



 MarketCast

State of Live Music Fandom

JUNE 2021

Objectives and Methodology

INTRODUCTION

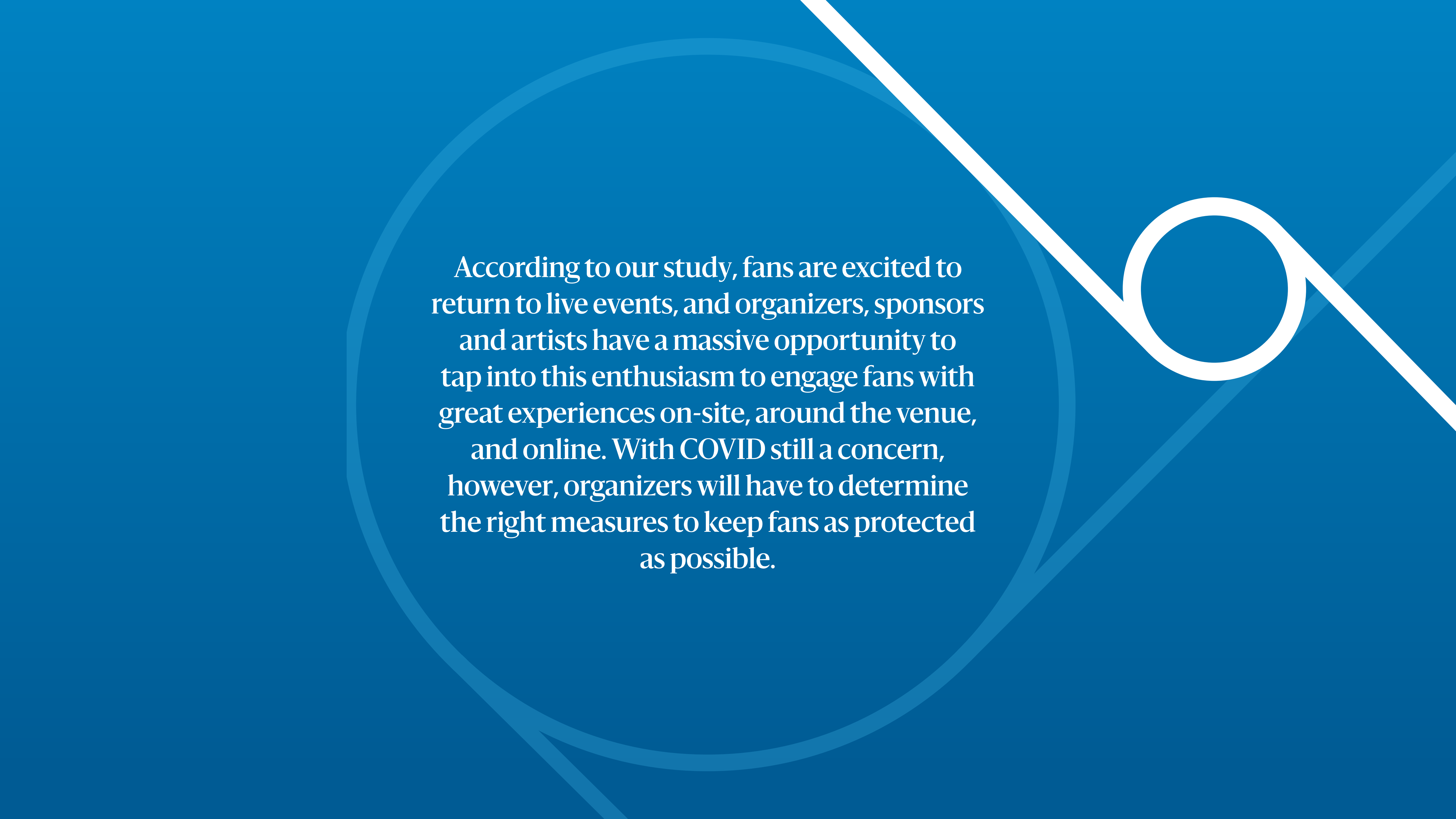
After enduring more than a year without live music, U.S. stages are poised to light up again as festivals and tours announce their artist line-ups and schedules. In this study, MarketCast researchers set out to understand how concert and festival-goers are thinking and feeling about the return of live music. In a year that transformed how entertainment content is delivered and consumed, we wanted to find out if expectations for the live music experience has shifted.

METHODOLOGY

MarketCast surveyed 1,000 live music fans in the U.S. between 18-49 years old. All data was collected between May 6-18, 2021. 81 percent of respondents are defined as “festival attendees,” meaning they attended a music festival in 2018, 2019 or 2020.

OBJECTIVE: WE SET OUT TO ANSWER

- 1 Are fans comfortable returning to live music festivals and shows?
- 2 What are the top music genres among likely attendees?
- 3 Have fan expectations for the live music experience changed since the pandemic?
- 4 What are fan attitudes towards COVID protocols, including vaccination passports and pods?
- 5 After a year of virtual music events, are fans still willing to consume live music via streaming services?



According to our study, fans are excited to return to live events, and organizers, sponsors and artists have a massive opportunity to tap into this enthusiasm to engage fans with great experiences on-site, around the venue, and online. With COVID still a concern, however, organizers will have to determine the right measures to keep fans as protected as possible.

Pandemic Isolation has Fans Craving In-Person Events

The pandemic and lack of in-person, interaction left many feeling isolated. However, as vaccination rates rise and government safety guidelines loosen, people are ready to return to events in-person.

