

# Music Concerts and Festivals - UK - 2022

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## This report looks at the following areas:

- How the cost of living crisis will impact the live music industry.
- Overview of the key players in the industry as well as recent innovations.
- Participation in attending music concerts and festivals, both in person and via livestream.
- Future interest in attending music events in person and via livestream.
- Motivations for attending events in person versus via livestream.
- Attitudes towards music concerts and festivals, including the use of technology throughout the customer journey.

Livestreaming has well-and-truly entered the mainstream and became a vital way for artists and promoters to engage with music fans throughout the pandemic. More people have livestreamed a concert or festival than attended one in person during the 12 months to March 2022 (33% vs 30%).

Although livestreaming helped support the sector over the pandemic, the industry will be relieved to return to in-person events, which generate the vast majority of its revenue. With all restrictions lifted in time for the peak summer season, 2022 will be the year in which pent-up demand for attending live events can finally be released. While the cost of living crisis will make consumers more price sensitive, demand for major music events will continue to outstrip supply as young people are desperate to make up for missed opportunities.

Event organisers, promoters and artists all have a responsibility to ensure they deliver the best possible experience to fans in order to justify raising ticket prices at a challenging time for household finances. A substantial rise in ticket pricing would push some consumers out of the market and encourage them to consider cheaper alternatives such as livestreaming.

Technology can play a vital role in boosting the in-person experience throughout all stages of the customer journey. The vast majority of music fans



“The live music industry is well-positioned to navigate the cost of living crisis. Having been deprived of attending events as a result of the pandemic, there is significant pent-up consumer demand for live music and this will lead many people to prioritise spending money on tickets.”  
**- Paul Davies, Category Director – Leisure, Travel and Foodservice, May 2022**

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would like to use an app to receive alerts when tickets go on sale, stay informed about schedules and navigate venues during events. Given the sheer volume of stages and areas at larger festivals, the option to livestream performances from other stages may help alleviate the fear of missing out that haunts so many festival-goers. Organisers could also use customer information to create customised offers on food, drink and merchandise during the festival, link them up to relevant event sponsors and encourage them to come back next year.

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