



Live DMA European Network

Linking Initiatives & Venues in Europe (Developing Musical Actions)

FACTS & FIGURES music venues in Europe

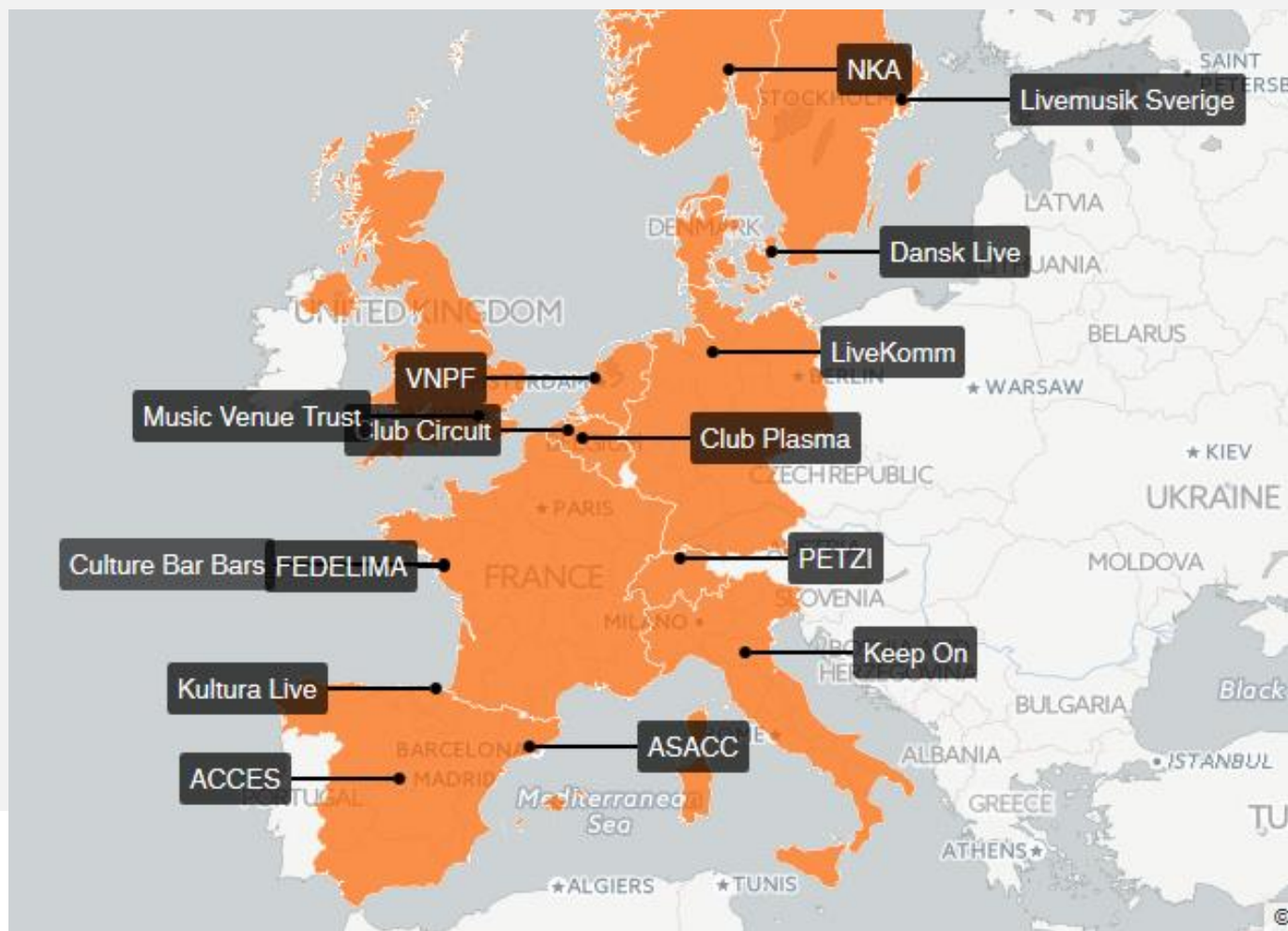
Presentation July 2016



Live DMA European Network

Linking Initiatives & Venues in Europe (Developing Musical Actions)

15 associations in 11 countries
2308 members in total of which
2080 music venues + 228 music festivals



We work on:

Artistic, Cultural and Social front

Artistic discovery, emergence and innovation, talent development, cultural diversity, social impacts, educative activities

Political front

Promoting the importance of live music as professional performing art, cultural development, advising and influencing rules and regulations on local, regional, national and international scale, gain legitimacy on the European political field

Economic front

a mixed economy of self-made incomes and public money, mostly in a non-profit logic, cooperation processes between the public sector, private sector and citizens, exchanging knowledge between festivals & venues.

Survey – collecting data

Since 2011, **Live DMA** collects data of music venues.

Our objectives:

- representation on a local, national and European level
- emphasize the importance of music venues
- better understanding of practices
- showing differences and similarities
- compare them on different scales & with other sectors

The survey measures the venues:

- **capacity**
- **activities, performances and visits**
- **employment:** paid staff, volunteers and interns
- **finance:** programme costs, ticket sales, subsidy, food & beverages and total income and expenses

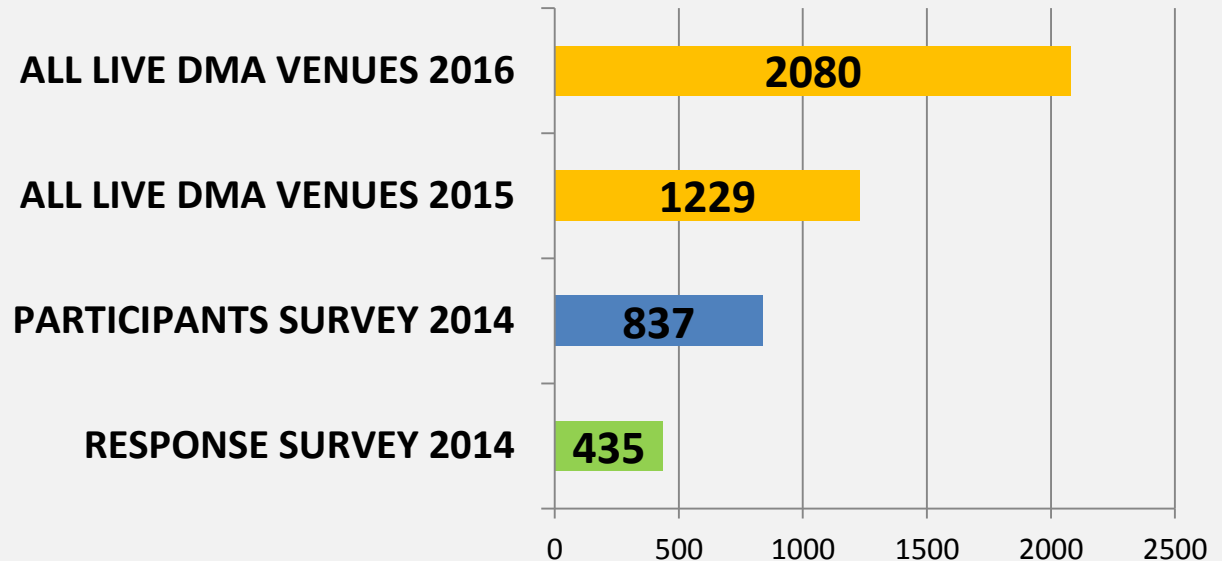
The survey will be repeated every year so we can discover trends and developments. Every year more countries and venues participate.