LIVE EVENT ATTITUDES

I can't wait to attend live events in person again

68%

Because of the isolation of the pandemic, I appreciate attending live events in person even more than I did before

64%

I plan on attending live events again as soon as I am fully vaccinated

57%

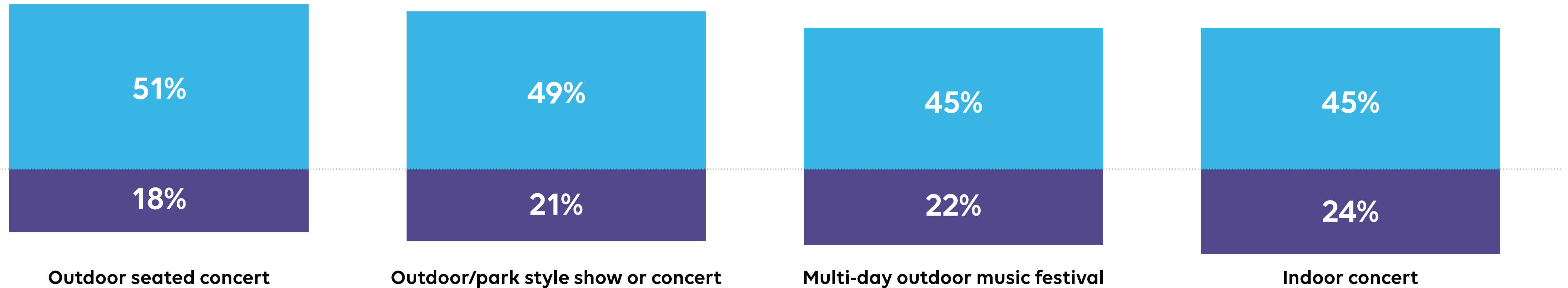


Fans Want to See Live Music Even More than Before the Pandemic

While a portion of music fans' interest in attending live events is negatively affected by the pandemic, they are outnumbered at least 2 to 1 by fans saying the pandemic has made them want to attend live events more than before.

DESIRE TO ATTEND EVENT COMPARED TO PRE-PANDEMIC

■ More interested than before ■ Less interested than before



Respondents indicating no change are not shown on chart.

The Majority of Live Music Fans Plan to Attend a Festival this Year

With tickets quickly selling out for this summer and fall's top music festivals, it is clear that fans are ready to return to live music experiences. Intent to attend a festival is high among past festival and concertgoers with outdoor, multi-day events generating the most interest.

Over the past 30 days, there have been more than **~400K social media** mentions related to music festivals that have announced 2021 line-ups.

65%

of concert goers are likely to attend a show in 2021

51%

of past music festival attendees are definitely/very likely to attend a festival in 2021

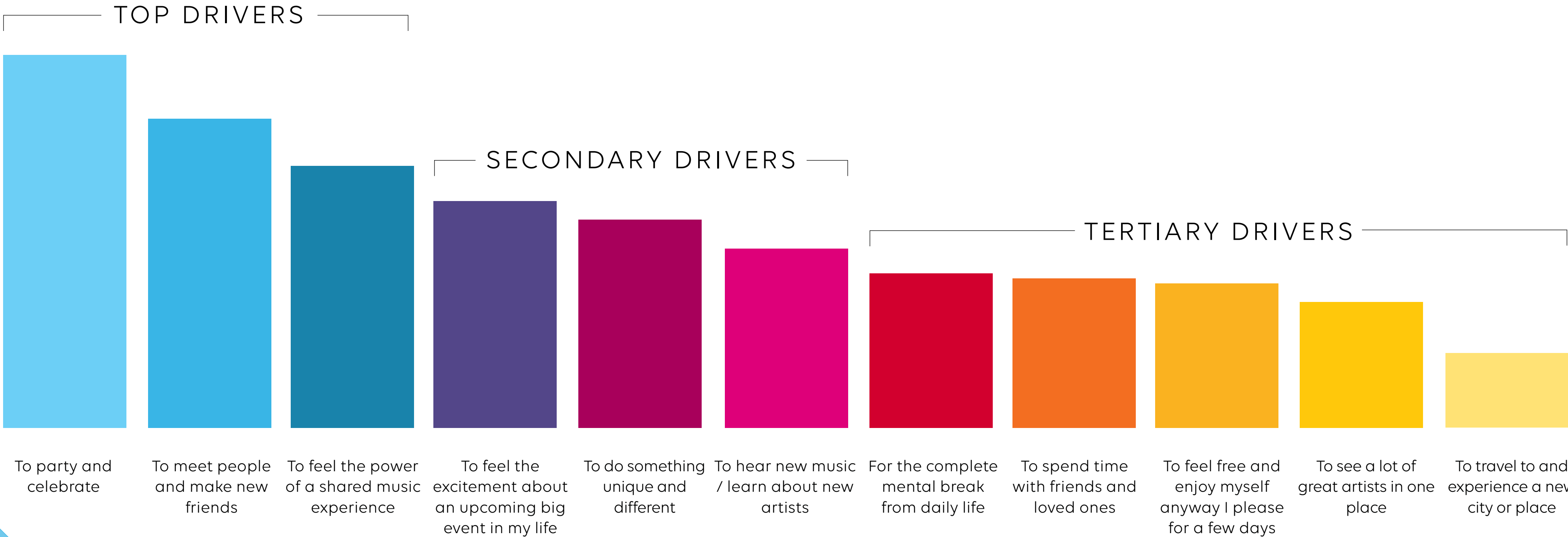
46%

are interested in attending an indoor event, lower compared to outdoor venues

Fans Want to Connect with Others and Make New Friends

Connecting with others and sharing a live experience are the core drivers for attending music festivals in 2021.

