



**Artist Entertainment Deals  
Beyond 360:  
Reality Show Winners  
as Recording Artists**

SXSW 2014

# Artist Entertainment Deals Beyond 360

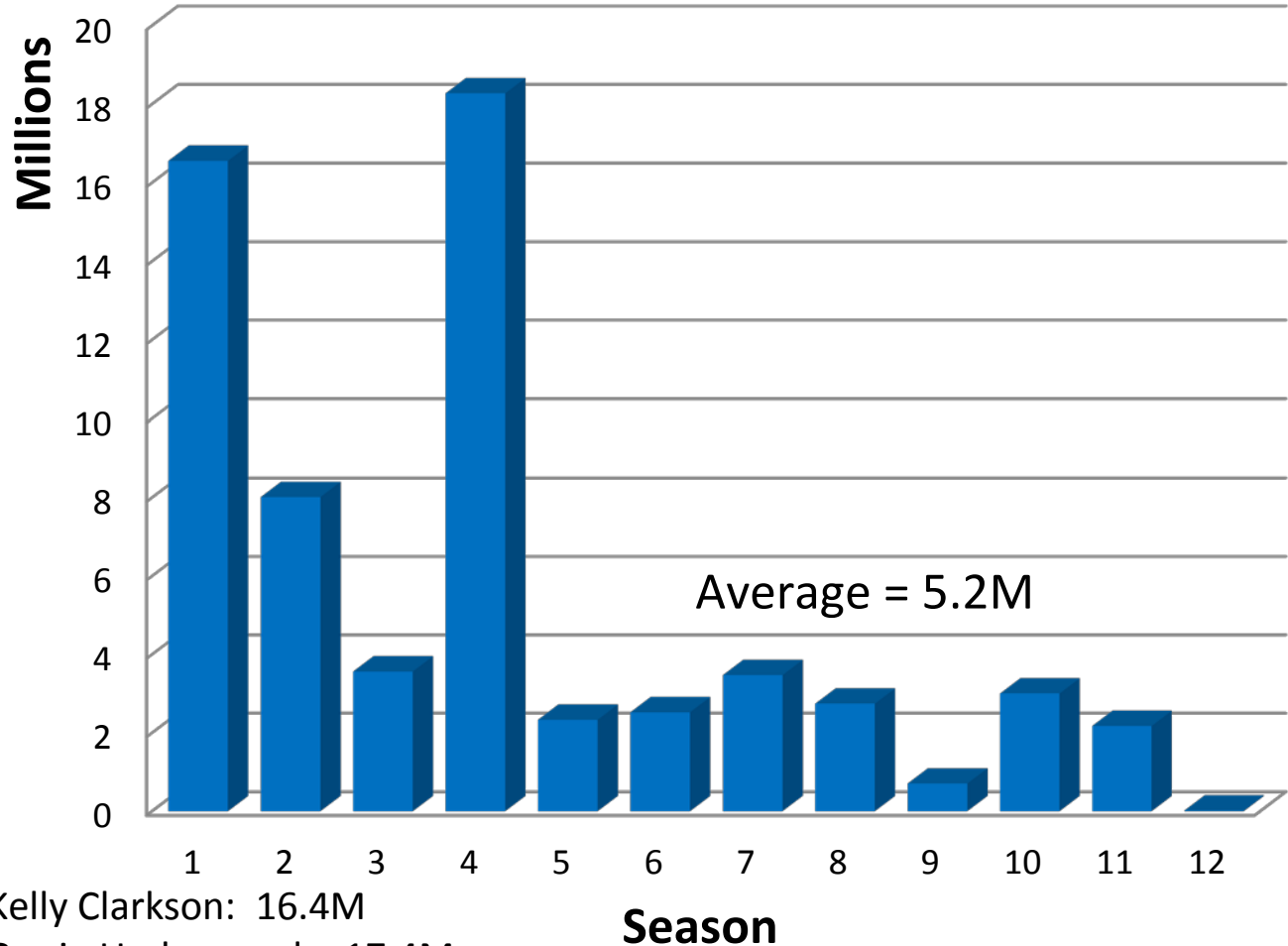


- Record Sales of Top-3 Finalists per Season
- Viewership
- Top American Idol Contestant Earnings (2013)