SURVEY RESULTS

52% response

Last years survey:

- 301 venues data
- 49% response



Who participated in the survey (data 2014)?

- Fedelima (France)
- Norske Konsertarrangører (Norway)
- Dansk Live (Denmark)
- VNPF (Netherlands)
- PETZI (Switzerland)
- ACCES (Spain, excl. Catalonia)
- ASACC (Catalonia, Spain)
- Club Plasma (Wallonia, Belgium)
- Clubcircuit (Flanders, Belgium)

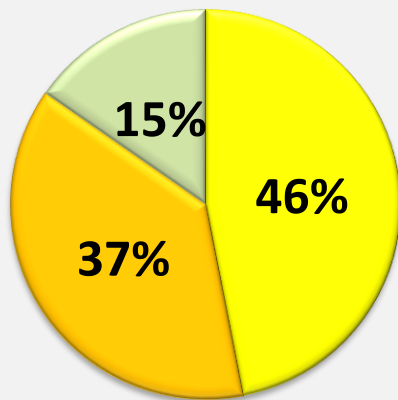
Average music venue

- Audience capacity: 583
- Music activities per year: 107
- Performances per year: 200
- Visits per year: 26.640
- 78% paid visits, 22% free visits
- **Number of persons working: 81**
 - Paid employees 21%
 - Volunteers 66%
 - Interns 13%
- **Number of Full Time Equivalent (FTE): 14**
 - FTE Paid employees 55%
 - FTE Volunteers 37%
 - FTE Interns 9%
- **Total income: €893.563**
- Ticket sales of total income: 25%
- Ticket sales per visit: € 8,49
- Food & beverage of total income: 17%
- Subsidy of total income: 41%
- **Total expenses: €903.256**
- Programme costs of total expenses: 34%