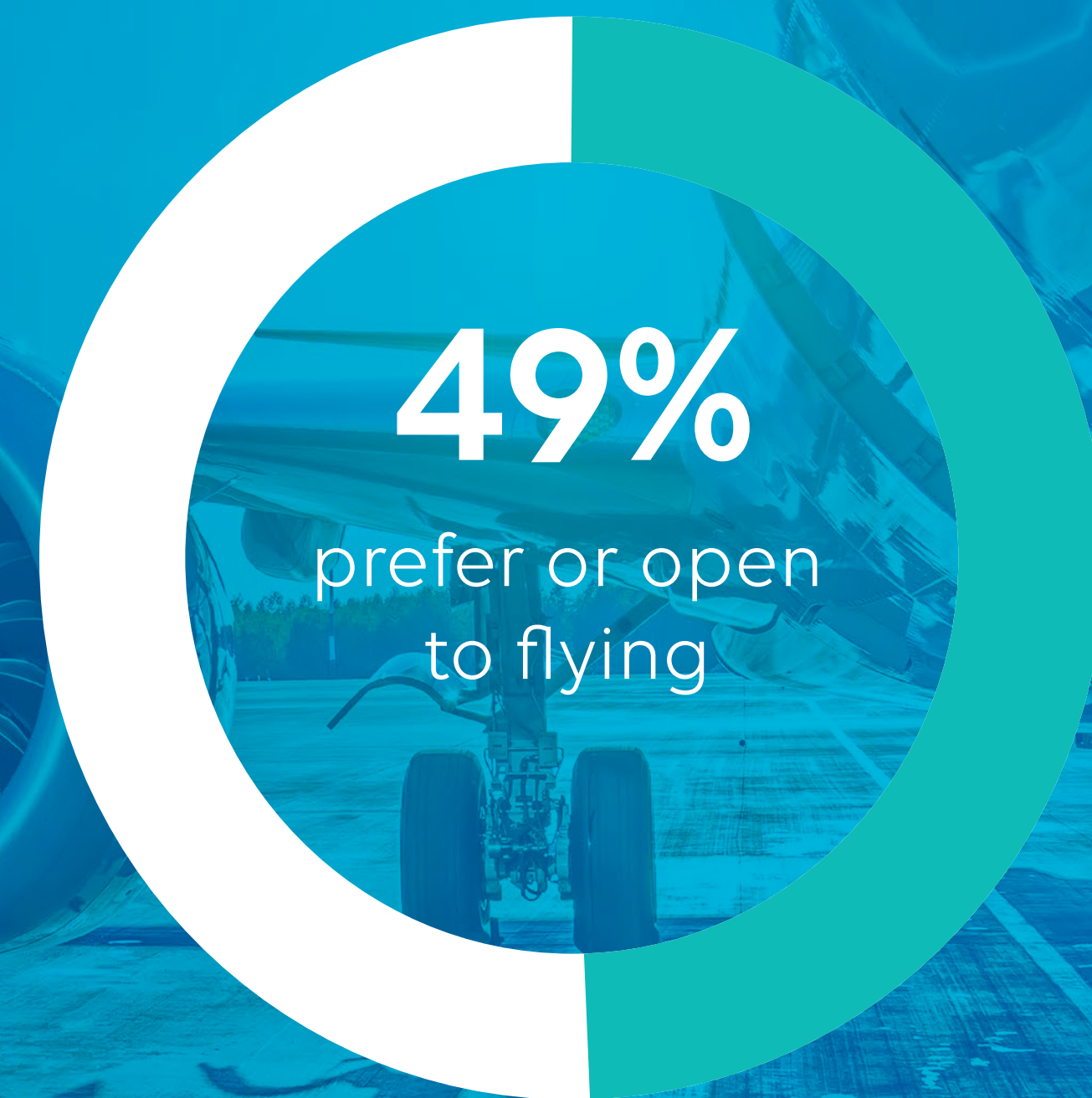
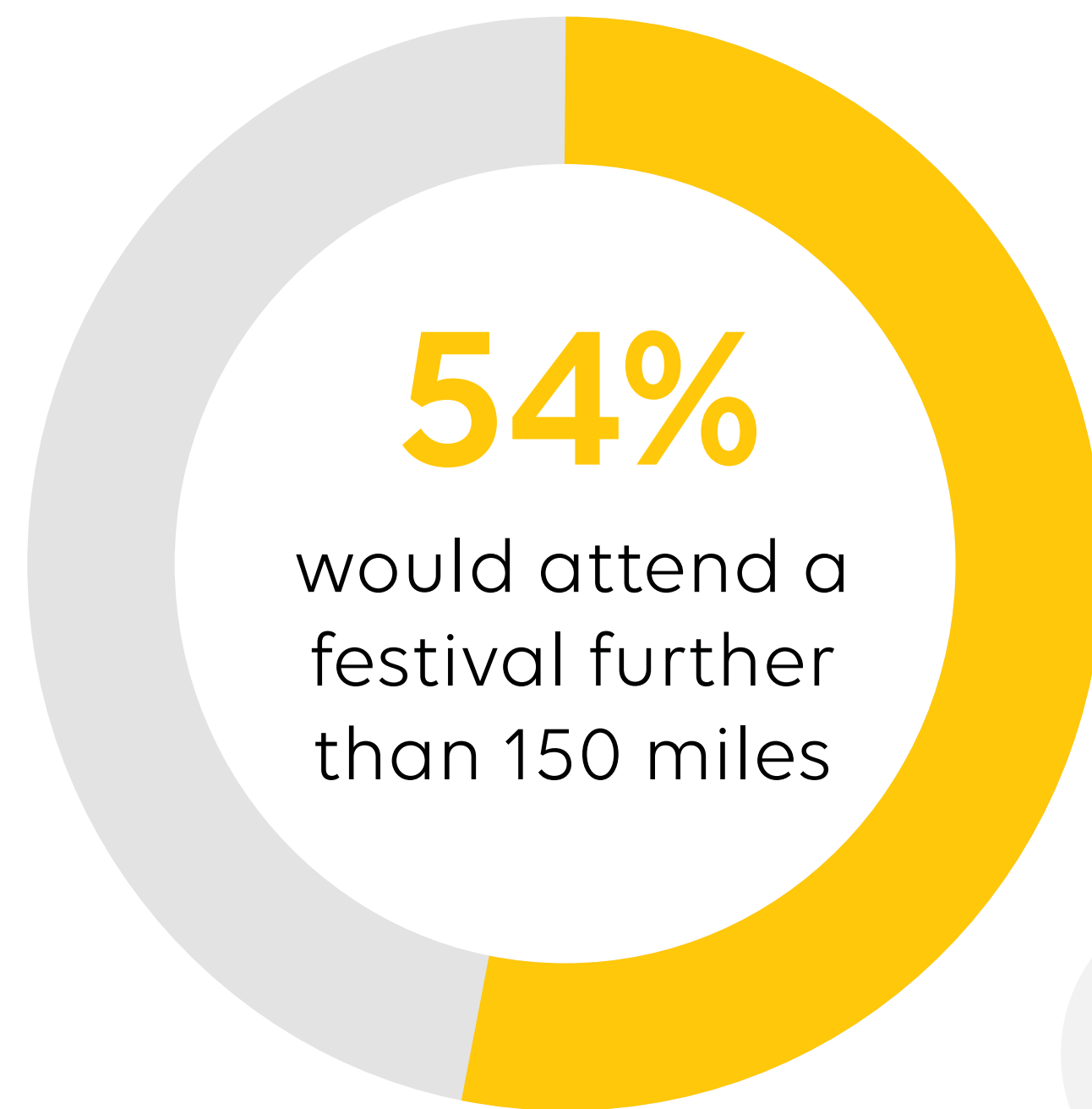
2021 FESTIVAL ATTENDANCE DRIVERS*




