

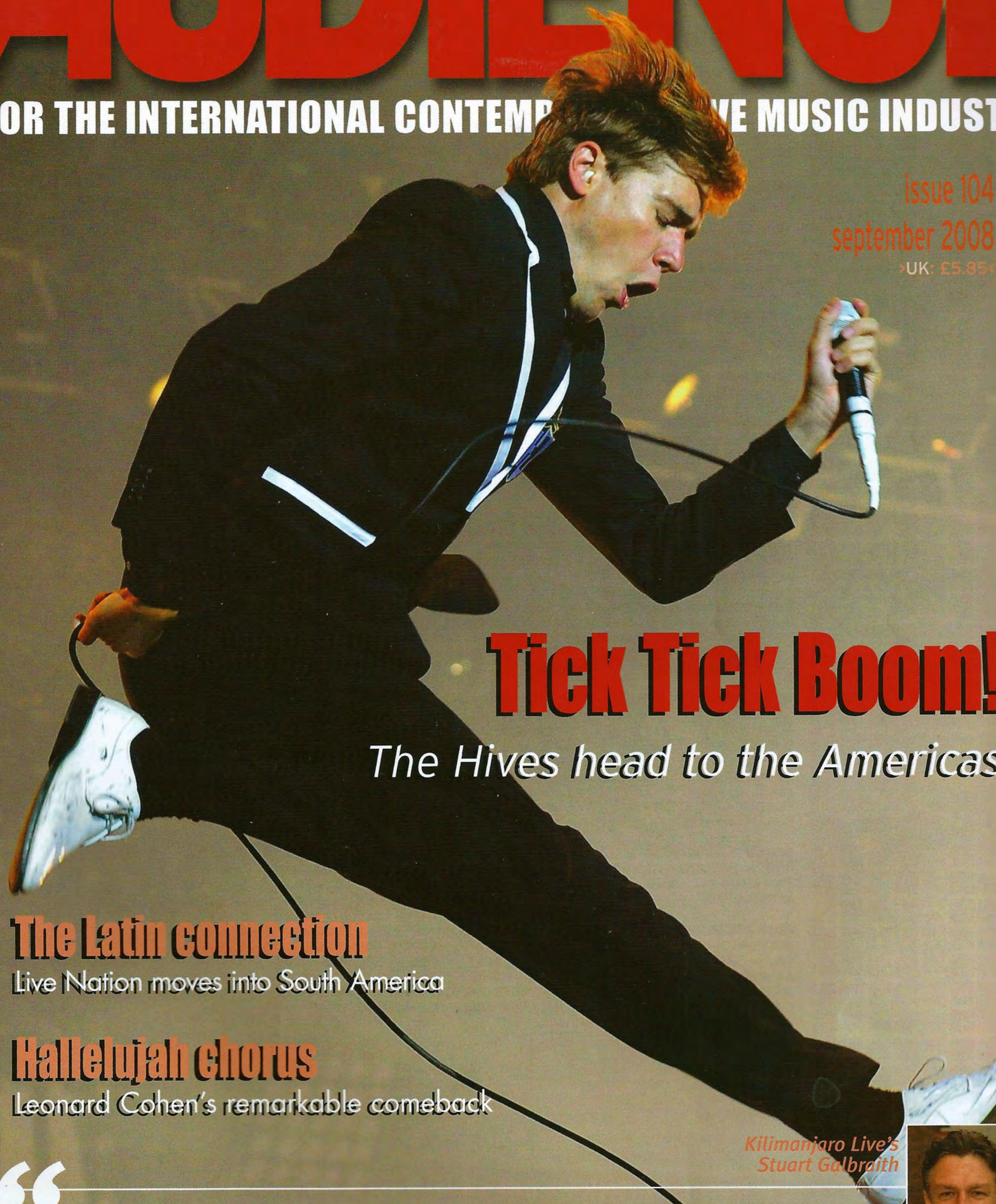
AUDIENCE

FOR THE INTERNATIONAL CONTEMPORARY LIVE MUSIC INDUSTRY

issue 104

september 2008

>UK: £5.85<



Tick Tick Boom!

The Hives head to the Americas

The Latin connection

Live Nation moves into South America

Hallelujah chorus

Leonard Cohen's remarkable comeback

Kilimanjaro Live's
Stuart Galbraith



“

Paperless tickets herald the launch of a new phase in concert ticketing

”

Plan for Singfest to go global

SINGAPORE The team behind the two-day 15,000-capacity Singfest believe they can double capacity by next year and, in time, put the event among the most significant festivals in the world.

The 2-3 August event's founder, Midas Promotions entered into a joint venture this year with international brand-led event and digital content company All The Worlds (ATW) which is backed by Universal Music Group.

UK-based ATW CEO Paul Morrison was responsible for brokering sponsorship deals between Tennent's and Scotland's T in the Park (cap. 80,000) and Virgin's naming of the twin V festivals (85,000 and 75,000).

Midas CEO Michael Hosking says the two companies intend to invest heavily in the festival, to put it on a par with other major global outdoor events.