DIVERSITY OF CAPACITY

- Average capacity is 583
- 66% is below average

Music venues audience capacity

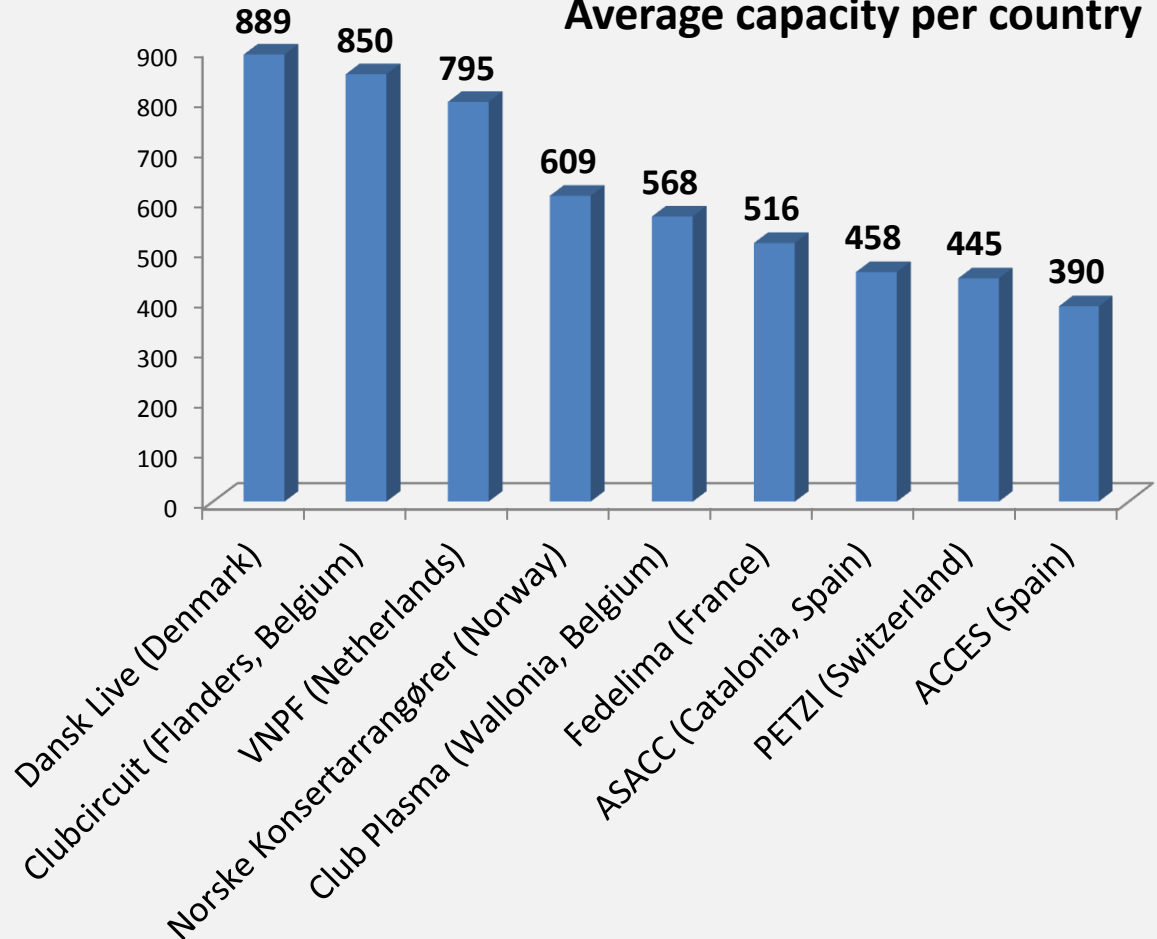


■ SMALL 0-399

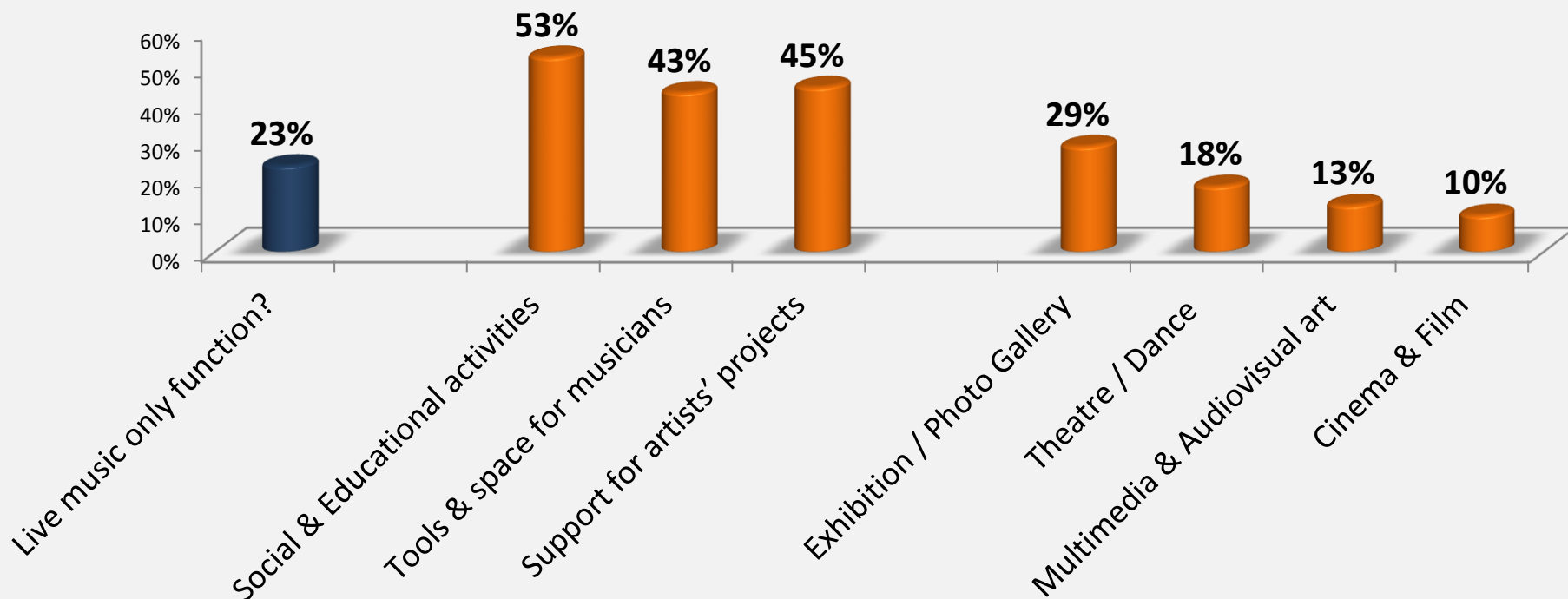
■ MEDIUM 400-999

■ BIG 1000 and more

Average capacity per country

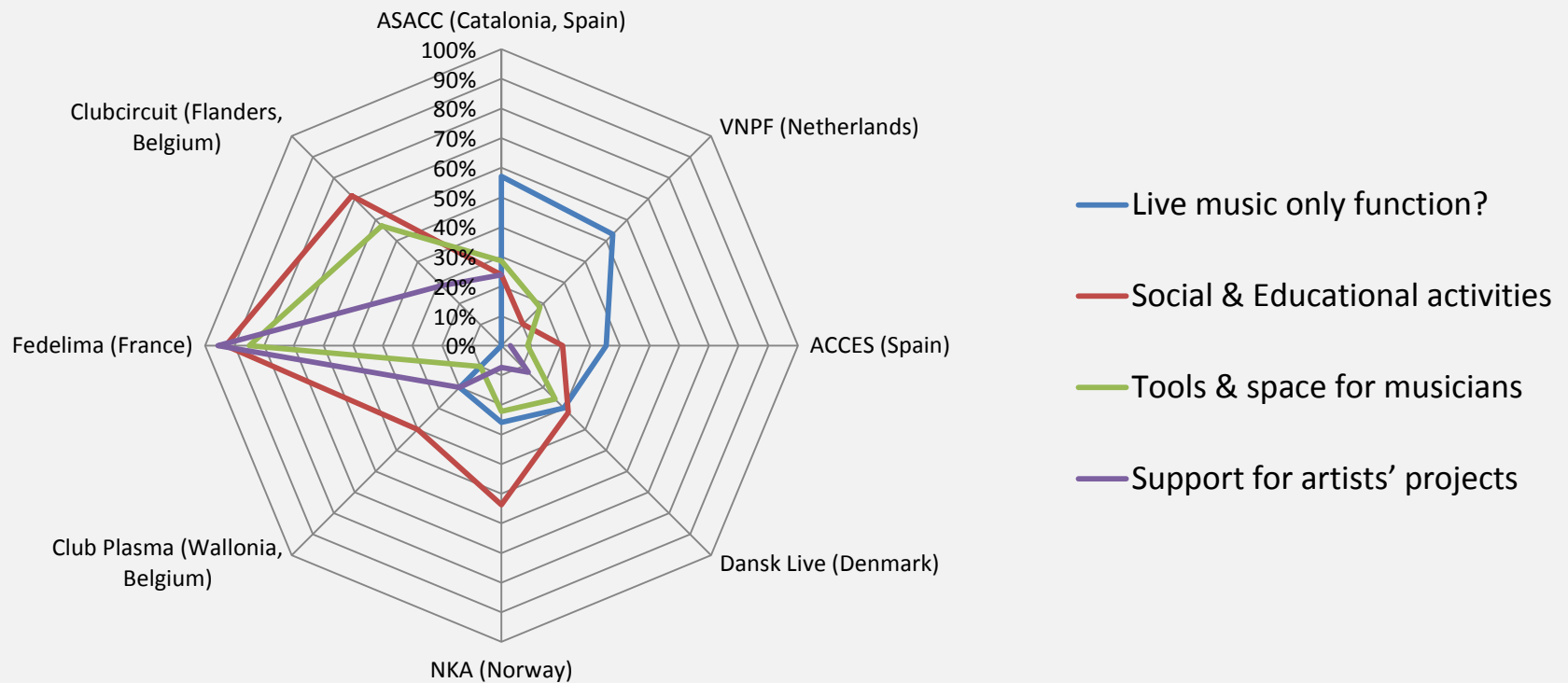


DIVERSITY OF ACTIVITIES



ACTIVITIES PER COUNTRY