*We used a version of regression modeling to determine the relative importance of 11 festival attendance drivers on fans' likelihood to attend festivals in 2021.

Music Fans are Willing to Travel in 2021

Among likely 2021 festival attendees, more than 50% say they are willing to travel beyond their hometowns to attend. And, nearly 50% are open to flying to a destination festival. This offers opportunities for airline, travel and hospitality brands to participate in event fandom and drive revenue opportunities related to music festivals and events.





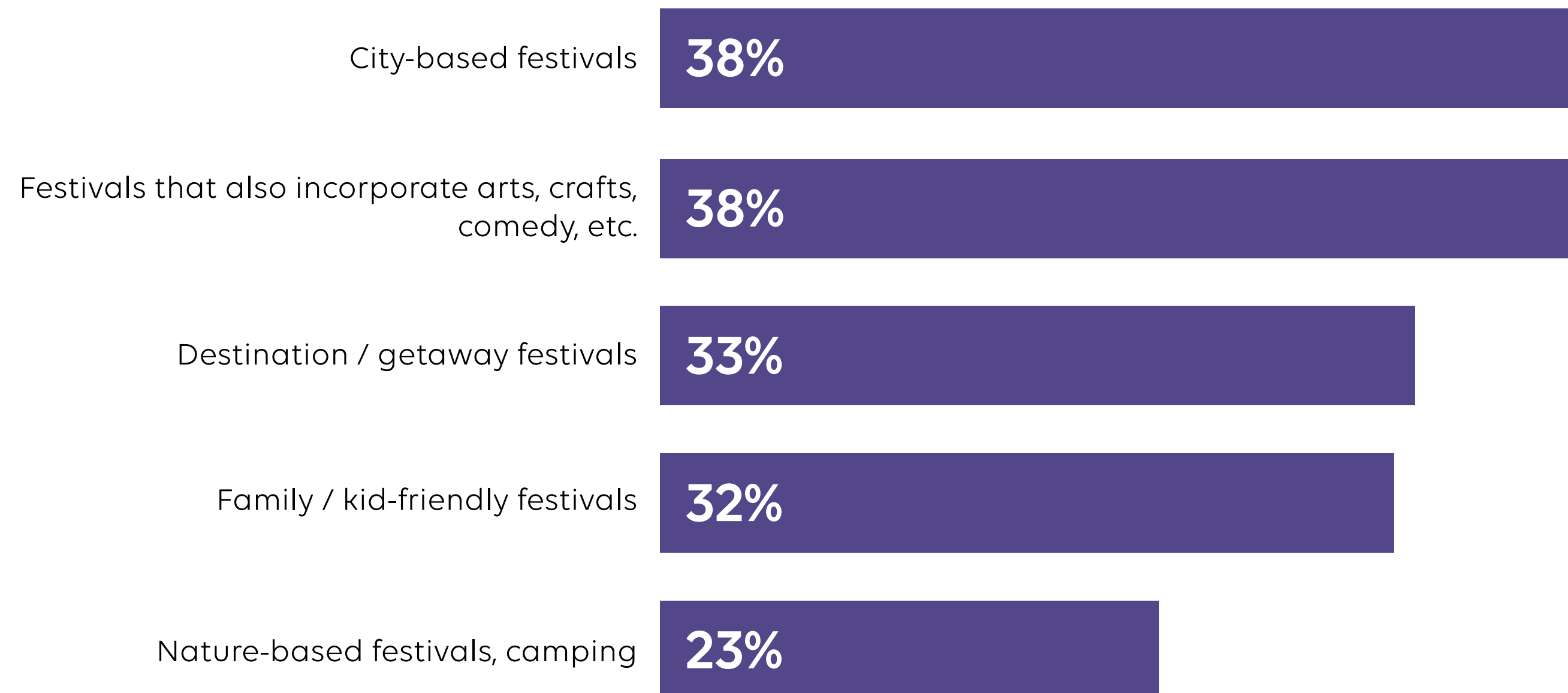
Likely 2021 festival attendees are well educated, high earners with kids at home, looking to escape the confines of pandemic life. They are also more open to splurging on VIP experiences.

66% of likely festival attendees report being more interested in VIP and Ultra VIP passes than before the pandemic.

Fans are Seeking Smaller Scale Festival Experiences

Likely attendees are multi-day festival goers who are interested in festivals with less than 50,000 fans and experiences that incorporate a mix of activities, from music and comedy to arts, crafts and nature.

