

# 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



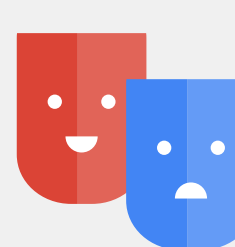
LIVE NATION ENTERTAINMENT CONCERT REVENUE WAS UP 29%.<sup>1</sup>

### SPORTS



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

### THEATRE



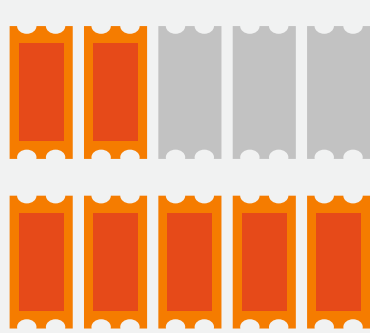
BROADWAY ATTENDANCE WAS UP 5.5% YOY.<sup>3</sup>

QUERIES ON GOOGLE FOR BROADWAY AND THEATRE WERE UP 10%<sup>4</sup> 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.**

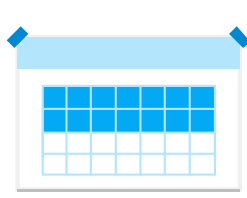


**1 in 3 people** thinking about going to a live event are **uncertain about which event** they will attend.

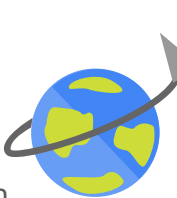


### CONSIDERATION & RESEARCH

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:

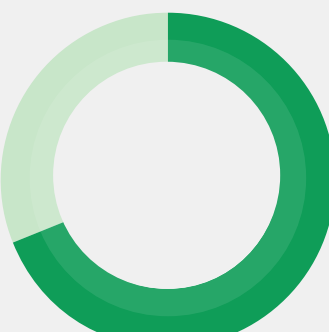
- Search Engines
- Social Networking
- Ticket Sites
- Online Video

**Video has the most impact** on consideration.

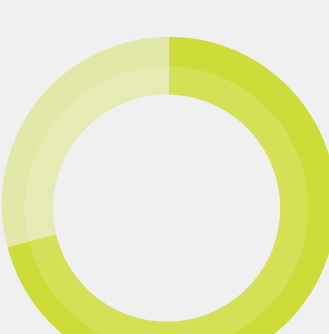
**25%** of those who viewed an **online video** as part of their research found that it **affected consideration.**



### PURCHASE

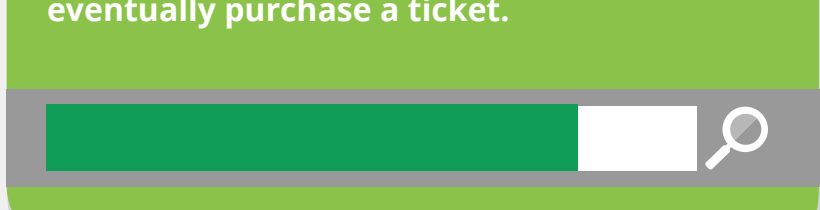


**69%** purchase tickets **within the month** of the show.

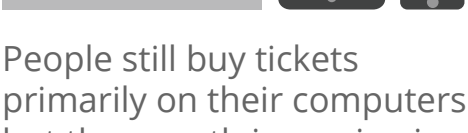


**71%** of all ticket buying happens **online.**

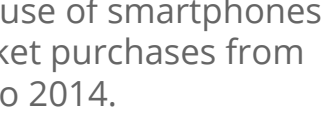
Following their use of search for live event information **80%** of consumers eventually purchase a ticket.



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



There was a **200% increase** in the use of smartphones for ticket purchases from 2012 to 2014.



**1 in 5 tickets** are bought online with a smartphone,

**up 183% from 2012.**

### ENGAGEMENT

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



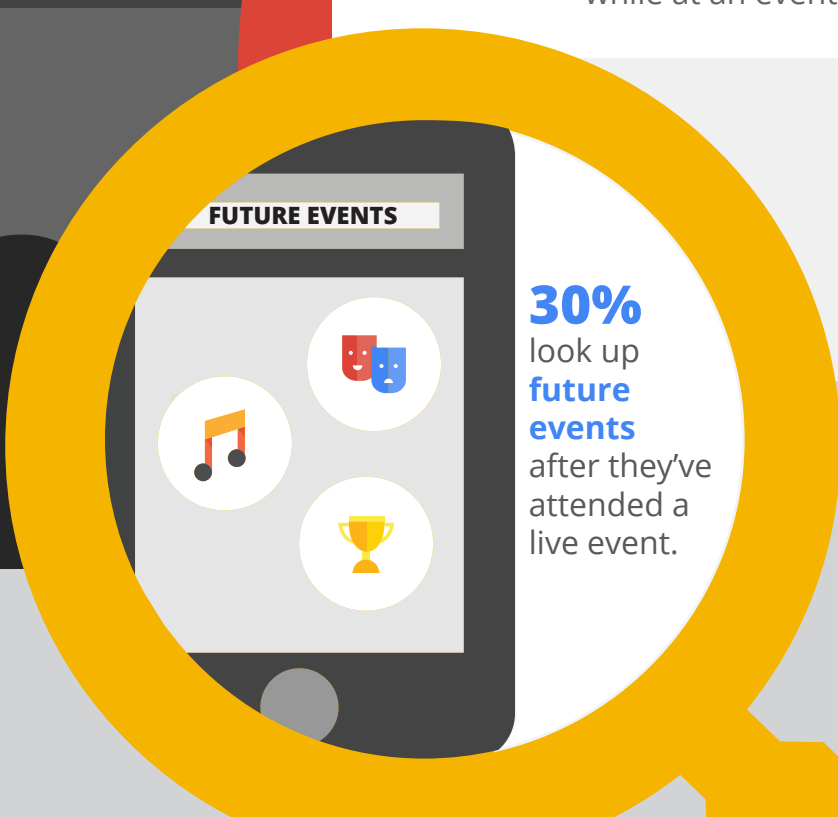
**20%** comment/post

**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.