

Live Entertainment - US - December 2014

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“Even among consumers who are the most likely to attend live events, there is some frustration regarding the value they receive in exchange for what they pay. Therefore, increasing the perceived value of admission will likely drive engagement, while better targeting for specific types of promotions will help lead already engaged consumers to spend more.”

– Bryant Harland, Technology and Media Analyst

This report looks at the following areas:

- Consumer willingness to spend versus average ticket prices
- Event goers' willingness to travel and interest in online streaming
- Creating a more engaging VIP experience

This report explores how much consumers are willing to spend on average for admission as well as their interest in making other purchases during an event. Other topics covered in this report include: attitudes and opinions about the live event experience, factors that influence which events consumers go to, interest in various VIP admission benefits, and consumers' preferred payment methods.

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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

Scope and Themes

What you need to know
Definition
Data sources
Sales data
Consumer survey data
Abbreviations and terms
Terms

Executive Summary

Overview
The market
Figure 1: Total US revenues and fan chart forecast for live entertainment, at current prices, 2009-19
Key players
The consumer
Majority of consumers were interested in events they did not attend
Figure 2: Live event attendance – did not attend, but wanted to – any event, by gender and age, September 2014
Perceived value of admission may hinder attendance
Figure 3: Spending on general admission (mean), by gender and age, September 2014
One third of consumers plan to see more live events next year
Figure 4: Intent to attend live events in the next 12 months, September 2014
High general admission spending correlates with higher VIP spending
Figure 5: Spending on VIP admission (mean) by spending on general admission, September 2014
What we think

Issues and Insights

Consumer willingness to spend versus average ticket prices
The issues
The implications
Event goers' willingness to travel and interest in online streaming
The issues
The Implications
Creating a more engaging VIP experience
The issues
The implications

Trend Applications

Trend: Sense of the Intense
Trend: Click and Connect

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Trend: Prove It

Market Size and Forecast

Key points

Live entertainment market in danger of continued stagnation

Figure 6: US revenues and forecast for live entertainment, at current prices, 2009-19

Figure 7: US revenues and forecast for live entertainment, at inflation-adjusted prices, 2009-19

Fan chart forecast

Figure 8: Total US revenues and fan chart forecast for live entertainment, at current prices, 2009-19

Market Drivers

Key points

The growth of independent performers

Lack of new talent could hurt long-term revenue for live music

Leading Companies

Key points

Live Nation Entertainment

Ticketmaster

Eventbrite

AEG Live*

Innovations and Innovators

Online streaming, virtual reality bring live entertainment to the consumer

Marketing Strategies

Predictive analytics: Could there be a recommendation engine for live entertainment?

Strategy: Location-based targeting

Social Media

Key points

Market overview

Key social media metrics

Figure 9: Key performance indicators, selected live entertainment brands, Nov. 10, 2013-Nov. 9, 2014

Brand usage and awareness

Figure 10: Brand usage and awareness of live entertainment brands, September 2014

Interaction with brands

Figure 11: Interaction with live entertainment brands, September 2014

Leading online campaigns

Using data insights to drive campaigns

Original content

Social media for social good

What we think

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Report Price: £2466.89 | \$3995.00 | €3133.71

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Online conversations

Figure 12: Online mentions, selected live entertainment brands, Nov. 10, 2013-Nov. 9, 2014

What are people talking about online?

Figure 13: Mentions by topic of conversation, selected live entertainment brands, Nov. 10, 2013-Nov. 9, 2014

Live Event Attendance and Interest

Key points

Overview of events attended in the last 12 months

Figure 14: Live event attendance – attended in the past 12 months, September 2014

Nearly half of consumers 65+ reported going to live events

Figure 15: Live event attendance – attended in the past 12 months, by age, September 2014

Parents with children under 18 are more likely to go to live events

Figure 16: Live event attendance – attended any event in the past 12 months, by parents with children, September 2014

Figure 17: Live event attendance – attended in the past 12 months, by generation and gender of parent, September 2014

Young women most likely to express interest in events they did not attend

Figure 18: Live event attendance – did not attend but wanted to, by gender and age, September 2014

