

Album Sales

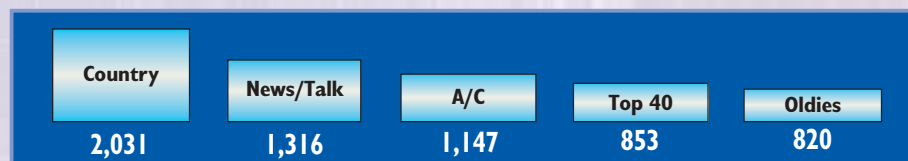
Country Music accounted for 11.7% of total albums sold in 2004, with a total of 77.7 million sold. (2)

Among 2004's Top Ten Selling Albums in all genres, Kenny Chesney's *When the Sun Goes Down*, ranked No. 4 (3.1 million), Gretchen Wilson's *Here For The Party* ranked No. 5 (2.9 million) and Tim McGraw's *Live Like You Were Dying* ranked No. 6 (2.8 million). (2)

Radio

More than 45 million adults listen to Country radio stations nationwide each week. 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)



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, TN 37203
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SOURCE: (1) MRI, Fall 2004 (2) Nielsen SoundScan (3) M-Street, January 2005 (4) Nielsen Media Research data
PHOTO CREDITS: (A/C) ABC/Ida Mae Astute; (B) Justin Lubin/NBC; (D) NBC; (E) Adam Larkey/ABC



CMA-C0025A • HOLLYWOOD BROCHURE • 11.5" x 11" • INSERTION DATE: UNKNOWN
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**Country
Music**
partnering with
**Film &
Television**

2005

cma
COUNTRY MUSIC ASSOCIATION

Did you know this about Country Music and Movies?

FINDING NEMO

38.2%

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

41.8%

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

46.3%

% OF ADULTS WHO PURCHASED FINDING NEMO ON DVD OR VHS ARE COUNTRY MUSIC FANS (1)

34.0% of adults who attend movies at the theater within two weeks of release are Country Music fans (1)

37.4% of adults who go to the movie theater at 2-3 times per month are Country Music fans (1)

47.5% of adults who purchase 5-7 DVDs monthly are Country Music fans (1)

46.2% of adults that are heavy users (4+) of pay-per-view movies annually are Country Music fans (1)

39.0% of Premium Service subscribers (HBO/Showtime/ Starz!/Encore/Movie Channel/ Cinemax) are Country Music fans (1)

SEABISCUIT

40.4%

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

46.7%

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

51.9%

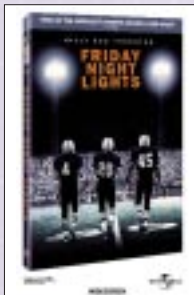
% OF ADULTS WHO PURCHASED SEABISCUIT ON DVD OR VHS ARE COUNTRY MUSIC FANS (1)

10 MOST WATCHED MOVIES

All Adults 18+: 9/1/03 through 10/29/04*

	Unduplicated Adults	% Country Fans
Lord Of The Rings: Return Of The King	24,412,000	38.4%
Pirates of The Caribbean: Curse of the Black Pearl	21,722,000	37.8%
Finding Nemo	20,440,000	38.2%
Seabiscuit	16,876,000	40.4%
Bruce Almighty	15,317,000	41.3%
The Matrix Reloaded	14,829,000	32.5%
Cold Mountain	12,712,000	46.6%
The Matrix Revolutions	12,247,000	32.3%
50 First Dates	11,052,000	44.9%
Cheaper By The Dozen	10,799,000	47.2%

*MRI Interviewing Cycle



The DVD release of "Friday Night Lights", featuring Tim McGraw, sold more than 3 million copies in its first week of release to home video.

COUNTRY MUSIC IN FILM (PARTIAL LIST 2004):

"Chasing Liberty"
 "Christmas With The Kranks"
 "Home on the Range"
 "I ♥ Huckabees"
 "Kill Bill Vol. 2"
 "Raising Helen"
 "Starsky & Hutch"
 "Surviving Christmas"



Country Music & Television

THE % OF ADULTS WHO WATCH THE FOLLOWING ENTERTAINMENT SPECIALS ARE COUNTRY FANS (1):

Academy Awards	47.7%
Golden Globe Awards	48.9%
Primetime Emmy Awards	51.3%
GRAMMY® Awards	50.7%
Latin GRAMMY® Awards	51.1%
Kennedy Center Honors	46.7%

"The 38th Annual CMA Awards," attracted more than 37 million viewers, giving CBS Television Network its most watched and highest rated Tuesday night since November 2001. This marked the fourth consecutive year the CMA Awards was broadcast during the competitive Fall sweeps period. The CMA Awards won every half-hour in households, viewers, adults 25-54 and adults 18-49. The Video of the

Year award went to "Whiskey Lullaby," directed by actor Rick Schroder and featuring Brad Paisley, with Alison Krauss.



TOP RATED AWARD SHOWS (4)

1. Academy Awards	25.4/38
2. GRAMMY® Awards	11.6/18
3. CMA Awards	11.5/18
4. Golden Globe Awards	11.3/17
5. Primetime Emmy Awards	9.4/15

The 2005 CMA Awards will be held in New York City as "The Big Apple Hosts Country Music's Biggest Night." The show will air live on the CBS Television Network on Tuesday, Nov. 15 from Madison Square Garden.

Gretchen Wilson was profiled on "60 Minutes." The segment aired in December and focused on her meteoric rise to fame. The segment was taped in Nashville and featured interviews with fellow MusicMafia members Big & Rich.

In November, "Good Morning America" came to Nashville as Shania Twain took over Nashville's Lower Broadway for the show's live concert series. (A)

Tim McGraw's second NBC television special "Tim McGraw: Here and Now," featured appearances by Nelly and Faith Hill. This was the top rated network television music special for 2004. (B)



ABC's "Good Morning America" features Julie Roberts as the voice behind their "Good To Go" advertising campaign. (C)

Alison Krauss performed two nominated songs from the movie soundtrack "Cold Mountain" on the 2004 Academy Awards.



Shania Twain



Tim McGraw/Nelly



COUNTRY ARTISTS' TV APPEARANCES (PARTIAL LIST):

EDDIE MONTGOMERY	"Rodney"
LONESTAR (D), BLUE COUNTY	"Days of our Lives"
MARTINA McBRIDE	"Sesame Street"
RANDY TRAVIS (E), LEANN RIMES and LEE ANN WOMACK	"Extreme Makeover: Home Edition"
KENNY ROGERS	"Nick & Jessica Variety Hour"
CLINT BLACK, BROOKS & DUNN	"Las Vegas"
KENNY CHESNEY	"Christmas at Rockefeller Center"



10 MOST WATCHED TELEVISION PROGRAMS:

Adults 18+: 9/1/03 through 10/29/04*

	All Adults 18+	% Country Fans
Everybody Loves Raymond	35,934,000	47.5%
CSI	35,866,000	47.7%
Law And Order	33,620,000	42.7%
Law And Order: SVU	31,195,000	45.8%
Friends	28,164,000	45.8%
CSI: Miami	27,626,000	47.3%
Law And Order: CI	26,388,000	45.2%
60 Minutes	24,583,000	39.4%
Fear Factor	24,224,000	49.5%
Cops	23,930,000	46.6%

*MRI Interviewing Cycle