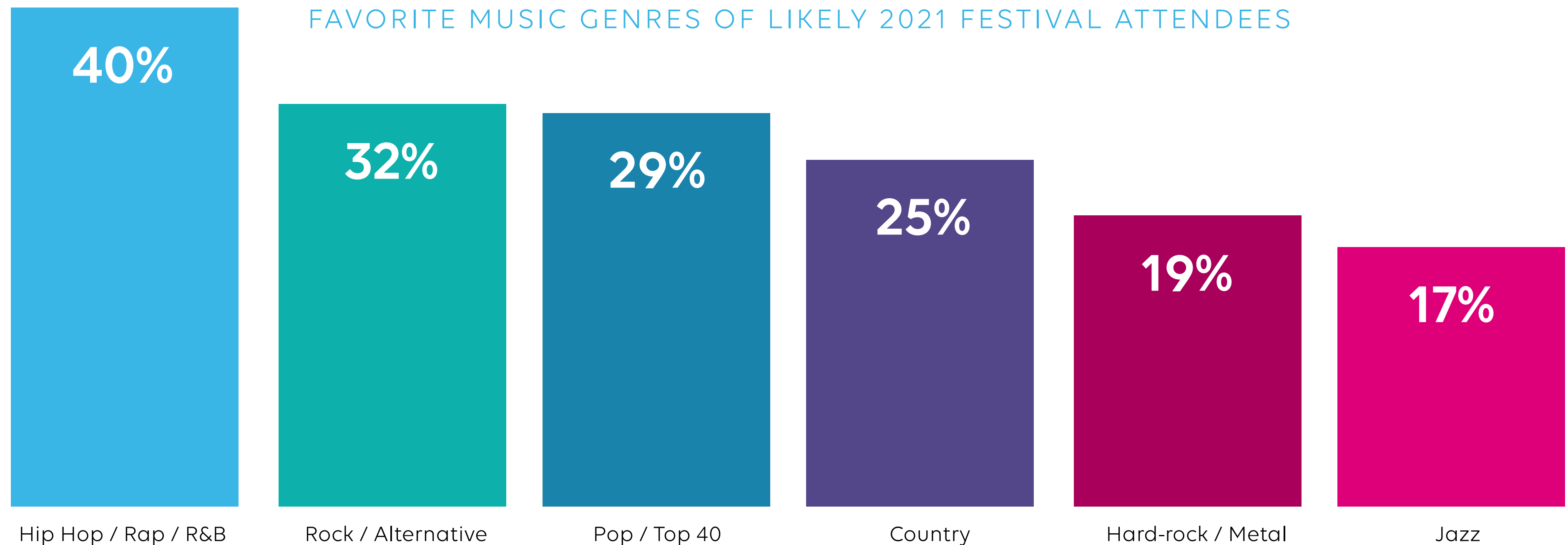
WHICH OF THE FOLLOWING MUSIC FESTIVAL TYPES OR FORMATS ARE YOU MOST INTERESTED IN?



Two in three likely festival attendees held festival tickets in 2020 and most of them chose to keep them for 2021 (52% of all likely 2021 festival attendees have tickets they held from a 2020 event).

Hip Hop, Rap and R&B are the Most Anticipated Genres by Likely Festival Attendees in 2021

While music fans are seeking an eclectic mix of artist genres and performers, Hip Hop, Rap and R&B are the most popular genres for likely attendees of 2021 festivals. Meanwhile, Rock / Alternative are the top genres for fans who consider themselves unlikely to attend a festival in 2021, showing some hesitation among this large cohort. Importantly, this is not driven by age, as the average age of both 2021 likely and unlikely attendees is 34.



Displaying top six genres.

8 of the top 10 most buzzed about music festivals are featuring Hip Hop headliners, with Rolling Loud, the largest Hip Hop music festival in the world, generating 41% share of voice on social media over the last 30 days.



All I needed to see was Kendrick on that Day N Vegas line up and I was sold.

6:45 PM · Jun 15, 2021 · Twitter for iPhone



What kind of budget do rolling loud be having omg lmao

50cent @50cent · Jun 8
It's lit Rolling Loud 🙌 let's go! #bransoncognac #lecheminduroi #bottlerover

Rolling Loud NEW YORK
OCT 28-30
ROLLINGLOUD.COM

THURSDAY
LIL UZI VERT • GUNNA • LIL DURK • GUCCI MANE • JACK HARLOW • POLO G • MONEYBAGG YO • JOEY BADASS • POOH SHIESTY
YOUNG M.A • J.I.D • FIFTY FOREIGN • FETTY WAP • C.J. • DAVE EAST • YUNG BLEU • SNOT • RICO NASTY • FLO HILLI • FREDD BANG
EST GEE • BABYFACE RAY • LUCKI • SHOVEL • YOUNGKING ACE • DKB • DMB PEETZ • DUKE DEUCE • LIL POPPA • BIG DA PACKMAN • NICK CAUTION
• ABO NEAL • DREAMDELL • ROBB BANKS • YWY BSLME • STOVE GOD COOKS • JAHMAN • TYFONALINE • CHINESE KUTTY • CED TRABLE
SLAYTER • BEANZ • BIG BABY SCOMBAG • ALLSTARSADRAY • DOMMONIQUE • B-MEAN • TED X • OLAY ONLY • K. CHARLES

FRIDAY
J. COLE
LIL BABY • PLAYBOI CARTI • KODAK BLACK • RICK ROSS • LIL YACHTY • SKI MASK vs SLUMP GOD • WALE • CITY GIRLS
COI LERAY • CHIEF KEEF • J.I. • FLIPP DINERO • 42 DUGG • TEE GRIZZLEY • MORRAY • BAG • OHGEEST • BIA • POUYA • KAASH PAIGE
ZLOZ • STUNNA 6 VEGAS • PIERRE BOURNE • SPOTEMGOTTEM • BIZZY BANKS • STUNNA GAMINO • COZZ • FAT NICK • ASIAN DOLL • LIL GNAR
KCEWEN VEZOS • LIL LAZZY • TEDDY • BATHURILLA • KENNY MASON • DANNY TOWERS • N JAY • LITTE • OMEN • BLACK FORTUNE • YOUNG SEVIN
DICK APOSTOL • STAFF • VETS 4200 • BOPHOLLY • THURSDAY • KORE HIGGINS • KAPPA L.D • SPOTEM • SHIBOLE

5:17 PM · Jun 8, 2021 · Twitter Web App



I mean I'm not usually one for music festivals, but Day N Vegas?? They already had me right off the bat with Polo G and Lil Baby, but then there's Bino, Blxst, Larry June, Toosii, Babyface Ray!?? Count me in ✅

