

Music

Key insights at a glance

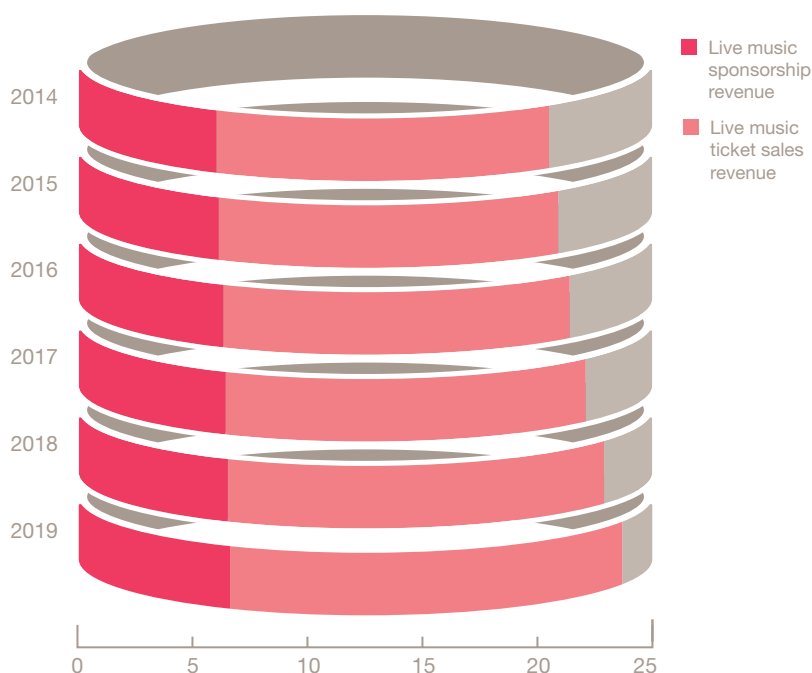


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Technology will play a major role in the growth of live music revenue. Although live music revenue is set to rise in the next five years, income from ticket sales is forecast to grow faster than sponsorship revenue. Live music ticket sales revenue will generate US\$23.69bn in 2019, compared with US\$20.51bn in 2014, equivalent to a CAGR of 2.9%, aided by technological innovations. Smart wristbands made a major breakthrough in 2014 as they were rolled out at a number of live music events, particularly festivals. Fans have quickly taken to these new wearables that offer easy access to events as well as cashless on-site payments.

Fig. 6: Annual growth from ticket sales will rise faster than sponsorship over the next five years

Global total live music revenue by sub-segment (US\$bn), 2014–2019



Source: Global entertainment and media outlook 2015–2019, PwC, Ovum

Outlook insights: an analysis of the Global entertainment and media outlook 2015–2019

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