DIVERSITY PROFILE VENUES



MUSIC ACTIVITIES & PERFORMANCES

- **TOTAL MUSIC ACTIVITIES (SURVEY POPULATION): 89.389**
 - **TOTAL BANDS/ACTS PERFORMING: 189.895**

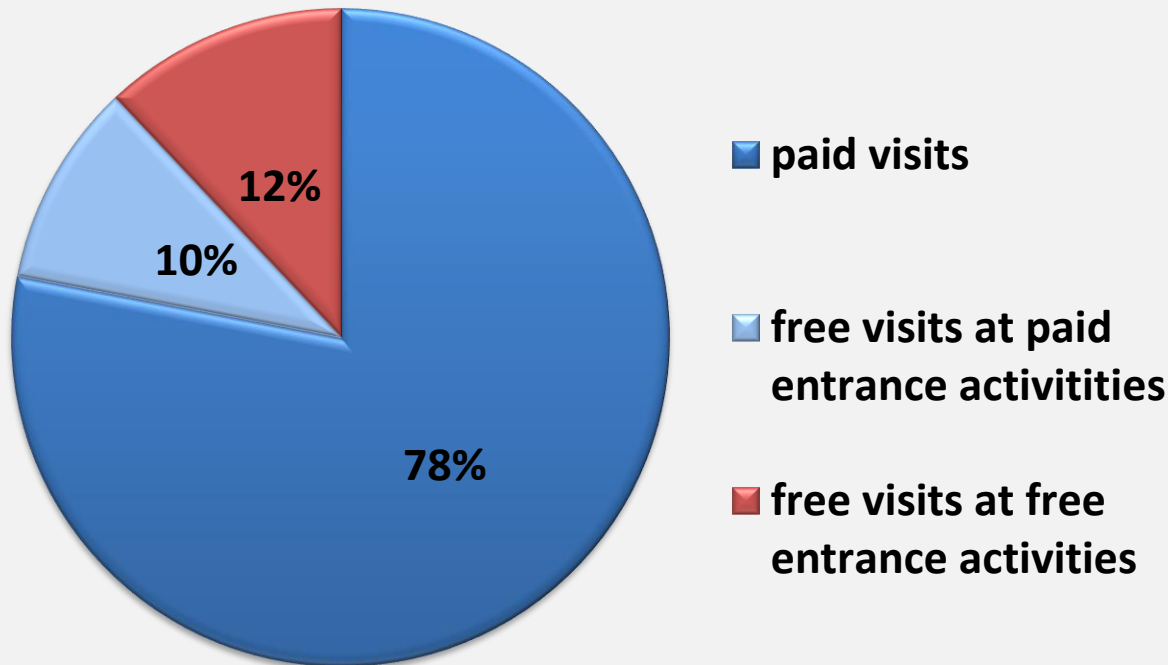
MUSIC ACTIVITIES



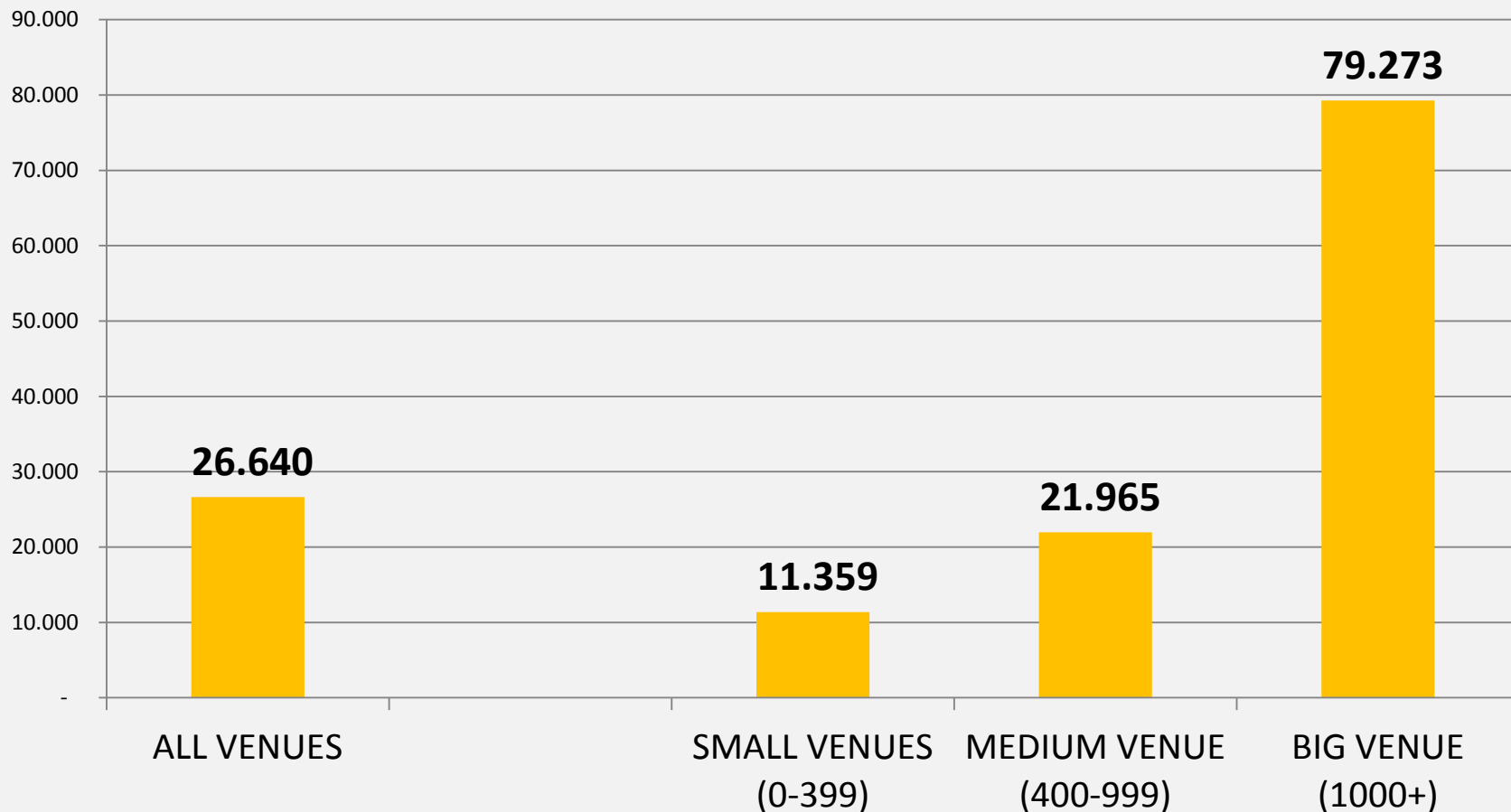
AUDIENCE VISITS

- **TOTAL VISITS (SURVEY POPULATION): 22.642.417**
- **AVERAGE VISITS PER VENUE PER YEAR: 26.640**