5:15 PM · Jun 16, 2021 · Twitter for iPhone

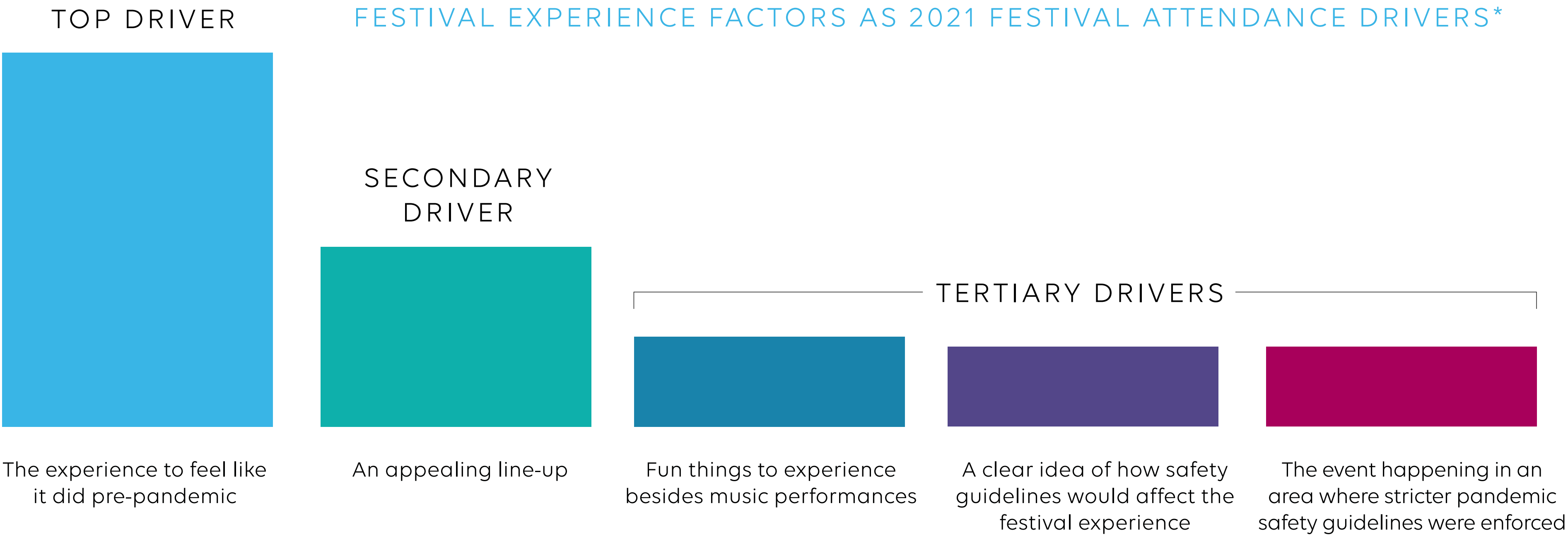


Less than 1% of Rolling Loud, Pitchfork Fest, and Day N Vegas social media mentions referenced “safety” or “concerns” about attending.



Fans want Festivals to Feel Like the Pre-pandemic Experience

While other entertainment mediums are experiencing accelerated changes in how content is delivered and consumed, live music fans crave the traditional, in-person festival experience more than anything else. In fact, the most important driver of festival attendance in 2021 is the festival experience being just “like it was before the pandemic.” This even beat out having an appealing artist line-up, which was a distant second.



*We used a version of regression modeling to determine the relative importance of 11 festival experience elements on fans' likelihood to attend festivals in 2021. Six drivers with minimal/insignificant importance not shown on chart.

Excitement of Returning to Festivals is Elevating Expectations

Likely festival attendees are thrilled at the prospect of attending music festivals again and their enthusiasm is driving the expectations that everything at the event will be better than before. The more eager fans are to attend a festival again, the higher their expectations of having a great time.

ELEMENTS OF THE MUSIC FESTIVAL FANS EXPECT TO BE BETTER



The vaccination status among likely and unlikely fans to attend music festivals
(May 2021).

