

## Music Concerts and Festivals - UK - August 2012

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“While the growth of social media has allowed more and more people to have their say about live music, there still remains a disconnect between the promoters and fans and putting on live music continues to be a very entrepreneurial activity where instinct, experience and gut feeling guides promoters in deciding what acts to put on and where.”

– Michael Oliver – Senior Leisure & Media Analyst

### In this report we answer the key questions:

- How can technology be used to maximise yield?
- How can venues seek to maximise secondary spend?
- How can promoters maximise other revenue from live performances?
- How can live music compete effectively with live comedy and sport?
- How can promoter/fan engagement be improved?

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 are covered in a separate report, Performing Arts – UK, July 2012.

For its previous two reports on this market, Mintel has used TGI data as the basis for its estimates of the UK music concerts and festivals market size. However, changes to the categories of concert included in the survey mean that it is no longer comparable with previous data, so Mintel has instead used data on live music tariff collections from PRS for Music as the basis for its calculations. This has resulted in a reduction in estimates for the value of the market compared to previous figures published.

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