

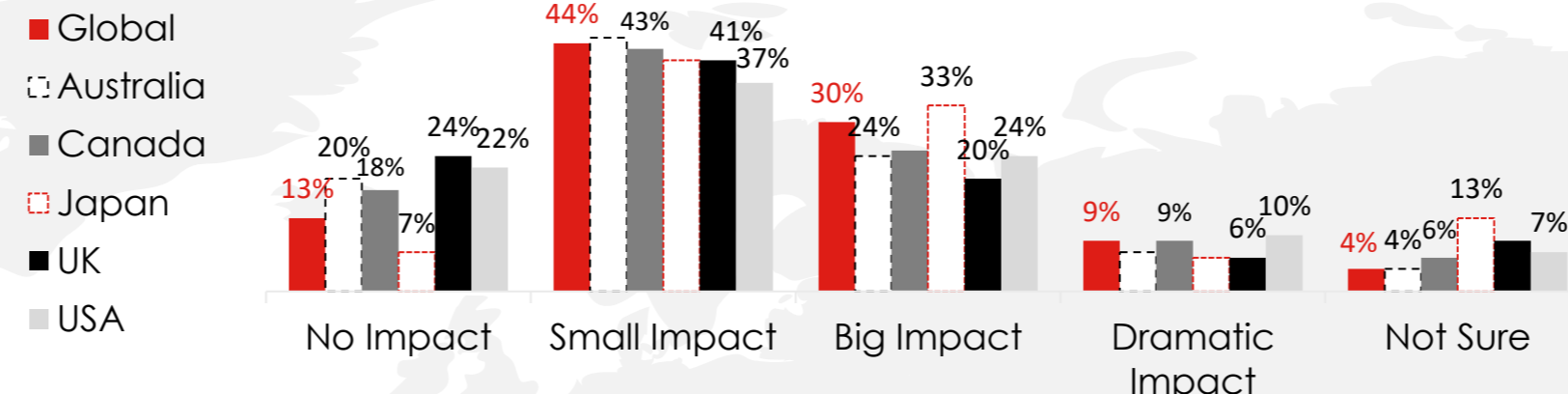
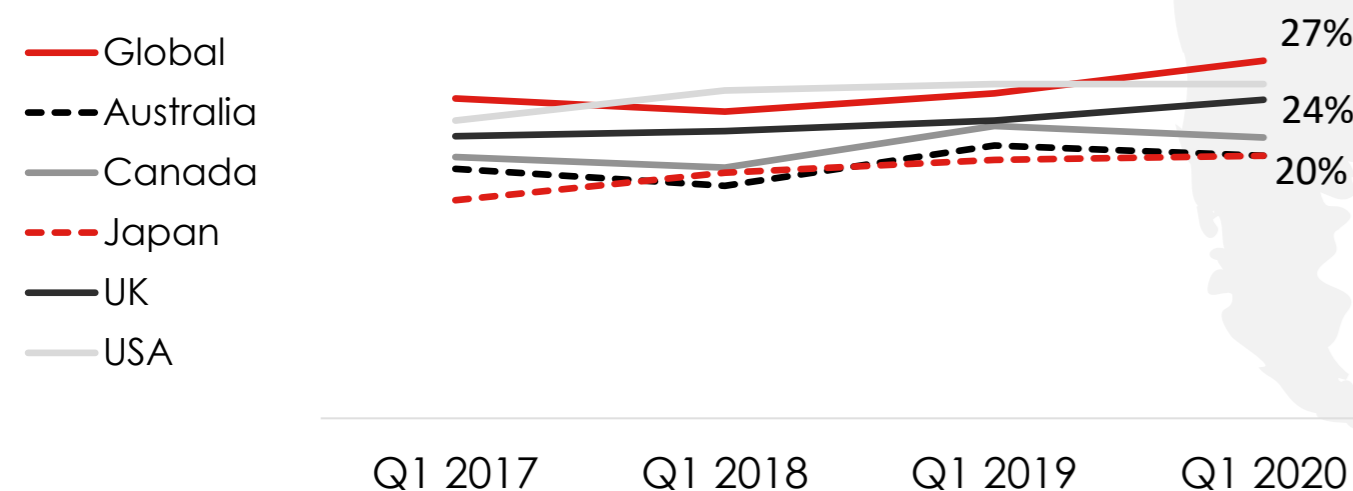
Concert Tickets

Looking at concert ticket purchases, people in the UK had the highest percentage of ticket purchases before the pandemic – with 26% saying they had bought a concert ticket in the 6 months to Q1 2020.