I AM ALREADY VACCINATED

44%

Unlikely Attendees

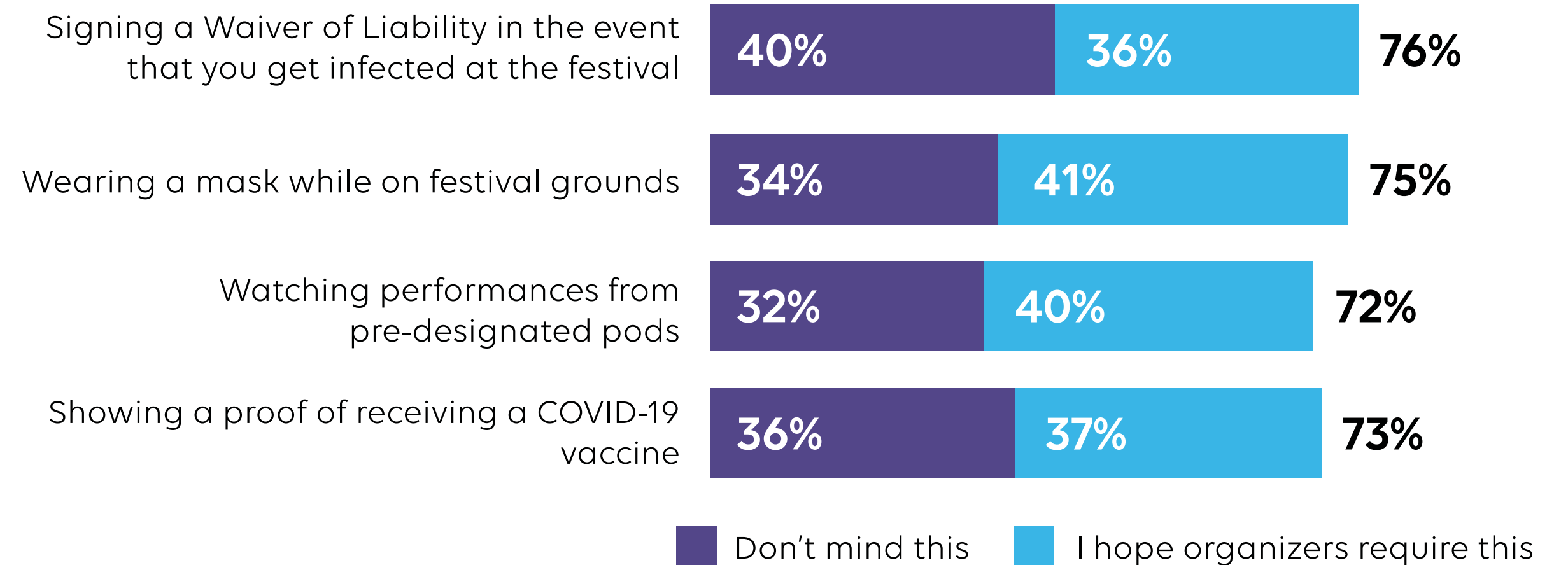
36%

Likely Attendees

Festival Attendees are Open to a Variety of Health Safety Measures

Fans are fine wearing masks and signing agreements to adhere to safety guidelines. However, "vaccination passports" and watching performances from assigned pods are the least popular among fans.

COVID-19 SAFETY GUIDELINES



Lollapalooza Offers Free Tickets to Drive Vaccinations

Lollapalooza partnered with the City of Chicago to offer 1,200 free tickets for those with an appointment to get vaccinated at one of the City's four vaccination sites on June 26.

Festival Organizers will Still Contend with “Vaccine Averse” Fans

There are still a sizeable number of likely attendees to music festivals who are averse to getting vaccinated. Festival organizers should consider ways to incentivize fans to get vaccinated and abide by COVID protocols before and during their events.

LIKELY-TO-ATTEND FAN ATTITUDES TOWARD RECEIVING THE COVID-19 VACCINE

36%

I am already vaccinated

26%

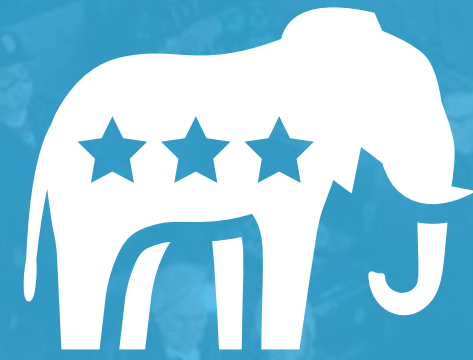
I will get vaccinated only if required by my job or to visit/attend certain places

22%

I plan on getting vaccinated as soon as possible

17%

I don't plan on receiving a COVID-19 Vaccine



Republican leaning fans are twice as likely as their Democratic counterparts to pushback on areas designated for vaccinated fans.

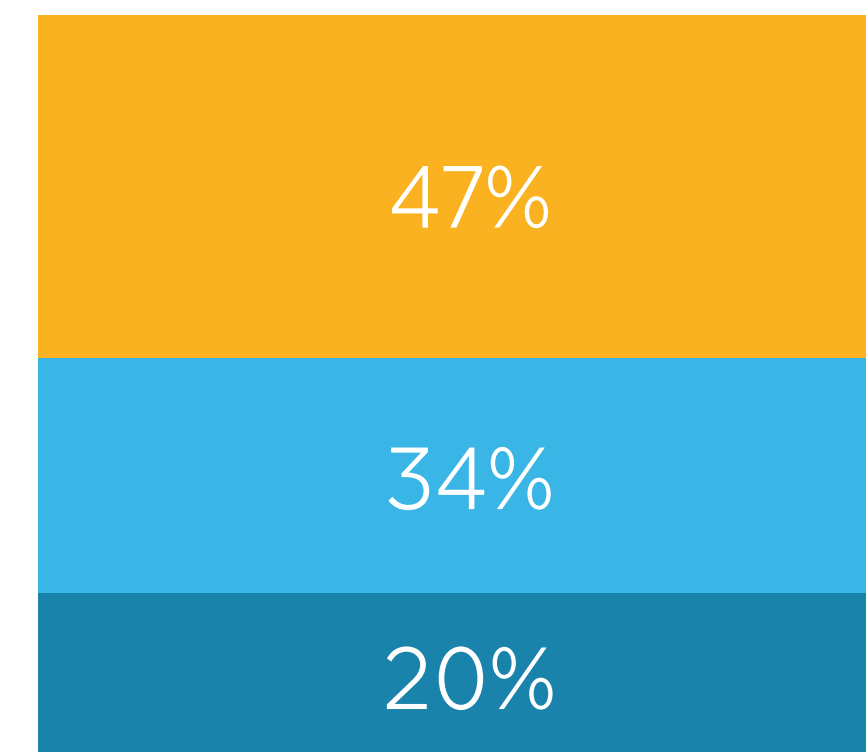


Creating designated spaces for vaccinated fans will have a positive impact on attendance, but it's better to have access throughout

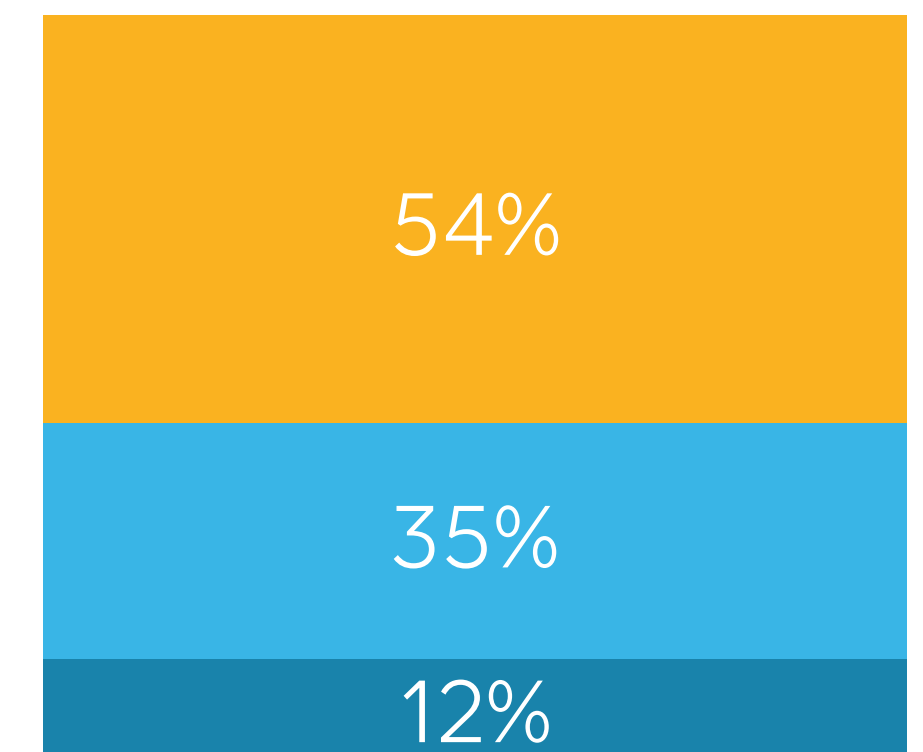
While vaccinated fans feel positive about the concept of vaccinated viewing areas, they still want the freedom to access the entire festival in this safe setting. Enforcing areas for vaccinated attendees will be more polarizing than offering total access for those vaccinated.

