

20 Holiday Favourites

AN INSPIRATIONAL COLLECTION



SONG TITLES:

1. Angels From The Realm Of Glory
2. Away In A Manger
3. Christmas Light
4. Coventry Carol
5. Greensleeves
6. Joy To The World
7. O Come All Ye Faithful
8. O Come O Come Immanuel
9. O Holy Night
10. O Tannenbaum
11. On Christmas Night
12. I Saw Three Ships
13. In The Bleak Mid-Winter
14. It Came Upon A Midnight Clear
15. See Amid The Winter's Snow
16. Silent Night
17. The First Noel
18. The Holly And The Ivy
19. What Child Is This
20. While Shepherds Watched

PURPOSE:

Helping consumers with the gift of choice for Christmas 2002

OVERVIEW:

Holiday Favourites is designed to bring your customers:

- **Over 50 minutes of music**
- **The very best songs of the season**
- **A style that everyone can enjoy**
- **Music that completes the ambience of this special season**
- **Lead instruments are acoustic guitar, piano, and flute, with orchestral style background and light rhythm section**

Instrumental Christmas songs that reflect the joy and peace of the season when often we are feeling anything but that with our schedules and busyness.

The restful and soothing nature of this recording creates an inviting ambience to unwind and relax, and let the music wash over them. Christmas? Yes it is still a time of joy.

INTERESTING FACTS:

The 45+ demographic now accounts for **24.7%** of music sales, (RIAA 1999 report released June 2000 report)

The 40-44 age bracket accounts for 9.3% of sales. (40 Plus age group is 34% of music sales).

(Recording Industry Association Of America Report (RIAA) June 2000)

Estimated number of hours per day people spend listening to music:
3.35 Hours

Percentage of people who always or sometimes listen to music to relieve stress: **75 Percent** (Soundata)

WHERE ARE PEOPLE SPENDING THEIR MONEY?

Percentage of music consumers that would give music as a gift:

Birthday 83%

Christmas/Chanukah 74%

Valentine's Day 19%

Father's Day 15%

Anniversary 14%

Mother's Day 14%

Religious Holidays 9% (Source: Sound Bits)

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Pricing: Budget

Whole World



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