

## Music Concerts and Festivals - UK - October 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“After a poor year in 2012 related to the staging of the London Olympics, the live music industry bounced back with a vengeance in 2013.”

– Michael Oliver, Senior Leisure and Media Analyst

### This report looks at the following areas:

- Top-end demand is strong, but mid-level acts are losing out on sales
- What more can artists and promoters do to counter ticket abuse?
- How can the industry maximise the potential of digital channels?

The concerts and festivals examined in this report include live musical performances at concert venues in the UK for which customers pay an entrance price. Festivals are defined as musical events held on consecutive days in which various musical artists perform a live set. It does not include the many festivals organised mainly by local councils that hold a variety of arts-based events usually over the course of a month, or concerts where admission is free. The report also excludes ballet, opera, musicals and plays, which will be covered in Mintel's upcoming Performing Arts – UK, December 2014 report.

Mintel has used data on live music tariff collections from PRS for Music as the basis for its market size calculations.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Introduction

Definition

Abbreviations

### Executive Summary

The market

Figure 1: UK music concerts and festivals market, 2009-19

Market drivers

Figure 2: Attendances at National Arenas Association (NAA) member venues\*, 2009-13

Companies, brands and innovation

Figure 3: Leading music concert and festival operators, ranked by UK turnover\*, 2013

The consumer

Music concert and festival visiting habits

Figure 4: Music concert & festivals attended in 2013, by type, May 2014

Where people watch live music

Figure 5: Where people watch live music, May 2014

Number of music concerts attended

Figure 6: Number of music concerts attended in past 12 months, May 2014

How concert or festival tickets are bought

Figure 7: How concert or festival tickets are bought, May 2014

Digital devices used to make ticket bookings

Figure 8: Digital devices used to make ticket bookings, May 2014

Attitudes towards music concerts and festivals

Figure 9: Attitudes towards music concerts and festivals, May 2014

Interest in alternative ways of watching concerts and festivals

Figure 10: Interest in alternative ways of watching concerts and festivals, May 2014

What we think

### Issues and Insights

Top-end demand is strong, but mid-level acts are losing out on sales

The facts

The implications

What more can artists and promoters do to counter ticket abuse?

The facts

The implications

How can the industry maximise the potential of digital channels?

The facts

The implications

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## Trend Application

Trend: Fauxthenticity

Trend: Life Hacking

Mintel Futures: Access Anything, Anywhere

## Market Drivers

### Key points

Arenas' live music business bounces back in 2013

Figure 11: MUSIC PERFORMANCES AND ATTENDANCES AT NAA MEMBER VENUES\*, 2009-13

Arenas' live music business is quite seasonal

Figure 12: ATTENDANCE AT NAA MEMBER VENUES\*, BY QUARTER, 2013

Pop and rock are the dominant live music genres for arenas

Figure 13: PERFORMANCES AND ATTENDANCE AT NAA MEMBER VENUES\*, BY GENRE, 2013

Arena ticket prices show signs of stabilisation in 2013

Figure 14: AVERAGE MUSIC PERFORMANCE TICKET PRICES AT NAA MEMBER VENUES\*, 2012 AND 2013

Market bounces back from the 'Olympic effect'

Secondary ticketing comes under Parliamentary scrutiny

Promoters begin to tackle the excesses of the secondary ticket market

Early signs indicate that Live Music Act has stimulated the market

Music Venue Trust predicts 'tsunami' of music venue noise complaints

Central government funding declines in real terms

Figure 15: Major Arts Council-funded classical orchestras, 2012-14 to 2015-17

Ulster Orchestra under threat

Figure 16: Major Arts Council-funded jazz projects, 2012-14 to 2015-17

Digital device ownership continues to grow

Figure 17: Household/personal ownership of consumer technology products, April and June 2014

Incomes being squeezed

Figure 18: Trends in inflation and average weekly earnings, January 2009-July 2014

Unemployment continues to be a worry

Figure 19: Trends in the UK unemployment rate\*, Q1 2009-Q2 2014

Figure 20: UK unemployment rate, by age group, Q2 2014

Strengthening of Pound makes bringing foreign acts less costly

Figure 21: Trends in Sterling exchange rates, 2009-14

Live more important than recorded music in revenue terms

Figure 22: Live versus recorded music revenue trends, 2009-13

UK market outperforms US

Figure 23: PERFORMANCE OF US LIVE MUSIC MARKET\* IN FIRST SIX MONTHS OF YEAR, 2009-14

## Who's Innovating?

### Key points

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Travelling festivals  
Students opt for coffee and music  
Ticketing innovations dominate  
Making ticket payments easier  
Ticketscript facilitates on-the-door ticketing via mobiles  
See Tickets speeds up entry with mobile phone scanner  
Ticketmaster aims to beat the bots  
Improving the lot of festival-goers  
Mobile battery charging service for festival-goers  
Wireless uses app to provide crowd control data  
Green Man seeks to increase economic impact