EFFECT OF DESIGNATED VACCINATION AREAS ON ATTENDANCE

- More likely to attend
- No effect
- Unlikely to attend



Near stages



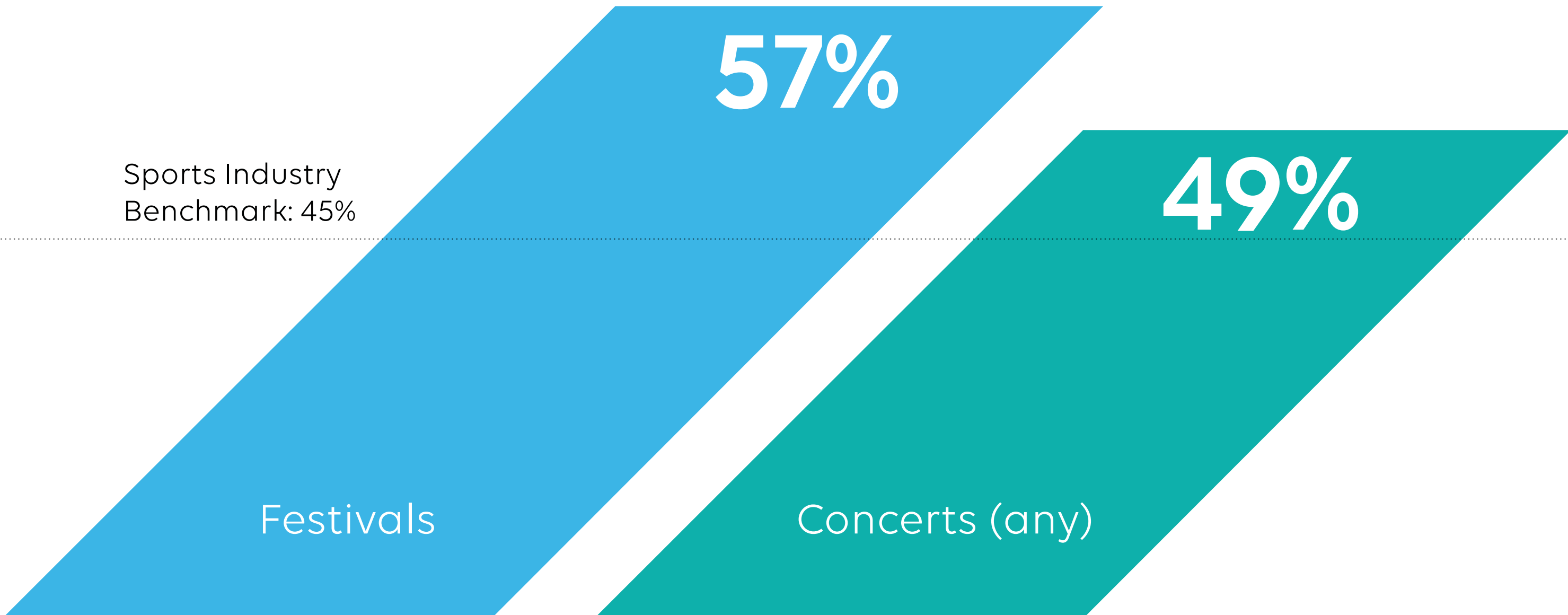
Throughout festival grounds and stages

Brands Supporting Live Music Will Reach Passionate Fans, Favorable to Sponsors

In fact, music fans show a higher disposition to supporting sponsors than sports fans do. Furthermore, music festivals offer sponsors an opportunity to connect with and engage a captive audience over a period of several days.

EFFECT ON FAN OPINION AS RESULT OF SPONSORSHIP
% MORE FAVORABLE TOWARDS SPONSOR BRAND

Sports Industry
Benchmark: 45%



Sponsorship Activations Should Focus on Fun and Philanthropy

Brand sponsorships related to safety, food experiences, and other fun festival activities will likely resonate the best with fans.

AREAS WHERE BRANDS SHOULD FOCUS SPONSORSHIPS

42%

Food and beverage
experience

38%

Fun experiences
besides music
performances

34%

Helping members of
the local community
affected by the
pandemic

32%

Wireless connectivity

32%

VIP areas and
experiences

Music Fans are Willing to Pay for Multi-Day Virtual Streaming Passes

The pandemic forced both artists and audiences to embrace virtual, live events for the first time. Upstart streaming services filled live music's void, staging virtual shows from living rooms and parking lots. As America's music stages return and tickets quickly sellout, more than 80% of fans say they are interested in virtual streaming passes for their favorite festivals – offering additional opportunities for organizers and sponsors.

87%

A vast majority of fans have some interest in purchasing a livestream festival pass.

\$75

The median price fans are willing to pay for a live, multi-day streaming pass.

The Live Music Opportunity

\$5.5B

Gross revenue from all 2019 music tours

Outside Lands was the highest grossing festival in 2019 with more than \$29M in gross revenue.

Source: Pollstar 2019 Year End Top 20 Worldwide Festival Grosses



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