

**BE PART OF THE FASTEST GROWING  
ENTERTAINMENT MARKET**

**NEW GIFT CARD  
FOR 2018**

# TARGET AUDIENCE

- A new “Entertainment Gift Card”
- Most exciting thing since iTunes Gift Card
- Targeting Males 40+, Teenagers and under 25s
- In a growth market with high gifting potential

**WHY NOW?**

# THE RISE OF THE INDIE RECORD SHOP

- 2008 — 5 Indie shops started Record Store Day
- 2013 — 200 Indie shops took part
- 2018 — over 400 Indie shops in the UK — more than half opened in the last 10 years

**RECORD  
STORE DAY UK**



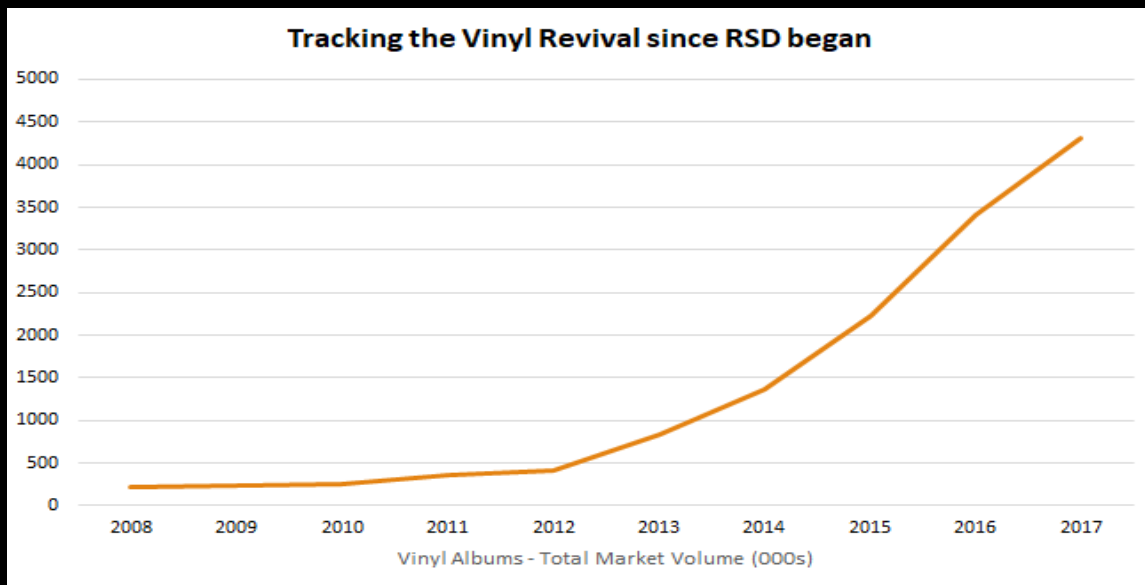
**FRIELS**  
VINTAGE CIDER, PURE REFRESHMENT

**SOUND  
PERFORMANCE**



**regga**

# 10 YEARS OF VINYL GROWTH



# VINYL IN NUMBERS

- Vinyl LP sales worth £87million (in 2008 sales worth only £3m)
- YoY Growth of vinyl market 34% in 2017
- 19% of physical album sales
- Over 2,000 UK retailers selling vinyl
- Over 400 Independent Record Shops in UK
- Record Store Day — UK's biggest music retail event
- Continued growth in 2018

# A NEW BRAND FOR 2018

- Powered by National Book Tokens
- Retailers and customers fully supported
- Available and redeemable in-store and online
- For Vinyl, CD and Cassettes

VINYL & CD  
GIFT CARD



## RECORD TOKEN

Spend in independent record stores across the UK



# RECORD TOKEN



VINYL & CD  
GIFT CARD

# THANK YOU