TOTAL VISITS



TOTAL AUDIENCE VISITS PER VENUE PER YEAR



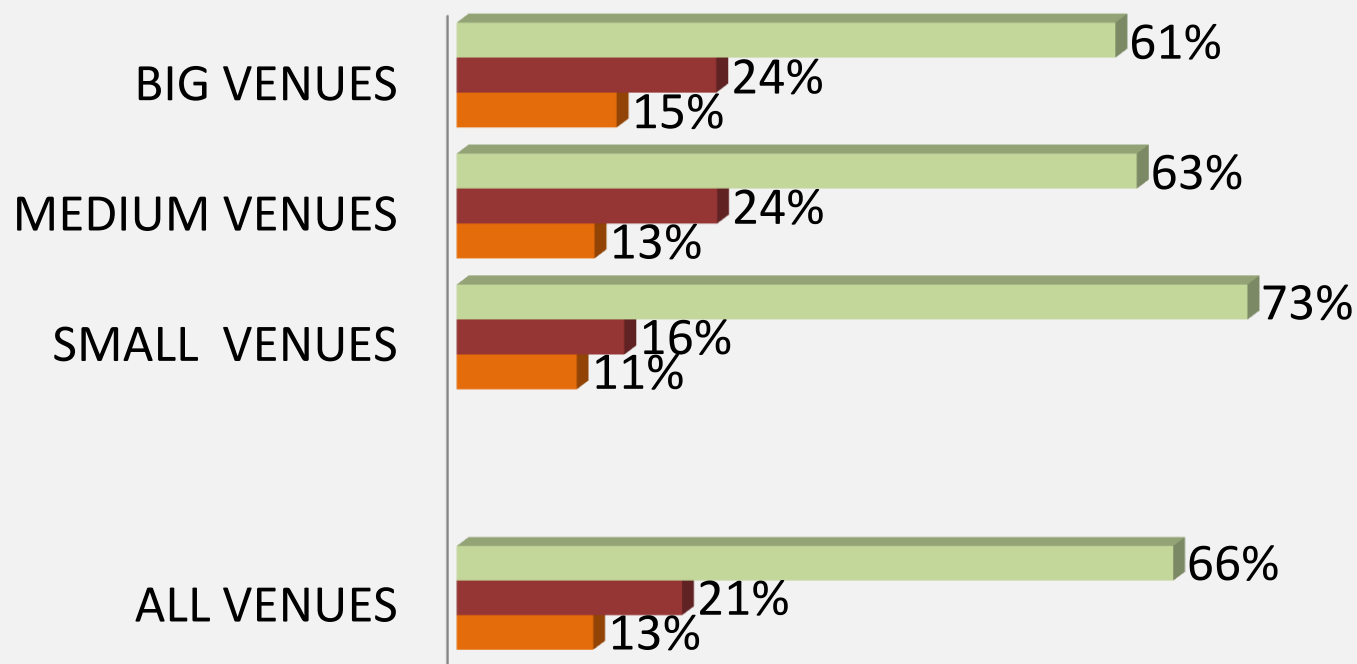
EMPLOYMENT PERSONS

- TOTAL PERSONS WORKING (SURVEY POPULATION): 68.000

- PAID PERSONS: 14.500

- VOLUNTEERS: 48.500

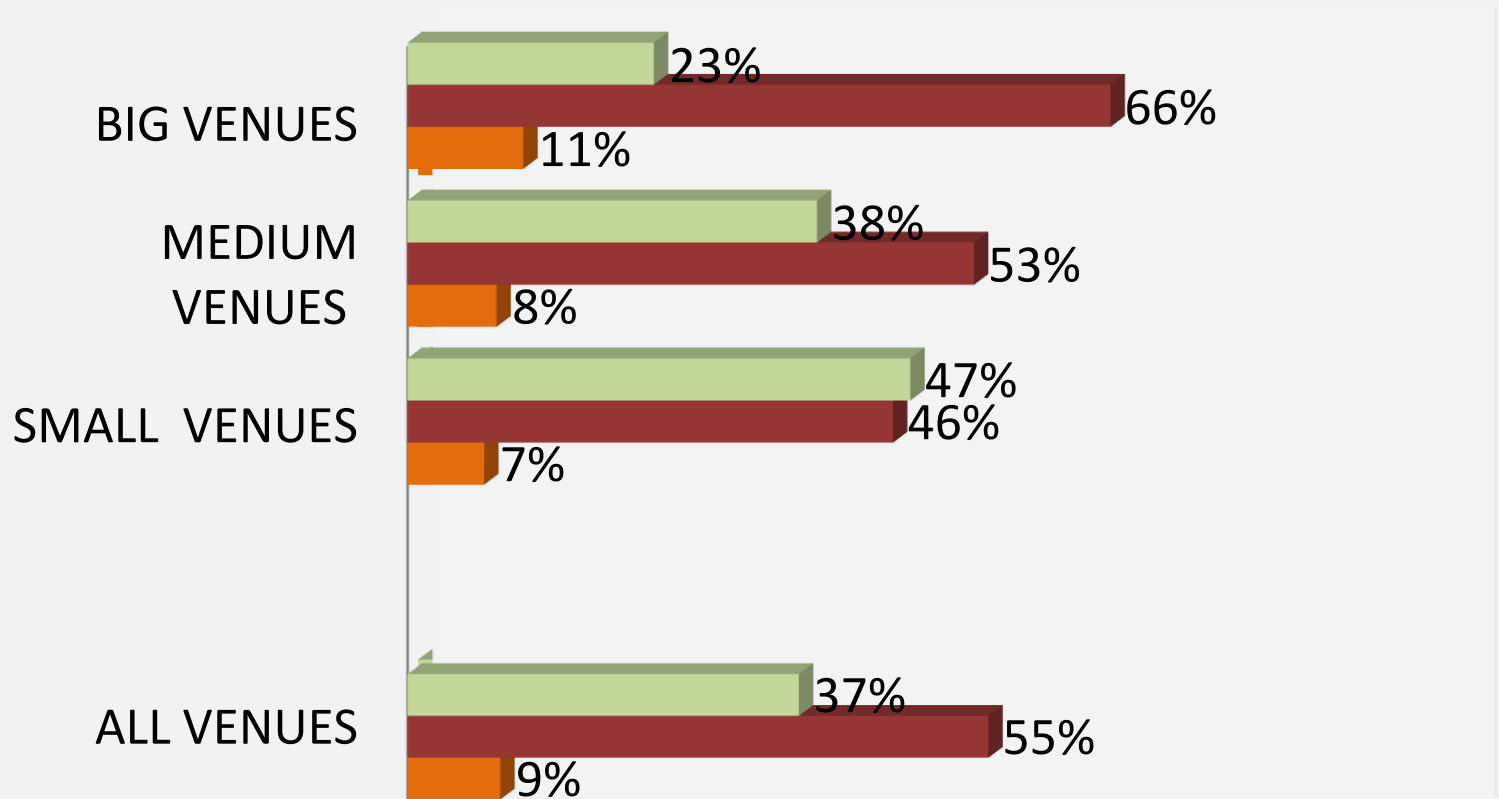
- INTERNS: 5.000



■ volunteers ■ paid employees ■ interns

EMPLOYMENT - FULL TIME JOBS (FTE)

