

Live Entertainment Venues - US - December 2016

Report Price: £3239.54 | \$3995.00 | €3796.74

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"As streaming music subscriptions replace album sales, recording artists hit the road to generate income from touring. This has led to an abundance of exciting live shows to choose from in the past few years, including record-breaking concert tours."

- Dana Macke, Senior Lifestyles and Leisure Analyst

This report looks at the following areas:

- High ticket prices limit audience potential
- Nearly half reluctant to spend on extras
- Reaching key consumers may be challenging

Fans continue to show their enthusiasm for the live entertainment experience by attending, recording, and sharing their event experiences. Although ticket resale sites give fans a second chance to see their favorite performers, the prevalence of ticket bots and service fees discourage some from attending.

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DID YOU KNOW?

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

Overview

What you need to know

Definition

Executive Summary

The issues

High ticket prices limit audience potential

Figure 1: Top barriers to live entertainment attendance, September 2016

Nearly half reluctant to spend on extras

Figure 2: Spending on extras, September 2016

Reaching key consumers may be challenging

Figure 3: Promotional tactics, September 2016

The opportunities

Opportunities for marketers among all segments of attendees

Figure 4: Live events attended – Frequency of attendance, September 2016

Event attendees can help share the love

Figure 5: Second screen experience, September 2016

The ticket purchasing process is in need of an overhaul

Figure 6: Attitudes toward live entertainment, ticket services, September 2016

What it means

The Market – What You Need to Know

Continued market growth expected

Long-term growth trend in ticket sales

Average ticket price is higher than ever

Potential challenges ahead for secondary market

Entertainment venues may be able to do more to boost revenues

Improving economy boosts live entertainment

Market Size and Forecast

Strong growth in the live entertainment market

Figure 7: Total US sales and fan chart forecast of live entertainment market, in millions, at current prices, 2011-21

Figure 8: Total US revenues and forecast for live entertainment, at current prices, 2011-21

Market Breakdown

Live event attendance remains steady over time

Figure 9: Share of adults who attend live events, July 2007-August 2016

North American ticket sales continue to rise

Figure 10: Total tickets sold (top 100 North America concerts) In millions, 2001-15

Price increases bolster the market

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Figure 11: Average ticket price (North America) – In dollars, 2001-15

Concert ticket grosses increase three-fold

Figure 12: Concert industry ticket sales (North America) – In \$ billions, 2001-15

Market Perspective

Poor music sales belie strength in concert revenues

StubHub provides a boost for eBay

Movie theaters focus on ancillary revenue streams

Figure 13: Total US movie theater revenue breakdown, at current prices, 2011-21

"Bro-chella" leaves women wanting more

Market Factors

Wage growth can stimulate the market

Figure 14: Three month moving average of median wage growth, January 1997-September 2016

Millennials appear on firm financial ground

Figure 15: Personal financial situation, by generation, January 2016

Consumers invest in the experience

Figure 16: How extra money is spent, January 2016

Key Trends – What You Need to Know

Older Millennials ready for '90s nostalgia

Genre blurring provides live entertainment opportunities

The ticketing process is ready for a revamp

Venues generate loyalty through memberships

Bags get vetoed and phones locked up

Some festivals falter in a crowded marketplace

What's Working?

Nostalgia events bring in a new (old) crowd

Art imitates art

Figure 17: Game of Thrones – Live at the SAP Center on March 29, 2017

The popularity of Hamilton drives theater membership

From stage, to screen

Theaters incentivize young members

Big artists squeeze into small spaces

Artists insist on 'no phone zones' with Yondr

Creative partnerships can draw the right crowd

What's Struggling?

Ticketmaster's make-do is a miss

Safety concerns heighten security efforts

Some festivals fly, where others fall

Ticket bot biz kills the buzz

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Low supply and high demand drives the counterfeit ticket market

What's Next?