01

Live Music Concerts

Before the pandemic, live music attendance was slowly on the rise, according to GWI data. In Q1, 2020 it hit a peak with 27% of people 16-64 globally saying they “regularly attend live music concerts”.



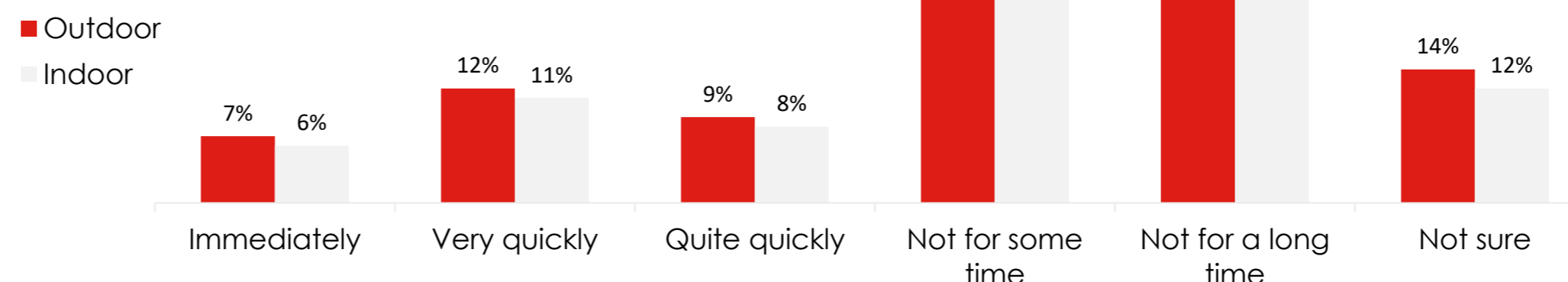
Impact on Personal Finances

When asked “how do you expect the coronavirus outbreak to impact your personal / household finances?”, 83% of people globally say it will make some sort of impact. It is likely this impact will influence discretionary spending moving forward once the pandemic is over.

03

Speed of Returning to Venues

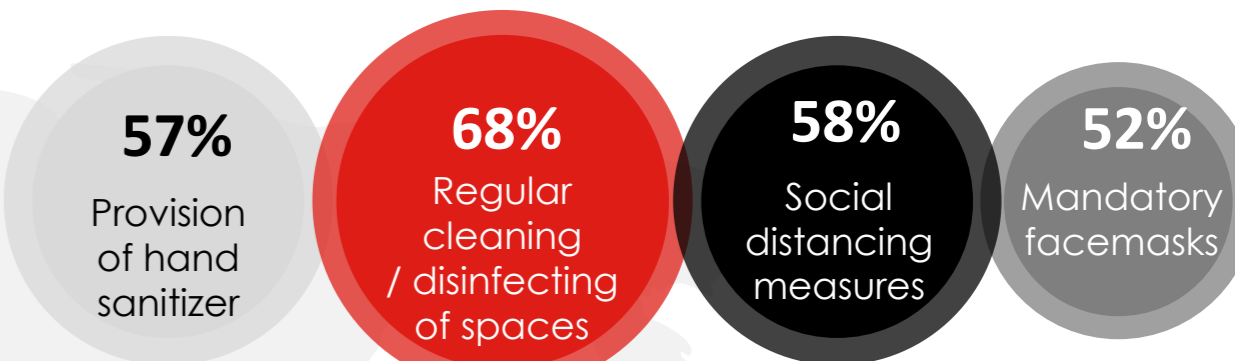
Globally, consumers are quite cautious about visiting large indoor and outdoor venues once they re-open. The below chart contains opinions about the speed they would start to visit them again. Consumers are slightly more confident about returning to outdoor venues quicker, but it is only by a small percentage.



04

What They Look Like

We looked at regular attendees of live music who say they would return to large venues immediately or very quickly. In each of the five countries they each skew 25-34, male, and their top genres all include Hard Rock or Metal.



Important Safety Factors

The most important safety factor for consumers now when thinking of entering public spaces such as concert venues & sports stadiums is the ‘regular cleaning and disinfecting of spaces’, followed by ‘social distancing measures’.

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