Consumers' Planned Live Event Attendance

Key points

Majority of Millennial dads plan to attend more events in the next year

Figure 19: Intent to attend live events in the next 12 months, by generation and gender of parent September 2014

Consumers willing to spend more on admission are also planning to attend more events in 2015

Figure 20: Intent to attend live events, by willingness to spend on general admission, September 2014

Consumer Spending on General and VIP Admission

Key points

Consumers' willingness to spend on general and VIP admission tickets

Figure 21: Spending on general and VIP admission (mean), by gender and age, September 2014

Figure 22: Spending on general and VIP admission, by Gender and Age, September 2014

Higher general admission spending correlates with higher spending on VIP admission

Figure 23: Spending on VIP admission (mean) by spending on general admission, September 2014

Frequent social media users willing to spend more on admission

Figure 24: Spending on general and VIP admission (mean), by visits social media websites at least once per day, September 2014

Figure 25: Spending on general VIP admission, by visits social media websites at least once per day, September 2014 (Continued)

Consumers' Interest in VIP Benefits

Key points

Premium seating is the most sought-after VIP perk

Figure 26: Interest in VIP benefits – any rank, by gender and age, September 2014

Five-person households show elevated interest in hotel packages

Figure 27: Interest in VIP benefits – any rank, by household size, September 2014

Key Influencers for Live Event Engagement

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Key points

Familiarity with performers is a top motivation for attendees

Figure 28: Attitudes and Opinions Regarding Live Entertainment, by gender and Age, September 2014

Millennial dads a key target for unfamiliar performers

Figure 29: Attitudes and opinions regarding live entertainment, by Millennial parents, September 2014

Higher general admission spenders more active on social media

Figure 30: Attitudes and opinions regarding live entertainment, by spending on general admission, September 2014

Consumers' Spending During Live Events

Key points

Nearly one third of event goers say admission is too expensive

Figure 31: Spending habits during live events, by household income, September 2014

Many consumers want to know where their money goes

Figure 32: Spending habits during live events, by intent to attend live events in the next 12 months, September 2014

Consumers' interest in online streaming for live events

Figure 33: Spending habits during live events, by age, September 2014

Consumers' Preferred Payment Methods

Key points

Payment methods consumers are willing to use

Figure 34: Willingness to use payment methods for tickets, September 2014

Consumers' most preferred payment methods

Figure 35: Preferred payment methods for tickets – I most prefer this, by gender and age, September 2014

Mobile ticketing apps suffer from low usage and awareness

Figure 36: Preferred payment methods for tickets – I have never used this, by gender and age, September 2014

Race and Hispanic Origin

Key points

Hispanics willing to spend more on admission than non-Hispanics

Figure 37: Spending on general and VIP admission (mean), by race/Hispanic origin, September 2014

Blacks appreciate the chance to meet new people at live events

Figure 38: attitudes and opinions regarding live entertainment, by Race/Hispanic Origin, September 2014

Hispanics showcase a high degree of interest in live entertainment

Figure 39: Types of live events attended in the past 12 months – Did not attend but wanted to, by race/Hispanic origin, September 2014

Repertoire Analysis

Key points

Young men show interest in a variety of different event categories

Figure 40: Repertoire of live events attended in the past 12 months, by gender and age, September 2014

Avid event goers are willing to spend more per ticket

Figure 41: Spending on general and VIP admission (mean), by number of event types attended, September 2014

Parents far more likely to have attended five or more event types

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Figure 42: Repertoire of live events attended in the past 12 months, by presence of children in household, September 2014

CHAID Analysis

Methodology

Consumers who love the live event atmosphere are more likely to buy food and drink

Figure 43: Food and Drink Purchases from Venue– CHAID – Tree output, September 2014

Figure 44: Food and Drink Purchases from Venue – CHAID – Table output, September 2014

Moms and dads: Avid live entertainment goers

Figure 45: Attend more live events– CHAID – Tree output, September 2014

Figure 46: Attend more live events– CHAID – Tree output, September 2014

Figure 47: attend more live events – CHAID – Table output, September 2014

Appendix – Other Useful Consumer Tables

Live event attendance in the last 12 months

Figure 48: Types of live events attended in the past 12 months – Attended in the past 12 months, by gender and age, September 2014

