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## **FORBES UNVEILS NEW “LEADERBOARD” FRONT SECTION THE MOST IMPORTANT MAN IN MUSIC, PLUS 30 UNDER 30 – THE BEST AND THE BRIGHTEST – AND THE YOUNGEST, TOO**

**New York, NY (January 4, 2012)** – Forbes magazine kicks off 2012 with a newly-updated front-of-the-book section, called Leaderboard, edited by Steven Bertoni. In each issue, the section will cover the world’s most powerful people and influential companies – how they’re faring, and why. Highlights in this issue include:

- The Scorecard/Biggest Winners & Losers in 2011 – Ergen soars, Arison sinks, Adelson busts (p. 18)
- Billionaire University – Some on the Forbes 400 have PH.D.s; far more never finished college (p. 19)
- The GOP’s Big Money Backers – Billionaires who are keeping presidential hopefuls alive (p. 20)
- Prime Time Denied – Some of history’s most promising talents who died under 30 (p. 22)
- Putin Vs. Prokhorov – And other Russian oligarchs who ran afoul of the Kremlin (p. 23)

The cover story features Spotify’s 28 year-old Daniel Ek (**The Most Important Man In Music, p. 80**) who created a free, Facebook-enabled platform that could save the recording industry from piracy – and iTunes. For his first in-depth profile, Ek opened up his life to Forbes both from his Swedish base in Stockholm as well as from New York.

**30 Under 30** – If you missed it online, meet tomorrow’s brightest stars, 30 individuals in 12 categories under the age of 30 – who matter. Related coverage (beginning on p. 90) includes a portfolio of stunning photographs of a few of the standouts on the Forbes list of 30 Under 30 crafted by renowned lensman Harry Benson (famous for, among other things, his photographs of the Beatles), as well as the complete listings by category and introduction to the judging panel. The complete list and highlights of video interviews with 10 members is online at [www.forbes.com/under30](http://www.forbes.com/under30).

### **ALSO IN THIS ISSUE:**

**Tom Freston’s \$1 Billion Revenge (p. 32)** – How Vice Media’s Tom Freston (the ex-Viacom chief fired by Sumner Redstone) is helping to create the next great youth media company – with a potential worth of \$1 billion.

**Cashing In On Stealth Dividends (p. 44)** – If you find a company buying its own shares, buy some yourself.

**Wind vs. Bird (p. 70)** – The revival of the iconic California condor is colliding with the state’s wind farm boom. How an environmentalist’s nightmare has become a multi-billion dollar dilemma.

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