Big data helps pair artists and fans
Those who can't, live stream
Dynamic pricing helps to fill the house
Groupmuse brings live entertainment into the home
Concerts unlimited

The Consumer – What You Need to Know

Parents, men, and Hispanics are all key targets
Non-music festivals are the leading live entertainment event
High prices keep some from participating
Friends and family spread the word
The performance is only part of the live entertainment experience
Extra amenities are a tough sell
Ticketing process leaves much to be desired

Frequency of Attendance

A significant share are frequent attendees
Figure 18: Live events attended Frequency of attendance, September 2016
Parents, men, and Hispanics have a packed calendar
Figure 19: Frequency of live event attendance, by key demographics, September 2016
Older crowd more likely to stay home
Figure 20: Frequency of live event attendance – No attendance, by age, September 2016

Live Events Attended

Food fests provide a non-music outdoor alternative
Figure 21: Types of live events attended, September 2016
Men drive the market for live events
Figure 22: Types of live events attended, by gender, September 2016
Hispanic adults attend a variety of events
Figure 23: Types of events attended, by Hispanic origin, September 2016
Parents participate beyond children's events
Figure 24: Types of events attended, by parental status, September 2016

Barriers to Attendance

Price is a key constraint for live entertainment
Figure 25: Barriers to attendance, September 2016
Women cite affordability as a main deterrent
Figure 26: Barriers to attendance – Select items, by gender, September 2016
Even high-income adults may not budget for live events
Figure 27: Barriers to attendance – Affordability, by household income, September 2016

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Busy schedules keep parents at home

Figure 28: Barriers to attendance – Select items, by parental status, September 2016

Promotional Tactics

Word of mouth drives live-event attendance

Figure 29: Promotional tactics, September 2016

Opportunity to target more men with newsletter campaigns

Figure 30: Promotional tactics, by gender, September 2016

Younger attendees searching across channels

Figure 31: Promotional tactics, by age, September 2016

Traditional promotional tactics may appeal to Hispanics

Figure 32: Promotional tactics, by Hispanic origin, September 2016

Mobile Communication and Digital Documentation

Sharing is an important part of the live entertainment experience

Figure 33: Second screen experience, September 2016

18-34s more engrossed in digital activities

Figure 34: Second screen experience, aged 18-34 versus average, September 2016

Frequent attendees are engaged on their devices

Figure 35: Second screen experience, by frequency of attendance, September 2016

Millennials have a range of digital behaviors

Figure 36: Second screen experience – Select items, by younger/older Millennials, September 2016

Venues may consider the power of UGC

Figure 37: Second screen experience – Posting and tagging, by age, September 2016

Spending on Extras

Extra amenities appeal to select eventgoers

Figure 38: Spending on extras, September 2016

Men more likely to spend on the experience

Figure 39: Spending on extras – Select items, by gender, September 2016

Willingness to spend is a function of age over income

Figure 40: Willingness to spend – At least one item, by household income and age, September 2016

Parents make a night of it

Figure 41: Spending on extras – Select items, by parental status, September 2016

Attitudes toward Live Entertainment

Ticket prices challenge frequent attendance

Smaller venues preferred

Live streaming offers a good alternative

Figure 42: Attitudes toward live entertainment, September 2016

Young men the most likely to pay above face value

Figure 43: Attitudes toward live entertainment – Paying more than face value, by age and gender, September 2016

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Hispanics are willing to out-bid on tickets

Figure 44: Attitudes toward live entertainment – Paying for tickets, by Hispanic origin, September 2016

FOMO felt among younger adults

Figure 45: Attitudes toward live entertainment – Fear of missing out, by age, September 2016

If parents can plan, they can pay

Figure 46: Attitudes toward live entertainment – Select items, by parental status, September 2016

Appendix – Data Sources and Abbreviations

Data sources

Fan chart forecast

Consumer survey data

Abbreviations

Appendix – Market

Figure 47: Total US revenues and forecast for live entertainment, at current prices, 2011-21

Figure 48: Total US revenues and forecast for live entertainment, at inflation-adjusted prices, 2011-21

Figure 49: Share of adults who attend live events, July 2007-August 2016

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