Figure 49: Types of live events attended in the past 12 months – Attended in the past 12 months, by household income, September 2014

Figure 50: Types of live events attended in the past 12 months – Attended in the past 12 months, by race/Hispanic origin, September 2014

Figure 51: Types of live events attended in the past 12 months – Attended in the past 12 months, by household size, September 2014

Figure 52: Types of live events attended in the past 12 months – Attended in the past 12 months, by Millennial parents, September 2014

Figure 53: Types of live events attended in the past 12 months – Attended in the past 12 months, Generation X Parents, September 2014

Figure 54: Types of live events attended in the past 12 months – Attended in the past 12 months, by Baby Boomer parents, September 2014

Figure 55: Types of live events attended in the past 12 months – Attended in the past 12 months, by parents with children in household, September 2014

Interest in live event types

Figure 56: Types of live events attended in the past 12 months – Did not attend but wanted to, by household income, September 2014

Intent to attend live events in the next 12 months

Figure 57: Intent to attend live events in the next 12 months, by gender and age, September 2014

Figure 58: Intent to attend live events in the next 12 months, by household income, September 2014

Figure 59: Intent to attend live events in the next 12 months, by race/Hispanic origin, September 2014

Figure 60: Intent to attend live events in the next 12 months, by household size, September 2014

Figure 61: Intent to attend live events in the next 12 months, by Millennial parents, September 2014

Figure 62: Intent to attend live events in the next 12 months, by Generation X parents, September 2014

Figure 63: Intent to attend live events in the next 12 months, by Baby Boomer parents, September 2014

Willingness to spend on admission (mean)

Figure 64: Spending on general and VIP admission (mean), by household income, September 2014

Figure 65: Spending on general and VIP admission (mean), by household size, September 2014

Figure 66: Spending on general and VIP admission (mean), by parents with children in household, September 2014

Willingness to spend on admission (price ranges)

Figure 67: Spending on general and VIP admission, by gender and age, September 2014

Figure 68: Spending on general and VIP admission, by household income, September 2014

Figure 69: Spending on general and VIP admission, by household size, September 2014

Figure 70: Spending on general and VIP admission, by parents with children, September 2014

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Figure 71: Spending on general and VIP admission, by race/Hispanic origin, September 2014

Willingness to spend on admission (cross-analysis)

Figure 72: Spending on VIP admission by spending on general admission, September 2014

Figure 73: Spending on general admission, by spending on VIP admission, September 2014

Figure 74: Spending on VIP admission (mean), by spending on general admission, September 2014

Figure 75: Spending on general and VIP admission (mean), by live events attended, September 2014

Figure 76: Spending on general and VIP ADMISSION (mean), by live events attended, September 2014 (continued)

Figure 77: Spending on general and VIP admission (mean), by intent to attend live events in the next 12 months, September 2014

Figure 78: Spending on General and VIP admission (mean), by visits websites at least once per day, September 2014

Figure 79: Spending on general and VIP admission (mean), by visits websites at least once per day, September 2014 (continued)

Interest in VIP benefits

Figure 80: Interest in VIP benefits – Any rank, by age, September 2014

Figure 81: Interest in VIP benefits – Any rank, by household income, September 2014

Figure 82: Interest in VIP benefits – Any rank, by race/Hispanic origin, September 2014

Interest in VIP benefits (cross-analysis)

Figure 83: Interest in VIP benefits – Any rank, by spending on VIP admission, September 2014

Figure 84: Interest in VIP benefits – Any rank, by spending habits during live events, September 2014

Figure 85: Interest in VIP benefits – Any rank, by spending habits during live events, September 2014 (continued)

Attitudes and opinions regarding live entertainment

Figure 86: Attitudes and opinions regarding live entertainment, by household income, September 2014

Figure 87: Attitudes and opinions regarding live entertainment, by household size, September 2014