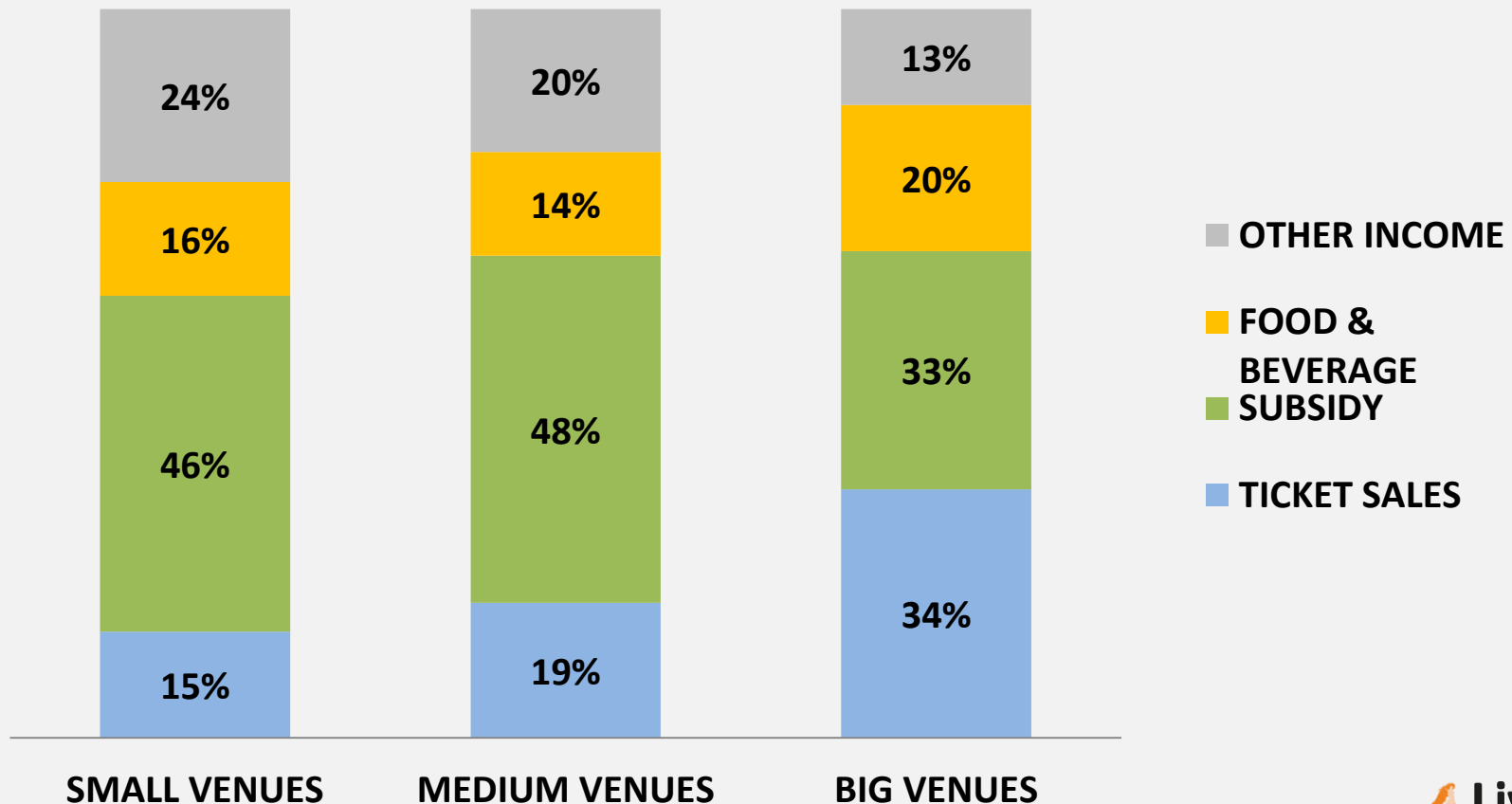
- TOTAL FTE (SURVEY POPULATION): 11.800
- PAID EMPLOYEES FTE: 6.200
- VOLUNTEERS FTE: 4.400
- INTERNS FTE: 1.000



