

LIFTING THE CURTAIN ON LIVE EVENTS

Experiential live events are growing more and more popular each year, as shown by the **boom in attendance** of music festivals, sporting events and live theater. To better understand this growth and the emerging trends in the live event ticket space, Google worked with Ipsos MediaCT. Here we present a snapshot of one of the most engaging and fastest-growing fields.

INTEREST IS UP

MUSIC



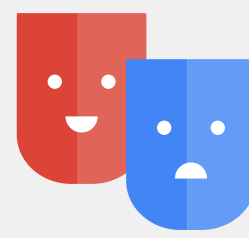
LIVE NATION ENTERTAINMENT
CONCERT REVENUE WAS UP 29%.¹

SPORTS



QUERIES ON GOOGLE
FOR SPORTS TICKETS INCREASED 32%²
FROM THE FIRST HALF OF 2012 TO THE FIRST HALF OF 2014.

THEATRE



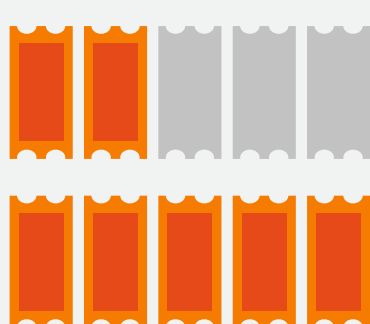
BROADWAY
ATTENDANCE WAS UP 5.5% YoY.³

QUERIES ON GOOGLE
FOR BROADWAY AND THEATRE WERE UP 10%⁴
FROM THE FIRST HALF OF 2012 TO THE FIRST HALF OF 2014.

THE CONSUMER PATH

AWARENESS

If people had been aware that an event was happening in their area
30% would have bought tickets.

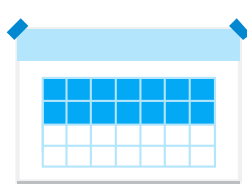


1 in 3 people thinking about going to a live event are **uncertain about which event** they will attend.

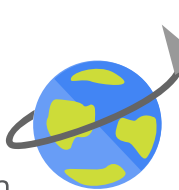


CONSIDERATION & RESEARCH

The majority spend **2 weeks researching** before making a purchase.



64% say the **internet is the main source** for live event information.



79% use smartphones to look up live event information at the beginning of their research.



Top 4 ways smartphones are being used in event research:

- Search Engines
- Social Networking
- Ticket Sites
- Online Video

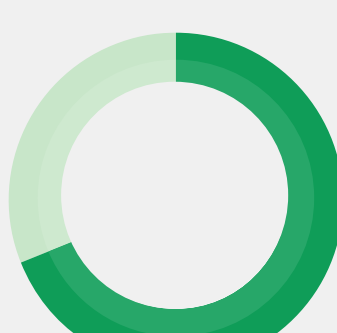
Video has the most impact on consideration.



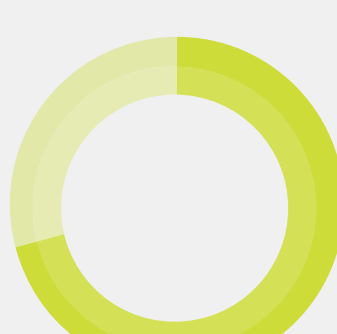
25% of those who viewed an **online video** as part of their research found that it **affected consideration.**



PURCHASE

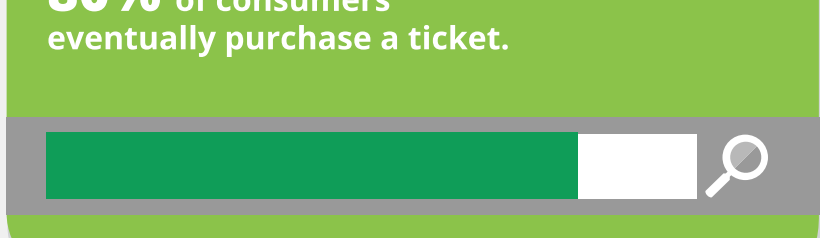


69% purchase tickets **within the month** of the show.



71% of all ticket buying **happens online.**

Following their use of search for live event information
80% of consumers eventually purchase a ticket.



People still buy tickets primarily on their computers but the growth is coming in **the mobile and tablet space.**



There was a **50% increase** in the use of smartphones for ticket purchases from 2012 to 2014.



Of people who used **smartphones** in their research process,
1 in 5 eventually bought tickets.

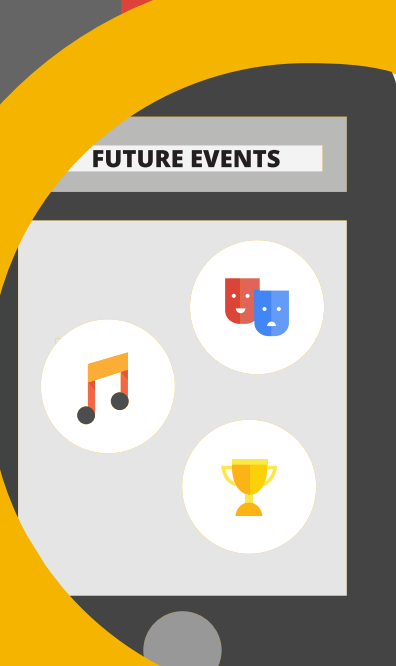
ENGAGEMENT

66% of people attending a live event **engage in online activities during the event.**



20% comment/post
17% check-in
16% +1/follow/like
1 in 3 research **future events** while at an event

30% look up **future events** after they've attended a live event.



SOURCES

- ¹ "Live Nation Entertainment Reports First Quarter 2014 Financial Results." *Live Nation Entertainment*. 6 May 2014. Web. 7 July 2014.
- ² Google Data, Q1-Q2 2012 and Q1-Q2 2014.
- ³ "Broadway Season Statistics." *The Broadway League*. n.d. Web. 7 July 2014.
- ⁴ Google Data, Q1-Q2 2012 and Q1-Q2 2014.

Google/Ipsos MediaCT, *Ticketing Study*, March 10-21, 2014.

Methodology: Google commissioned Ipsos MediaCT to conduct a study among ticket purchasers of sports, music, and arts and theater events. A total of 3,004 respondents completed a 20-minute online survey. Respondents met the following criteria: U.S. residents, aged 18-64, purchased tickets for themselves or as a gift for at least one live event (via any means) in the past six months and not a first-time ticket purchaser.