



The recognized industry leader in analysis of the VHS and DVD  
Sell-Through Marketplace

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## F.A.Q. – Frequently Asked Questions

### Who Are We?

VideoScan and ACNielsen (a partnership since January 2000, and sister companies under the VNU banner since 2001) seamlessly integrate point-of-sale (POS) data collected by both companies to provide a comprehensive view of the VHS and DVD sell-through business.

VideoScan, a leader in video market research since 1993, manages the business on behalf of the partnership. With its strong history and relationships with studios and retailers, VideoScan provides industry-wide expertise and perspective.

ACNielsen, the leader in data services to the Consumer Packaged Goods industry, brings its powerful analytic capabilities and broad coverage of the discount mass merchants, grocery and drug retailers to the partnership.

Together, VideoScan and ACNielsen are the acknowledged leader in consumer research for the VHS and DVD sell-through industry. The partnership between VideoScan and ACNielsen is marketed as **Nielsen VideoScan**

### How Do We Do It?

Nielsen VideoScan collects POS data (consumer purchases) from key retailers across the country, and provides that data to subscribing customers in the entertainment industry. Sales data are transmitted weekly from reporting retailers, and compiled into reports that are made available through the Nielsen VideoScan web sites and the ACNielsen NITRO data delivery system. Sales are captured from traditional channels of video distribution, which include mass merchants, audio/video and video specialty retailers, electronics outlets, grocery and drug channels, and some Internet sites.

### Which Retailers Currently Report Sales?

Our retailers include industry giants such as Kmart, Target, Blockbuster, Musicland, Tower, Wherehouse, Best Buy, Circuit City, Costco and major Grocery and Drug chains.

Nielsen VideoScan's data is broken into the following categories by type of retailer.

1. Specialty Retail (e.g. Blockbuster, Musicland, Tower, Wherehouse)
2. Discount Mass Merchants, Drug & Grocery (e.g. Kmart, Target, Walgreens, Ralphs)
3. Other Mass Merchants (e.g. Best Buy, Circuit City, Costco, Amazon.com, Buy.com)

In addition to being aggregated in channel #2, sales for the Drug and Grocery channels are also listed separately:

- a) Drug (e.g. Walgreens, Sav-On, Rite-Aid, Longs)
- b) Grocery (e.g. Ralphs, Albertsons, Piggly Wiggly, Jewel)

## What About Wal\*Mart?

Wal\*Mart does not report sales data to ACNielsen. This is due to a Wal\*Mart corporate mandate that the retailer does not provide sales data to third party data companies. This impacts not only the home entertainment industry, but all other consumer packaged goods categories (e.g. paper goods, candy and pet food).

## Who Are Our Customers?

Our customers include major studios, independent video labels, producers and market research companies. While most of our customers choose annual subscriptions, we also work with customers on a project-by-project basis. We can handle everything from sophisticated research to simple ad-hoc requests.

## Where Is Our Data Published?

Nielsen VideoScan's charts are currently published in *Billboard*, *The Hollywood Reporter*, *Video Store Magazine*, *The Los Angeles Times*, *The New York Times* and others.

## What Titles Do We Track?

Nielsen VideoScan maintains one of the largest databases of VHS and DVD products. Virtually every UPC code in sell-through release since 1993 can be found in our extensive database.

(Please note: Sales data for all music formats are tracked by our sister company, SoundScan. Sales data (including VHS and DVD) for music titles are not available from Nielsen VideoScan)

## How Far Back Does Our Data Go?

Reporting of complete sales data in all channels is available beginning in January 2000 (supplementary data is available for 1999).

## How Is Nielsen VideoScan Data Accessed?

Nielsen VideoScan offers two methods of accessing data.

**The Web:** The first method of access is via a subscriber-only web site. Our web site provides top-line information including Top 100 charts, title reports and market share information. This offers our most economical subscription method available for ongoing access to Nielsen VideoScan.

**NITRO:** The second method for accessing our data is an ACNielsen Excel-base retrieval system called NITRO. This platform is designed for the sophisticated user and provides many

permutations of data sets. With NITRO's sophistication comes a price tag significantly higher than our web-only subscription rates. The cost generally prohibits all but our largest clients from subscribing to this delivery platform. However, custom analysis utilizing NITRO's capabilities is available on an ad-hoc basis.

## What Type of Information Is Available On Our Web Site?

Nielsen VideoScan's web site is available to subscribers only and contains weekly unit sales for over 60,000 VHS and DVD items. Our data is collected in two stages. The first wave of data is made available three days after the close of the business week, and the second wave of data is available ten days after the close of the business week.

### FIRST ALERT

We call the system that delivers the first wave of data the **First Alert** system. **First Alert** is designed to provide our clients with a preview of things to come. It can be equated to "early box office." It should be noted that chart positions and unit volume can change significantly between **First Alert** and the **Complete** data available the following week.

- ◇ **First Alert** – The First Alert system provides almost immediate information, compiled from Nielsen VideoScan's early reporting retailers. First Alert data is available three days after the close of the reporting week. However, First Alert *does not* contain sales data from Wal\*Mart, Grocery and Drug.

### COMPLETE

The **Complete** system becomes available once the second wave of data has been collected. The data in this system can be considered "final."

- ◇ **The Complete System** – Complete system data combines information from all channels and all reporting retailers including Kmart, Grocery & Drug. Complete data are available ten days after the close of the reporting week.

The reports available on the **Complete** system are the following:

- ✓ **Title Reports** with sales for each title categorized nationally, regionally and by channel,
- ✓ **Sales History Reports** providing week-by-week title sales since 1999 or release date (if later),
- ✓ **Summary Reports** providing industry overviews comparing sales from previous years as well as weekly comparisons to the prior year,
- ✓ **Market Share Reports** giving annual and weekly market shares by distributor/label,
- ✓ **Top 100 Charts** for numerous categories rank the top titles by unit sales. Charts are available for the current week's sales or for cumulative year-to-date sales. Prior year-end charts are also available. Chart categories include distributors and selected genres.

## What Type of Information Is Available In NITRO?

NITRO is available as a dial-up service and enables the user to craft sophisticated data pulls. In addition to the extensive information available on our web site, NITRO delivers census data from participating retailers, revenue information and over thirty query characteristics ranging from box office to release source.

## How Often Are Our Systems Updated?

The NIELSEN VIDEOSCAN web site is updated to incorporate the week's new data each Wednesday at 12:00 (noon) Pacific Time.

Subscribers may access the web site 24 hours a day, 7 days a week.

For the clients subscribing to ACNielsen's NITRO system – it's updated on Monday morning and is also available 24 hours a day, 7 days a week.

## Company Bios:

- ◇ VideoScan has been providing analysis on consumer POS for the home video industry since 1993. We are a sister company to SoundScan, the acknowledged information source for the music industry, providing charts to Billboard and data to the music industry since 1991.
- ◇ ACNielsen, offering services in over 100 countries and with revenues exceeding one billion dollars, is the global leader in delivering market research, information and analysis to the consumer products and services industries.
- ◇ VideoScan and ACNielsen are part of VNU, a multi-billion dollar Dutch publishing and information services company that owns, among other things, BPI Communications (Billboard, The Hollywood Reporter, Adweek), Claritas, Spectra, the National Research Group (NRG), and Nielsen Media Research.
- ◇ The partnership between VideoScan and ACNielsen is marketed as **Nielsen VideoScan**.