■ volunteers ■ paid employees ■ interns

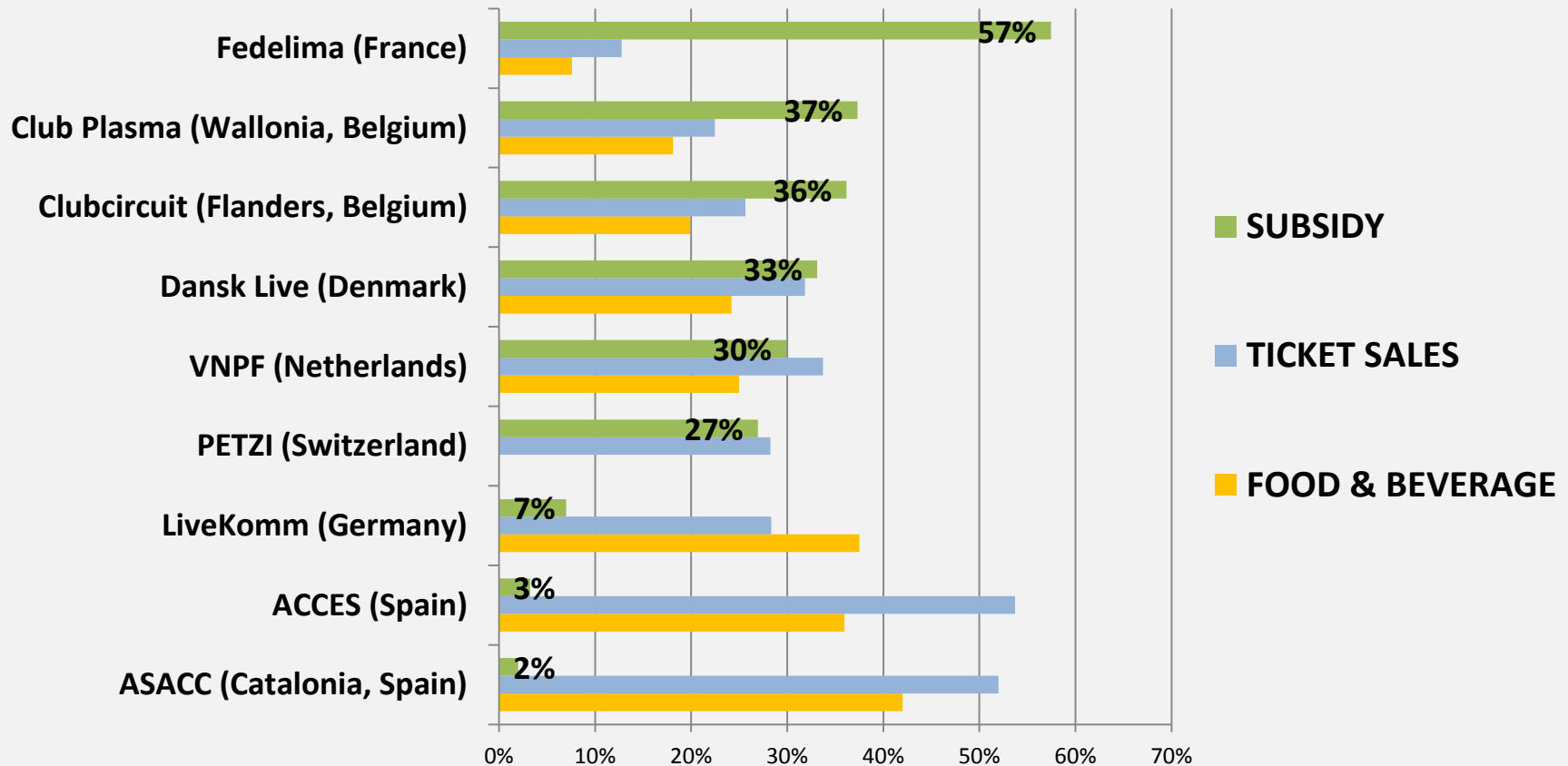
INCOME VENUE

- TOTAL INCOME survey population € 748 million
- the bigger the venue the more income from ticket sales and food & beverage
 - smaller venues often depending on subsidy



INCOME VENUES PER COUNTRY

- France and Belgium more small venues and more social, educational and artist projects
- Spain and Germany almost all private venues

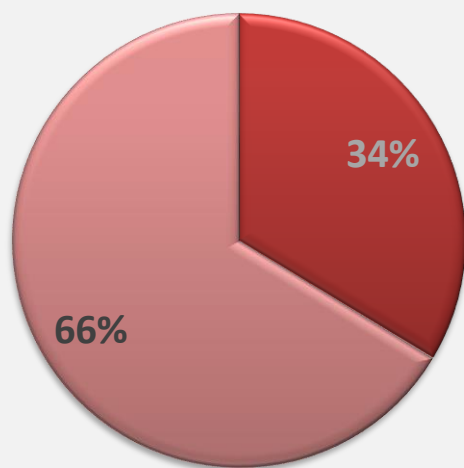


- LiveKomm (Germany) data from study: "Seufert, Wolfgang Prof. Dr.; Schlegel, Robert; Sattelberger, Felix (2015): *Musikwirtschaft in Deutschland. Studie zur volkswirtschaftlichen Bedeutung von Musikunternehmen unter Berücksichtigung aller Teilsektoren und Ausstrahlungseffekte*. Institut für Kommunikationswissenschaften Friedrich Schiller Universität, Jena."
- Please note these are % of total income, which means the amount (of subsidies) in € can differ per Live DMA member, even with similar %.

EXPENSES VENUES PROGRAMME COSTS

- **TOTAL EXPENSES** survey population € 756 million
- **% programme costs** not much difference per country