"Together we will be able to take Singfest and put it on the world map of music festivals, on

a par with the Vs or T in the Park in the UK and Coachella and Lollapalooza in the US.

"We're considering expanding to three days next year and since the festival format is new to people here, it performed really well."

Morrison tells *Audience*, "On the Saturday I think we did about 7,000 tickets, but on Sunday there must have been around 12,000 people there and it was packed.



Michael Hosking

Next year, I think we can double capacity."

An ATW-produced TV show of the event is expected to be broadcast in 68 countries, with the company also providing clips for mobile phone and internet download.

Acts who appeared included Alicia Keys, Pussycat Dolls, Travis, Lostprophets, Jason Mraz, Panic at the Disco and Simple Plan. Day tickets cost S\$200 and S\$250 (US\$140 and US\$175) or S\$350 (US\$245) for both days.

More top speakers make The Summit

UNITED KINGDOM Multinational agency boss Neil Warnock of The Agency Group, Primary Talent International MD Peter Elliot and outspoken secondary ticketing pioneer Eric Baker are among the latest speakers to be confirmed for LIVE UK The Summit.

Set for 9-10 October at the Radisson SAS Portman Hotel in London's West End, the conference is expected to attract more than 300 live music sector professionals.

Among new sessions will be Going Global, focussing on how UK acts achieve international recognition.

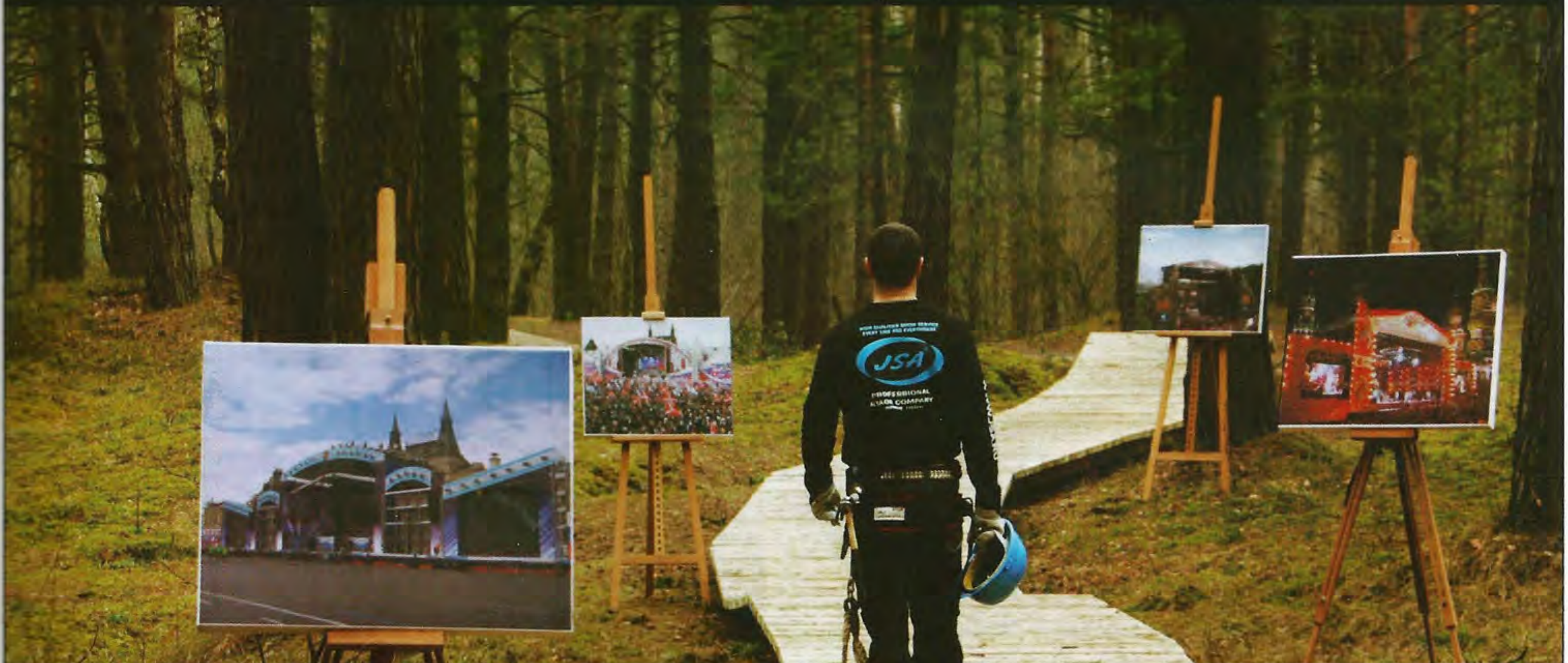
"We know how successful UK acts are around the world, but how



will the next generation break through in a rapidly changing environment," asks *LIVE UK* managing editor and conference producer Steve Parker. "The fact that an artiste is from the UK isn't an automatic passport to international access anymore."

For other panel information and registration details, visit www.liveuksummit.com.

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