# Record Sales for Top-3 Finalists

**Track  
Equivalent  
Albums (TEAs)**



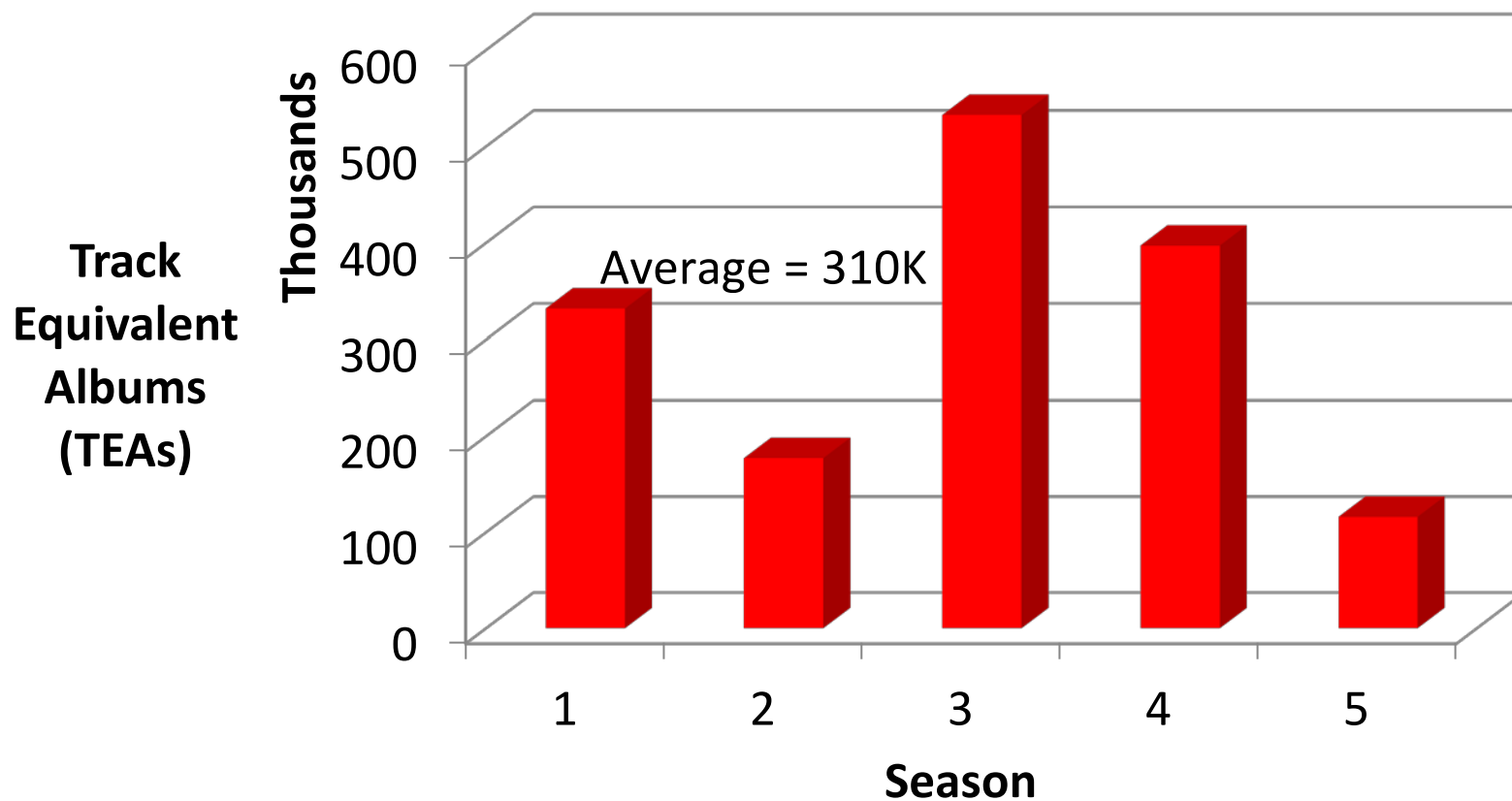
**Notes:**

Season 1 Winner - Kelly Clarkson: 16.4M

