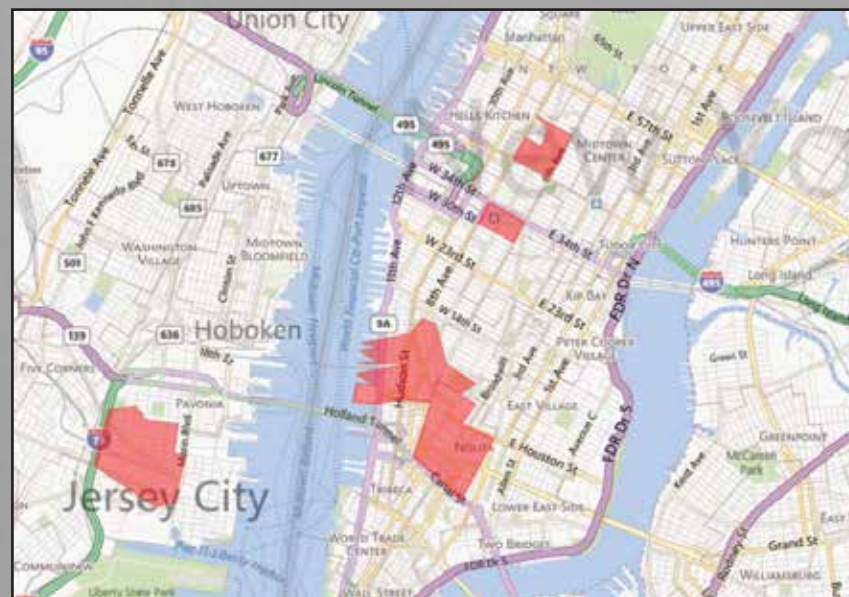
MANY OF THESE CITIES CORRESPONDED TO STOPS ON THE LEGENDS OF THE SUMMER STADIUM TOUR

- BALTIMORE, MD
- BOSTON, MA
- CHATTANOOGA, TN
- COLUMBIA, MO
- GREEN BAY, WI
- DETROIT, MI
- LOS ANGELES, CA
- NEW YORK, NY
- TOLEDO, OH
- SAN FRANCISCO, CA

TOUR STOPS

NEIGHBORHOODS WITH HIGH ENTERTAINMENT SPENDERS

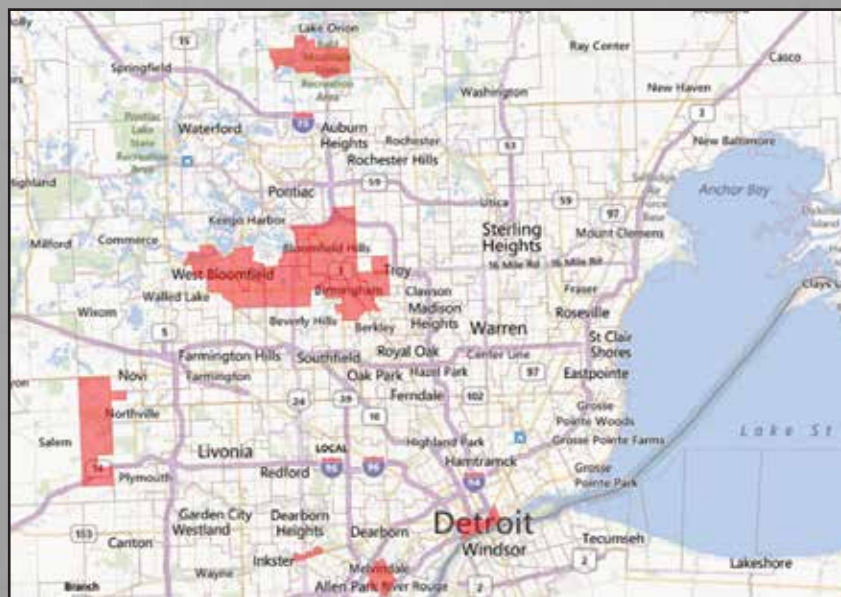
NEW YORK | JULY 19



High Entertainment Spender Neighborhoods

1. GREENWICH VILLAGE, NY
2. GROVE STREET, NJ
3. HARSIMUS COVE, NJ
4. NOLITA, NY
5. SOHO, NY
6. WEST VILLAGE, NY

DETROIT | AUGUST 6



1. BLOOMFIELD HILLS, MI
2. BIRMINGHAM, MI
3. FRANKLIN, MI
4. LAKE ORION HEIGHTS, MI
5. ORCHARD LAKE, MI
6. TROY, MI

GENRES

PROFILES OF HIGH ENTERTAINMENT SPENDERS

NEW YORK

PROFILE

- INCOME: \$100,000+
- EDUCATION: COLLEGE+
- AGES: 35-54

INTERESTS

- BUSINESS AND FINANCE
- ECONOMY
- FOOD AND DRINK TRENDS
- SPORTS

ABOVE AVERAGE SPENDING

- CHILDREN'S APPAREL STORES
- DEPARTMENT STORES
- FAMILY APPAREL STORES
- SHOE STORES
- WOMEN'S APPAREL STORES

DETROIT

PROFILE

- INCOME: \$100,000+
- EDUCATION: COLLEGE+
- HOMEOWNERS

INTERESTS

- ECONOMY
- LAW AND GOVERNMENT
- SPORTS
- YOGA

ABOVE AVERAGE SPENDING

- CELL PHONE SERVICES
- DEPARTMENT STORES
- INSURANCE
- MASS GROCERY STORES
- WOMEN'S APPAREL STORES

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