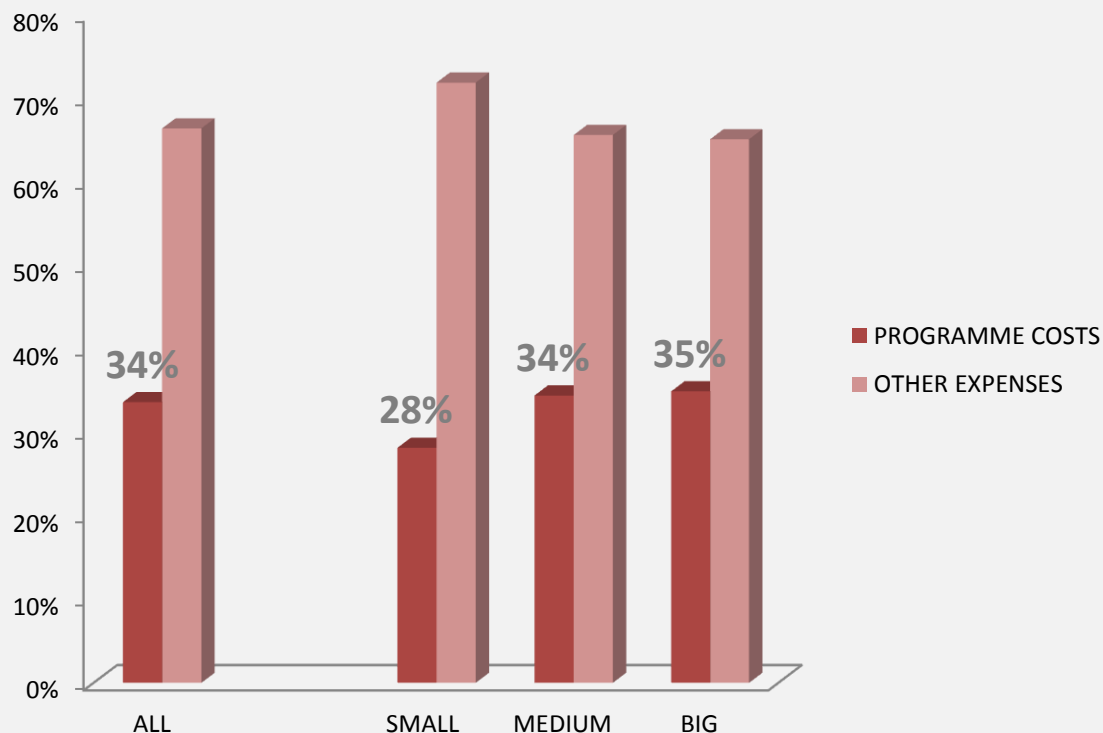
ALL VENUES



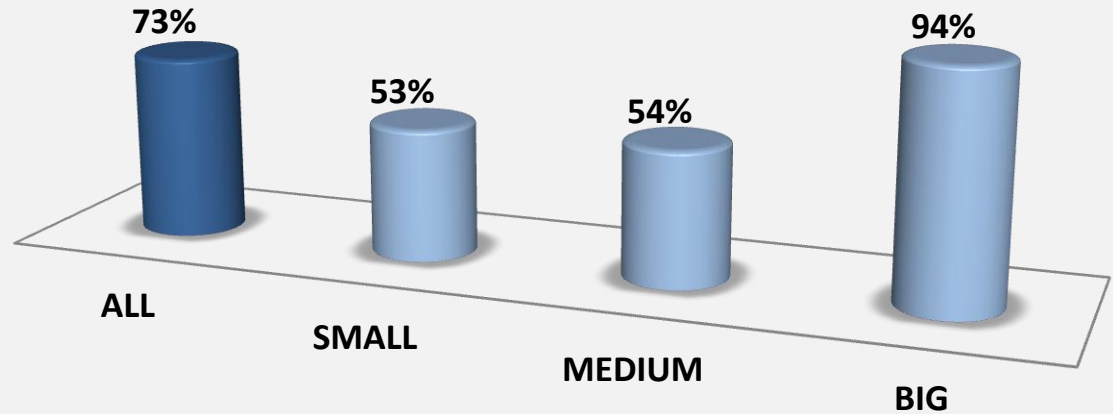
 **PROGRAMME COSTS**

 **OTHER EXPENSES**

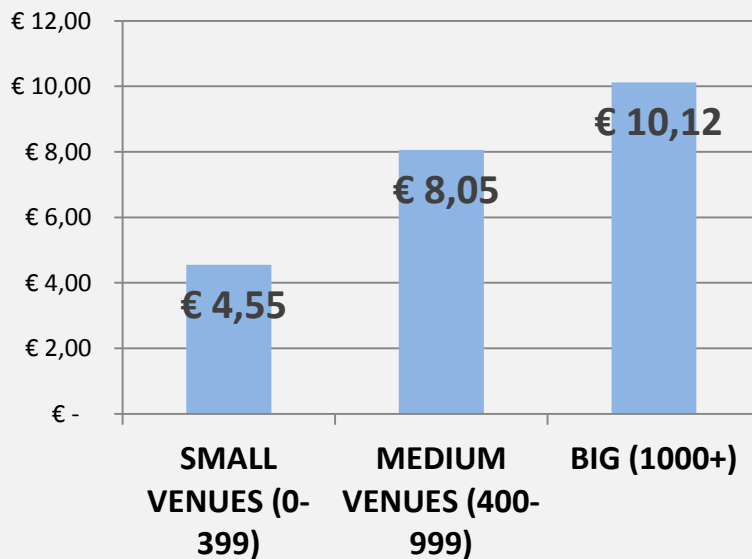
Programme costs venues capacity



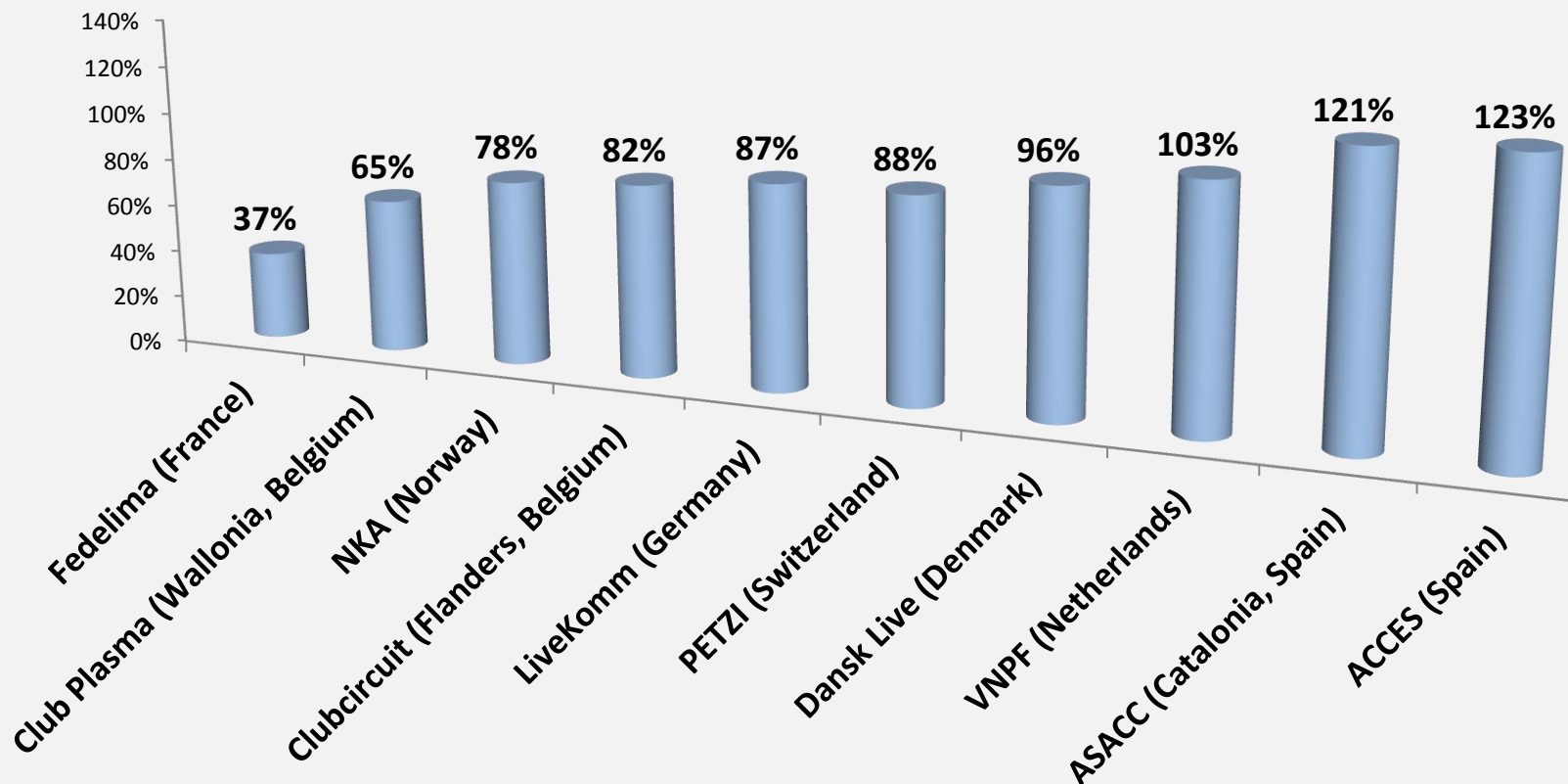
How much does ticket sales cover venues programme costs?



TICKET SALES PER VISIT



How much does ticket sales cover venues programme costs?



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TOTALS LIVE DMA

Estimation total figures of 2080 venues in Live DMA network in 2016, based on data of 435 venues in 2014:

- Total music activities: 222.000
- Total artist performances: 396.000
- Total visits: 56.250.000
- Total people working: 169.000
of which paid employees: 36.000
of which volunteers: 120.500
- Total income: € 1.858.600.000
- Total expense: € 1.878.800.000