

## Music Concerts and Festivals - UK - August 2013

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*“In the longer term, it is easy to see how, if a promoter is able to set up a transactional website to take crowd-funded pledges of payment, they could bypass the ticketing agents and having to pay a cut to them, potentially increasing their revenues and profitability as a result.”*

– Michael Oliver, Senior Leisure and Media Analyst

### This report looks at the following areas:

- How can technology be utilised to help create opportunities for promoters?
- What can artists and promoters do to help counter inflated secondary ticket values?
- What is the potential for adopting cashless payment at events?
- Where are the main opportunities for live music promoters to develop additional revenue streams from live music?

The UK market for music concerts and festivals is quite cyclical, being largely dependent on the touring activity of major artists and acts. The 2012 calendar year was no exception to this trend, with the lack of a Take That tour and competition from the Olympics resulting in a decline in admissions and revenues.

However, overall the industry has held up well during the economic downturn and austerity period of the past five years, with the trend of market value staying broadly stable. Looking ahead, technological developments are changing the way people buy tickets (as well as tackling the growth of excessively priced secondary tickets), pay for them and, potentially, may begin to reshape the way that concerts are arranged and funded in the future.

This report examines the current status of the industry, including an examination of recent innovations, profiles the leading operators and provides extensive consumer research into attitudes and behaviour relating to music concerts and festivals. Mintel last covered this subject in Music Concerts and Festivals – UK, August 2012.

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