

LONDON : FOR RELEASE - 07:00AM GMT Wednesday 28th January, 2009

Coldplay outperform Take That as highest valued UK live act of 2008

Tixdaq has closed the books on 2008 and compiled the first ever in-depth analysis of the UK live music scene based on a detailed study of over 1m concert and festival tickets that were resold in 2008.

Tixdaq EVP Steve Machin says “we’ve created the first definitive census of the UK live music sector, as seen through the lens of the resale market”.

“The emergence of online ticket exchanges created a complex new marketplace in which tickets have become commodities” Machin adds. “With a deeper view of the trends and values, we believe everyone can make better-informed decisions, mitigate risk more efficiently and optimise yield without alienating their core customers.”

Highlights from the report show that Take That sold the most tickets in 2008 but Coldplay was the highest value artist leading a field dominated by rock and pop superstars ranging from Kylie to Kings of Leon. Perhaps more surprising was the strong showing from classic acts such as Stevie Wonder, and Tina Turner who also appeared in the Top 10.

Madonna was responsible for the highest grossing individual show and George Michael’s 2 dates at Earl’s Court gave rise to the highest average resale price. London was confirmed as the leading live music city with 50% of the secondary market trailed in second place by Manchester and Birmingham.

“The numbers are skewed towards the arenas and larger venues, so the fact that London accounted for 50% of the entire market may be surprising, but perhaps not when you look at the number of immensely popular shows that took place at The O2 Arena,” says Tixdaq COO Will Waddington.

“Everyone is looking at ways of using resources more efficiently. One of the benefits of Tixdaq data is in helping to understand the level of support an act has in a certain market. That can help record companies and broadcasters as well as everyone in the live music business,” commented Machin.

ABOUT TIXDAQ

- Tixdaq provides independent research, data and consulting products to the live entertainment industry.
- In 2008 Tixdaq launched a consumer price checker, www.tixdaq.com, allowing fans of live entertainment to quickly search and compare the best value legitimate tickets available online.
- Tixdaq publishes the weekly UK Live Music Chart in Music Week.
- The Tixdaq 2008 Live Report contains data on more than 1,800 events and lists key stakeholders in the UK live industry including the full top 100 artist and festival chart.

ENDS

--

For further information please contact:

Steve Machin – steve.machin@tixdaq.com or call +44 (0) 20 7792 2852