

Global Concert Market: Size, Trends & Forecasts (2016-2020)

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Abstracts

Scope of the Report

The report titled “Global Concert Market: Size, Trends & Forecasts (2016-2020)”, provides an in-depth analysis of the global concert market by value, by number of tickets sold and by audience. The report also provides a detailed analysis of regional concert market of the following regions: North America, China and Japan.

Furthermore, the report assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global concert market has also been forecasted for the period 2016-2020, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The competition in global concert market is dominated by the one big player, Live Nation Entertainment Inc. Further, key players of the concert market Live Nation Entertainment, Inc., AEG Live (AEG Worldwide) and Marek Lieberberg Konzertagentur (CTS Eventim AG & Co. KGaA) are profiled with their financial information and respective business strategies.

Country Coverage

North America

China

Japan

Company Coverage

AEG Live (AEG Worldwide)

Live Nation Entertainment, Inc.

Marek Lieberberg Konzertagentur (CTS Eventim AG & Co. KGaA)

Executive Summary

The concept of music industry business revolves around the fundamental that companies and individuals make revenues and profits by creating and selling recorded music, live music performances (also known as concerts) and videos of songs and instrumental pieces.

Concert or the live music is a performance in front of the large audience. The live performance generates revenue through sale of tickets of the concerts to fans, advertising and sponsorships. The concerts are held in varying size of settings that include private houses, small nightclubs, concert halls, entertainment centres, parks to large multipurpose buildings and sports stadiums, etc. The concerts are live events that work with professional audio equipment.

The concert industry operates encompassing several players such as fans, ticket vendor, promoter, artist, manager, sponsor and venues.

Global concert market has increased at a significant CAGR during the years 2011-2015 and projections are made that the market would rise in the next four years i.e. 2016-2020 tremendously. The concert market is expected to increase due to growth in urban population, improving global infrastructure, increasing global GDP and GDP per-capita, increase in use of smartphones, etc. Yet the market faces some challenges such as, safety issues, competitive guarantee and downturn in global economy.

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