Figure 88: Attitudes and opinions regarding live entertainment, by Generation X parents, September 2014

Figure 89: Attitudes and opinions regarding live entertainment, by Baby Boomer parents, September 2014

Figure 90: Attitudes and opinions regarding live entertainment, by visits social media websites at least once per day, September 2014

Figure 91: Attitudes and opinions regarding live entertainment, by visits social media websites at least once per day, September 2014 (continued)

Spending habits during live events

Figure 92: Spending habits during live events, by gender and age, September 2014

Figure 93: Spending habits during live events, by race/Hispanic origin, September 2014

Figure 94: Spending habits during live events, by household size, September 2014

Figure 95: Spending habits during live events, by parents with children in household, September 2014

Figure 96: Spending habits during live events, by spending on general admission, September 2014

Preferred payment methods for admission

Figure 97: Preferred payment methods for tickets – Willing to use, by gender and age, September 2014

Figure 98: Preferred payment methods for tickets – I most prefer this, by household income, September 2014

Figure 99: Preferred payment methods for tickets – I most prefer this, by race/Hispanic origin, September 2014

Repertoire analysis of live event attendance

Figure 100: Repertoire of live events attended in the past 12 months, by household income, September 2014

Figure 101: Types of live events attended in the past 12 months – Did not attend but wanted to, by repertoire of types of live events attended in the past 12 months, September 2014

Figure 102: Intent to attend live events in the next 12 months, by repertoire of types of live events attended in the past 12 months, September 2014

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Figure 103: Spending on general and VIP admission (mean), by repertoire of types of live events attended in the past 12 months, September 2014
 Figure 104: Spending on general and VIP admission, by repertoire of types of live events attended in the past 12 months, September 2014
 Figure 105: Interest in VIP benefits – Any rank, by repertoire of types of live events attended in the past 12 months, September 2014
 Figure 106: Attitudes and opinions regarding live entertainment, by repertoire of types of live events attended in the past 12 months, September 2014
 Figure 107: Spending habits during live events, by repertoire of types of live events attended in the past 12 months, September 2014

Appendix – Social Media

Key brand metrics

Figure 108: Key social media indicators of selected live entertainment brands, November 2014

Online conversations

Figure 109: Online mentions, selected live entertainment brands, Nov. 10, 2013-Nov. 9, 2014

Brand usage or awareness

Figure 110: Brand usage or awareness, September 2014

Figure 111: Live Nation usage or awareness, by demographics, September 2014

Figure 112: Ticketmaster usage or awareness, by demographics, September 2014

Figure 113: Eventbrite usage or awareness, by demographics, September 2014

Figure 114: Tickets.com usage or awareness, by demographics, September 2014

Activities done

Figure 115: Activities done, September 2014

Figure 116: Live Nation – Activities done – I have looked up/talked about this brand online on social media, by demographics, September 2014

Figure 117: Live Nation – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, September 2014

Figure 118: Live Nation – Activities done – I follow/like the brand on social media because, by demographics, September 2014

Figure 119: Live Nation – Activities done – I have researched the brand on social media to, by demographics, September 2014

Figure 120: Ticketmaster – Activities done – I have looked up/talked about this brand online on social media, by demographics, September 2014

Figure 121: Ticketmaster – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, September 2014

Figure 122: Ticketmaster – Activities done – I follow/like the brand on social media because, by demographics, September 2014

Figure 123: Ticketmaster – Activities done – I have researched the brand on social media to, by demographics, September 2014

Figure 124: Eventbrite – Activities done – I have looked up/talked about this brand online on social media, by demographics, September 2014

Figure 125: Eventbrite – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, September 2014

Figure 126: Tickets.com – Activities done – I have looked up/talked about this brand online on social media, by demographics, September 2014

Figure 127: Tickets.com – Activities done – I have contacted/interacted with the brand online on social media to, by demographics, September 2014

Figure 128: Tickets.com – Activities done – I follow/like the brand on social media because, by demographics, September 2014

Figure 129: Tickets.com – Activities done – I have researched the brand on social media to, by demographics, September 2014

Appendix – Trade Associations

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