## Market Size and Forecast

Key points  
Live market bounces back in 2013  
Figure 24: UK MUSIC CONCERTS AND FESTIVALS MARKET SIZE TRENDS, 2009-19  
Forecast  
Figure 25: UK music concerts and festivals, forecast market value, 2009-19

## Segment Performance

Key points  
Tickets still account for three-quarters of live revenues  
Figure 26: UK MUSIC CONCERTS AND FESTIVALS MARKET, BY SEGMENT, 2009-13  
Concerts  
Festivals  
Figure 27: MAJOR UK MUSIC FESTIVALS, 2014  
Independent festivals continue to thrive

## Market Share

Key points  
Live Nation holds dominant position in UK live market  
Figure 28: Leading music concert and festival operators, ranked by turnover\*, 2013

## Companies and Products

Live Nation Entertainment Inc.  
Background  
Financial performance  
Figure 29: Live Nation (Music) UK Ltd, key financials, 2009-13  
Figure 30: Live Nation (Music) Ltd, key performance indicators, 2010-13  
LN-Gaiety Holdings  
Figure 31: LN-Gaiety Holdings Ltd\*, key financials, 2009-13  
Figure 32: LN-Gaiety Holdings, key performance indicators, 2010-13

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## Academy Music Group

Figure 33: Academy Music Group Ltd, key financials, 2009-13

## Festival Republic

Figure 34: Festival Republic, key financials, 2009-13

## DF Concerts Ltd

Figure 35: DF Concerts Ltd, key financials, 2011-13

## C.I. (Events)

Figure 36: C.I. (Events) Ltd, key financials, 2011-13

## SJM Concerts and Metropolis Music

### Background

### Financial performance

Figure 37: SJM Ltd, key financials, 2009-13

Figure 38: Scriptograph Ltd, key financials, 2009-13

## Anschutz Entertainment Group (AEG)

### Background

### Financial performance

Figure 39: AEG Live (UK) Ltd, key financials, 2009-13

Figure 40: AEG Live (UK) Ltd, turnover by geographical location, 2010-13

## Marshall Arts

### Background

### Financial performance

Figure 41: Marshall Arts Ltd, key financials, 2009-13

## Glastonbury Festival

### Background

### Financial performance

Figure 42: Glastonbury Festival Ltd\*, key financials, 2008-12

## Recent activity

### MAMA & Company

### Background

### Financial performance

Figure 43: MAMA GROUP LTD, TURNOVER OF KEY SUBSIDIARIES, 2011/12-2012/13

## Recent activity

### Other operators

### Kilimanjaro Live Ltd

### Raymond Gubbay Ltd

### DHP Family Ltd

## Brand Communication and Promotion

### Key points

Top three players lead way with live music adspend

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Figure 44: Leading music concert and festival promoters' main media advertising spend, 2011-14

**Festivals prominent among the leading artists/events promoted**

Figure 45: Leading artists/events by main media advertising spend, 2014\*

**Press remains the most popular advertising medium for live music**

Figure 46: Main media advertising expenditure on live music concerts and festivals, by media type, 2014\*

**Social media is growing channel for brand communication**

Figure 47: Facebook likes and Twitter followers of leading music concert and festival companies, August 2014

## Music Concert and Festival Visiting Habits

**Key points**

**A third of adults visited a music concert in 2013**

Figure 48: Music concert & festival visiting, May 2014

## Where People Watch Live Music

**Key points**

**Wide range of venues used for live music**

Figure 49: Where people watch live music, May 2014

## Number of Music Concerts Attended

**Key points**

**Most concert visitors go two or three times a year**

Figure 50: Number of music concerts attended in past 12 months, May 2014

**Pop and classical concert visitors go least often**

Figure 51: Number of music concerts attended in past 12 months, by music concert & festival visiting, May 2014

Figure 52: Number of music concerts attended in past 12 months, by music concert & festival visiting, May 2014

## How Concert or Festival Tickets Are Bought

**Key points**

**More than half of concert visitors buy via websites**

Figure 53: How concert or festival tickets are bought, May 2014

## Digital Bookings

**Key points**

**Laptop/notebook is by far the preferred digital device for ticket bookings**

Figure 54: Digital devices used to make ticket bookings, May 2014

## Attitudes towards Music Concerts and Festivals

**Key points**

**Strong support for urban festivals and ethical ticketing**

Figure 55: Attitudes towards music concerts and festivals, May 2014

## Interest in Alternative Ways of Watching

**Key points**

**Live streaming of concerts generates the highest levels of interest**

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Figure 56: Interest in alternative ways of watching concerts and festivals, May 2014

## Appendix – Market Size and Forecast

Figure 57: UK music concerts and festivals, value forecast scenarios, 2014-19

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