Season 4 Winner - Carrie Underwood : 17.4M

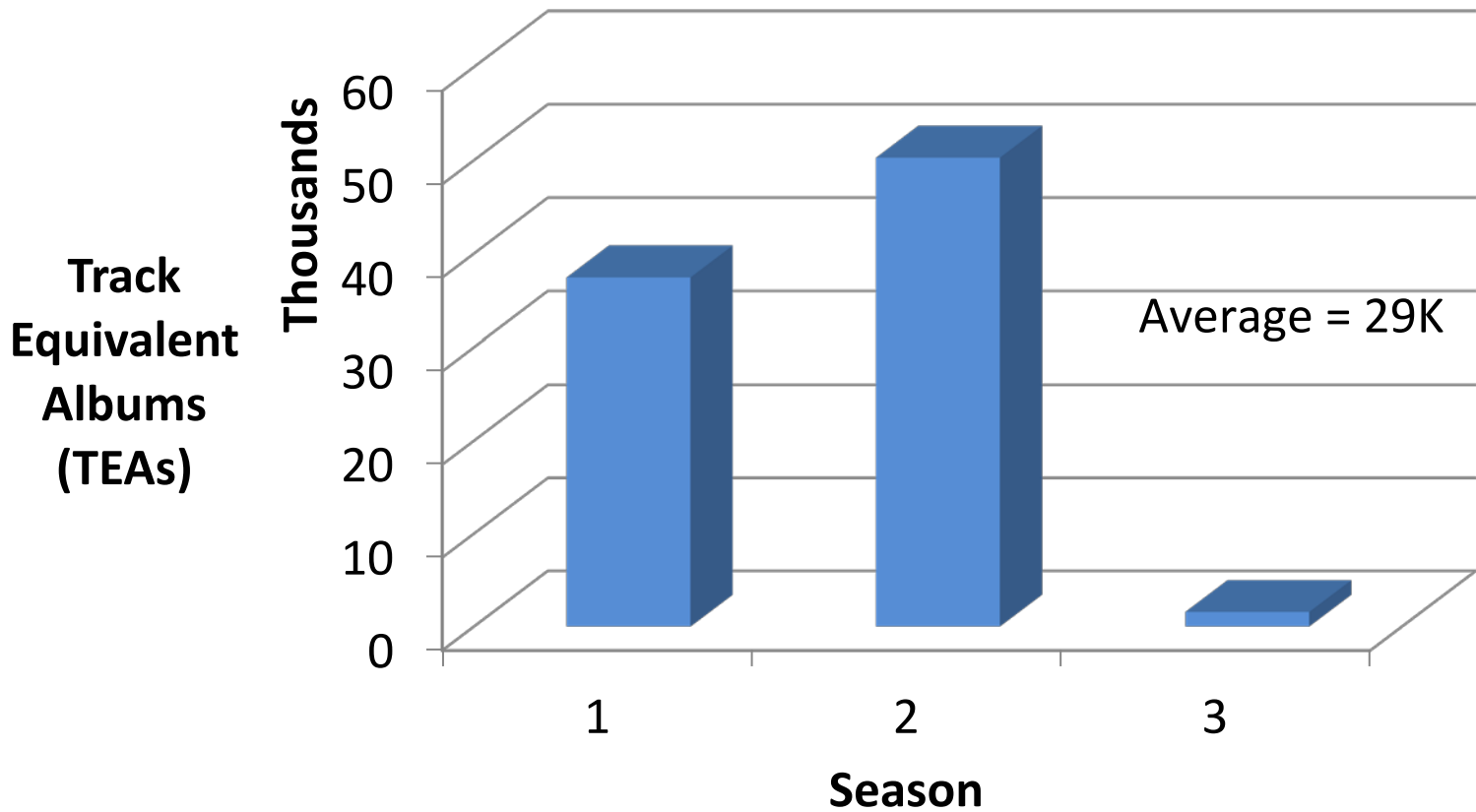


# Record Sales for Top-3 Finalists



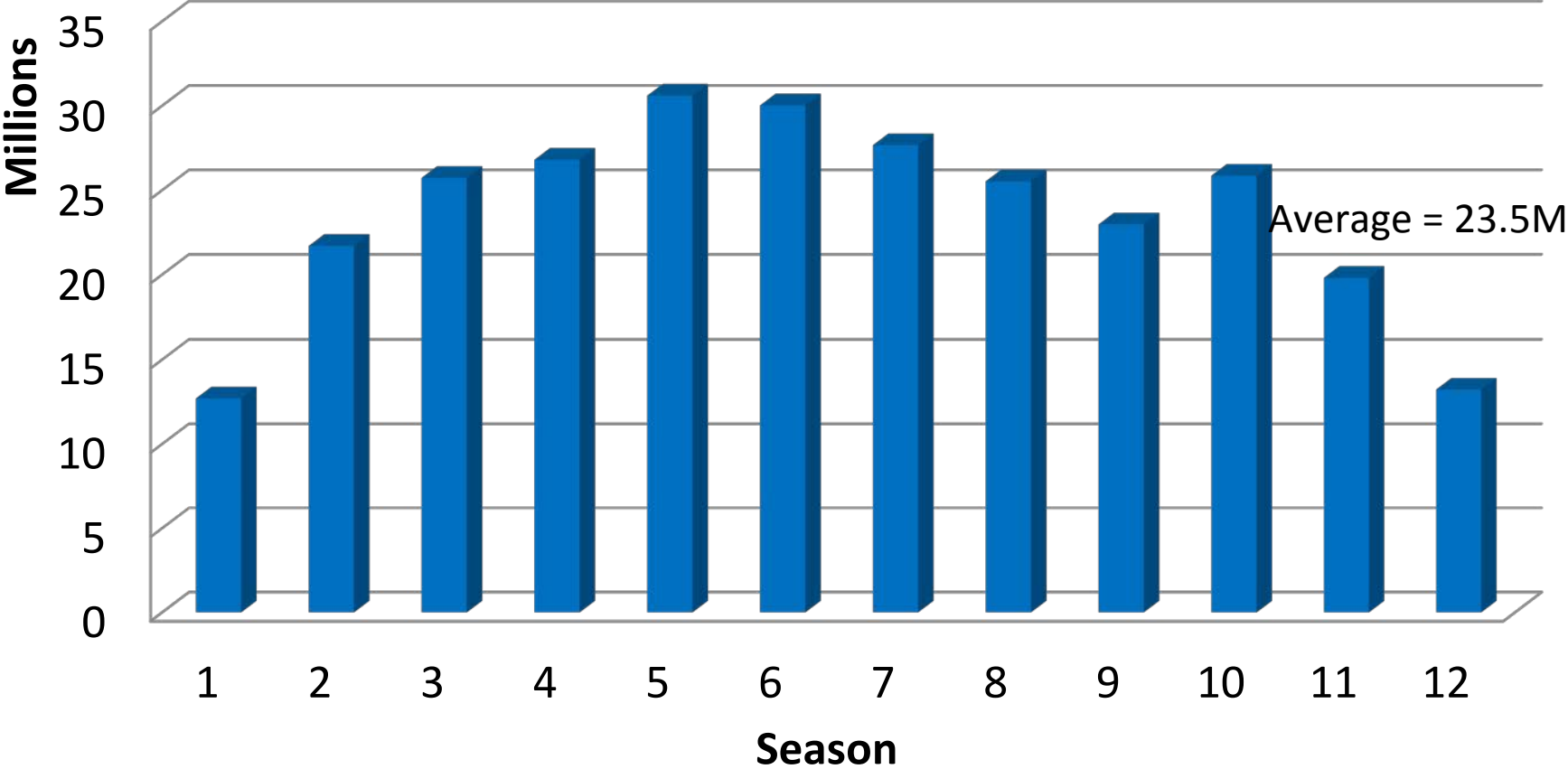


