LUMINATE

Guidelines for use of Luminate data.

Welcome to Luminate

Hello SXSW presenters and panelists! We're so glad to offer you access to the entertainment industry's most essential data.

Once you let us know which of our data-sets you would like to use as you prepare for your presentation, we will let you know how to login and where you can receive basic training on the Luminate products.

Luminate data is proprietary and comes with some restrictions for its use. Please read the following pages carefully before publishing or presenting content that incorporates Luminate data.

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Rules and Restrictions

1. Access to the Luminate products is limited to you alone. Please do not share your login information with anyone.
2. If you choose to incorporate or quote any of the Luminate data, you are required to properly cite Luminate. Please include the following language in a legible point size on any slide or document you distribute publicly:

    "Data provided by Luminate"

3. You are welcome but not required to use our logo wherever you present our data. Image files of the logo in multiple formats and colors are [available for download here](#).

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Rules and Restrictions

4. Under no circumstances may you present the music consumption data found in our Music Connect product in chart or list form. To be clear you are free to identify a song, album or other search result entity and give its position relative to others in its category or returned result set, but you may not present the entire or any portion of the returned result set in list or chart form.

OK

"TEMPTATION was number one and SOS was number two the week of…"

Not OK

1. TEMPTATION (EP) - TOMORROW X TOGETHER
2. SOS - SZA
3. Midnights - Taylor Swift
4. Heroes & Villains - Metro Boomin
5. Her Loss - Drake & 21 Savage

If you have any questions or concerns about appropriate and licensed use of Luminate data please contact us at: sxswsubs@luminatedata.com

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