# Record Sales for Top-3 Finalists



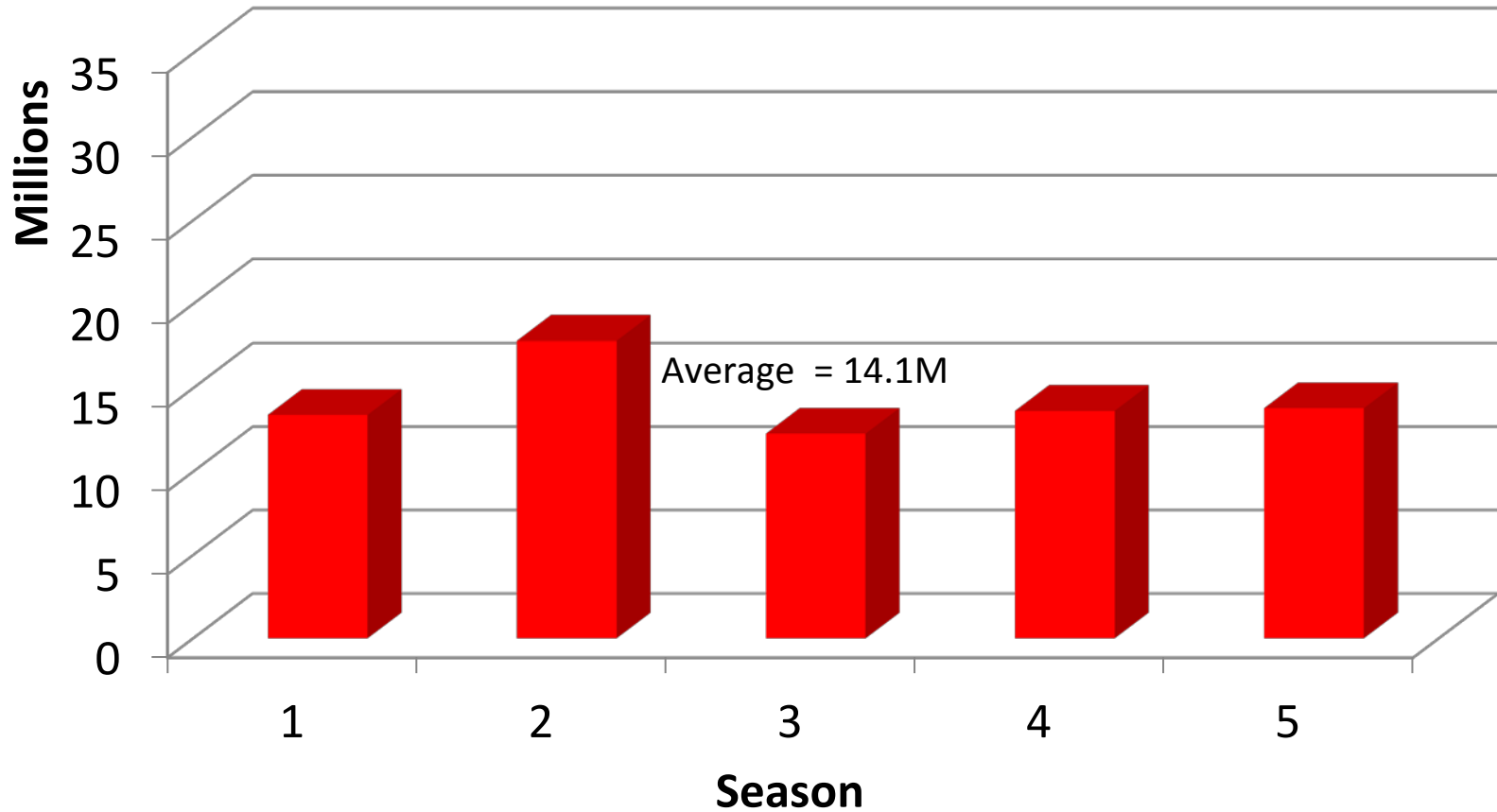


# Viewership



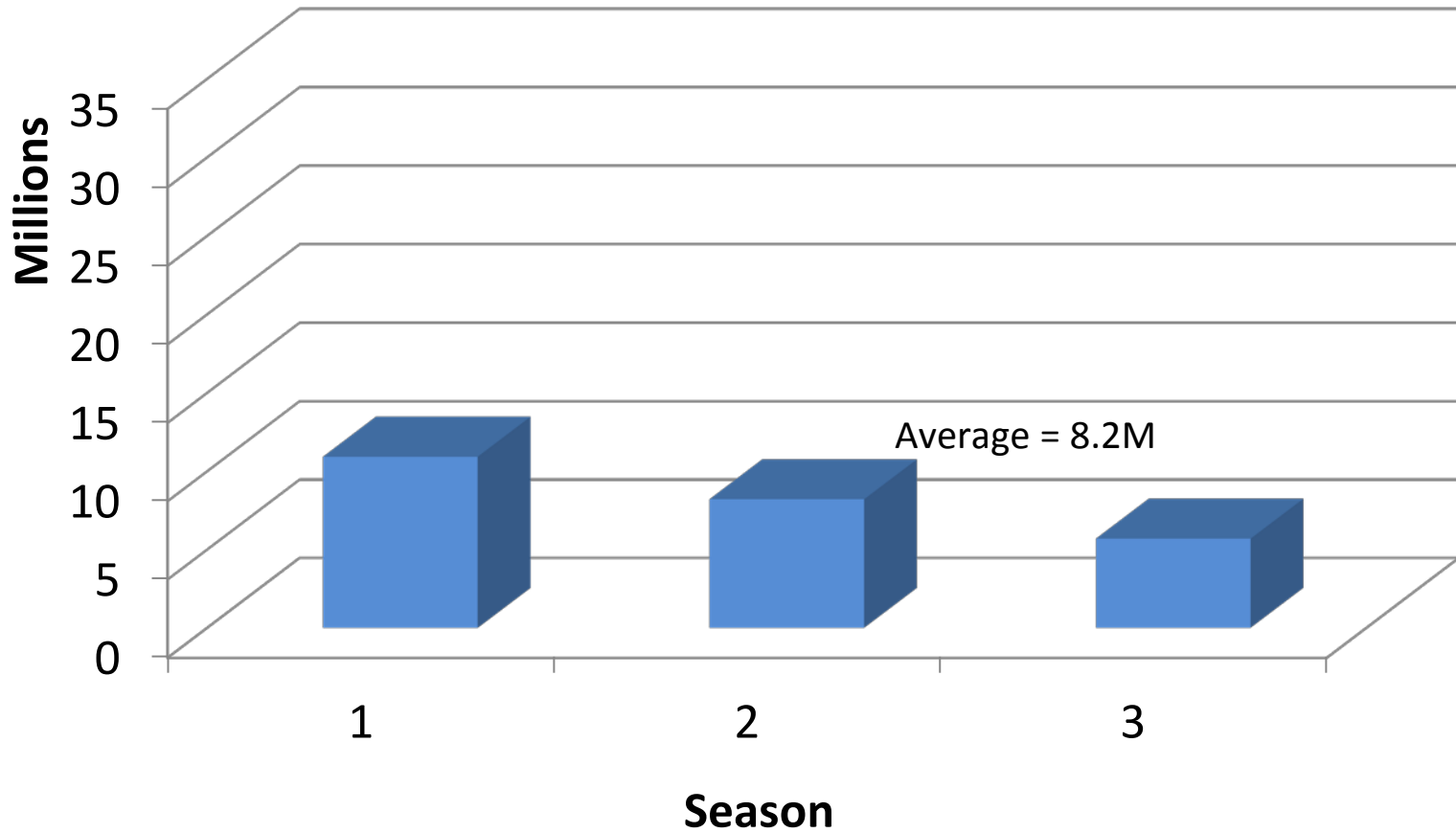


# Viewership





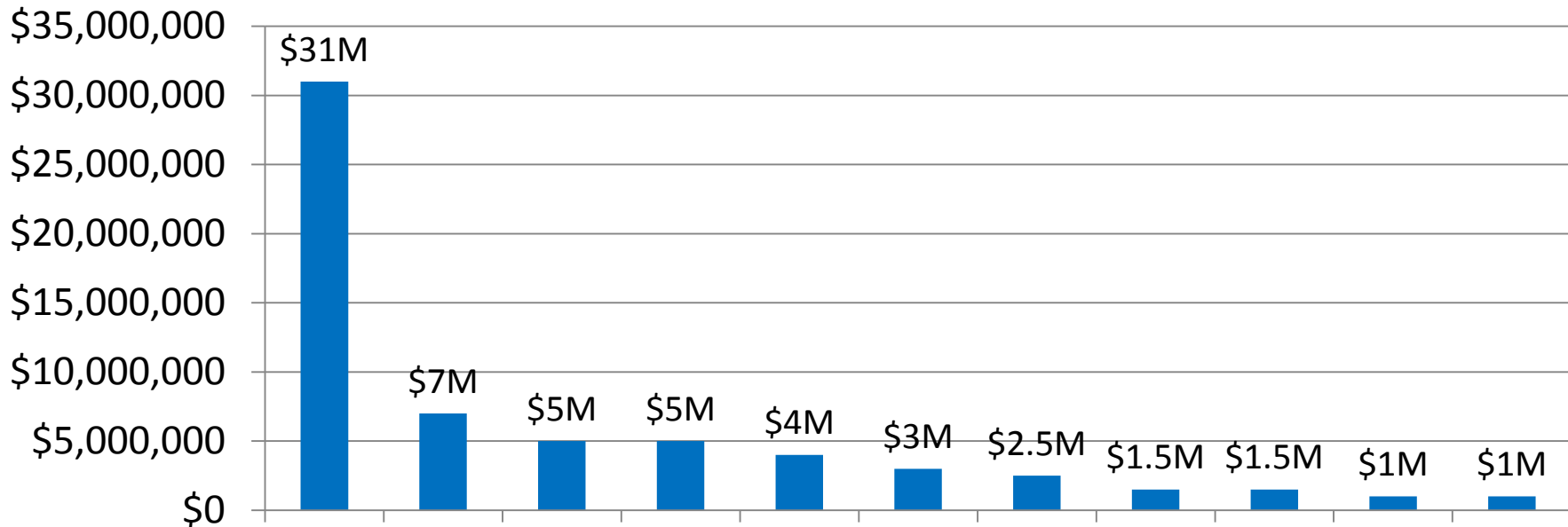
# Viewership







# Top Earning Contestants in 2013



Forbes report - Data from Pollstar Pro, RIAA, Nielsen SoundScan, industry veterans & artists.

Carrie Underwood [1st/Season 4]  
Kelly Clarkson [1st/Season 1]  
Phillip Phillips [1st/Season 11]  
Adam Lambert [2nd/Season 8]  
Chris Daughtry [4th/Season 5]  
Scotty McCreery [1st/Season 10]  
Taylor Hicks [1st/Season 5]  
Fantasia Barrino [1st/Season 3]  
Kellie Pickler [6th/Season 5]  
Katharine McPhee [2nd/Season 5]  
Jennifer Hudson [7th/Season 3]