

# 2016 POLLSTAR YEAR END Business ANALYSIS

## NORTH AMERICAN Pollstar #1 TOURS For The Last 29 Years



## Live Money

The best metric for determining an artist's true popularity is their ability to sell tickets for a live performance. There was a time when radio airplay and recorded music sales were the best measure of who is hot, but today's world of fragmented music consumption also includes on-demand audio or video streams, commercials, video games, and fashion shows.

Artists ability to pay their mortgages now relies predominately on touring revenues generated from

ticket and merchandise sales. While recorded music revenues have been in steady decline, live music dollars continue to grow despite sharp increases in ticket prices.

## Record Year

The Top 100 Tours of North America grossed a record \$3.34 billion which was up 7% over last year's \$3.12 billion. The top 100 acts sold a record 43.63 million tickets. That is over 1.5 million more tickets or 4% higher than the previous year. The average ticket

price also hit record levels at \$76.55 which is up 3% or \$2.30 over 2015.

The Top 100 Worldwide Tours generated \$4.88 billion in sales which was up about 4% over the previous year but a bit short of the record \$5 billion set in 2013. The total tickets sold was 60.49 million, up from last year's 59.78 million but still below the record 63.34 million sold in 2013.

The Worldwide and North American Tour charts include estimates for any unreported concert dates. The *Pollstar* database includes a record \$9 billion in detailed 2016 concert grosses. In most cases projections are only a small part of the total data set. Only 16% of the Top 100 worldwide tour dates required estimates. In North America only 8% of the dates played needed estimates.

*Pollstar* estimates that North American ticket sales hit a record \$7.3 billion in 2016. The concert industry has shown tremendous income growth especially if one considers that 20 years ago our estimate for North American ticket sales was barely over \$1 billion.

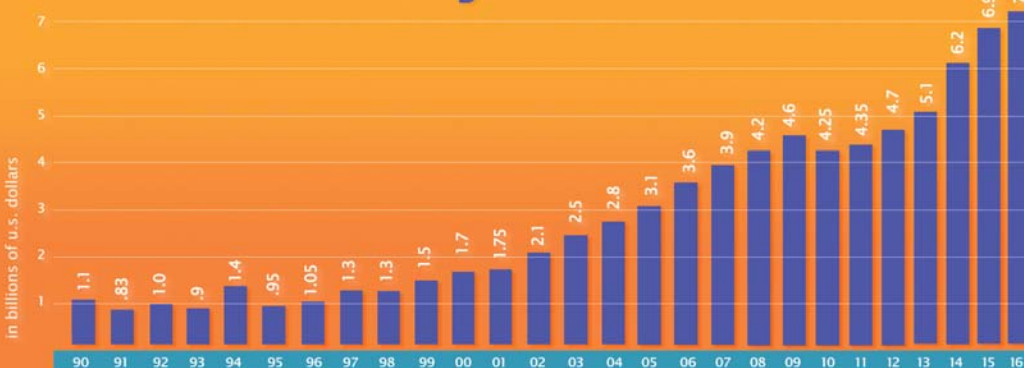
## Top Tours

Bruce Springsteen & The E Street Band did the

2016	Beyoncé	169.4
2015	Taylor Swift	199.4
2014	One Direction	127.2
2013	Taylor Swift	110.6
2012	Madonna	133.7
2011	U2	156.0
2010	Bon Jovi	108.2
2009	U2	123.0
2008	Madonna	105.3
2007	The Police	133.2
2006	The Rolling Stones	138.5
2005	The Rolling Stones	162.0
2004	Prince	87.4
2003	Bruce Springsteen	115.9
2002	Paul McCartney	103.3
2001	U2	109.7
2000	Tina Turner	80.2
1999	The Rolling Stones	64.7
1998	Elton John	46.2
1997	The Rolling Stones	89.3
1996	KISS	43.6
1995	Eagles	63.3
1994	The Rolling Stones	121.2
1993	Grateful Dead	45.6
1992	U2	67.0
1991	Grateful Dead	34.7
1990	New Kids On The Block	74.1
1989	The Rolling Stones	98.0
1988	Pink Floyd	27.6

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## NORTH AMERICAN year end 2016 CONCERT Industry Ticket Sales



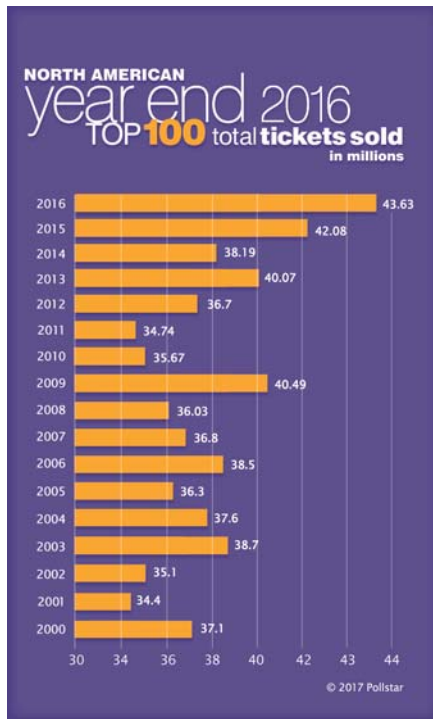
All figures are POLLSTAR's estimate for major concert tickets sold in North America.

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year's biggest tour with a career best \$268.3 million in sales on 2.4 million tickets. Beyoncé finished second at \$256.2 million worldwide and 2.2 million tickets sold but was No. 1 in North America with a gross of \$169.4 million. Coldplay came in third at \$241 million but sold an industry leading 2.7 million tickets.

Ticket prices continue to increase as the \$100+ average ticket price becomes less of a rarity with 20 acts hitting that level. In today's world it takes a \$200+ average price to get attention. Barbra Streisand was no surprise at \$260.20 a ticket but Madonna at \$216.01 and Jennifer Lopez at \$206.69 definitely stretched the consumer's wallet.

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### Big Grosses

Desert Trip set a new world single-event record with a staggering gross of \$160.1 million from the twin weekend bill of the Rolling Stones, Paul McCartney,

Stadium in London.

### Global Promoters

Live Nation continues to grow its global presence as it makes it easier for many tours to stop in countries where they might not have felt comfortable with just a local promoter. The company reported sales of more than 44.3 million tickets. AEG also had a good year reporting 15.2 million tickets sold. OCESA/CIE was third at 3.7 million tickets. There were 17 additional promoters who sold more than 1 million tickets, including SJM, which was the top UK-based promoter with 2.1 million sold.

Roger Waters, Bob Dylan, The Who, and Neil Young. Goldenvoice/AEG sold 150,000 tickets at a pricey \$399 to \$1,599 for an event that clearly catered to an older, more affluent crowd. Add in all the ancillary revenue streams and the real event gross could be north of \$200 million.

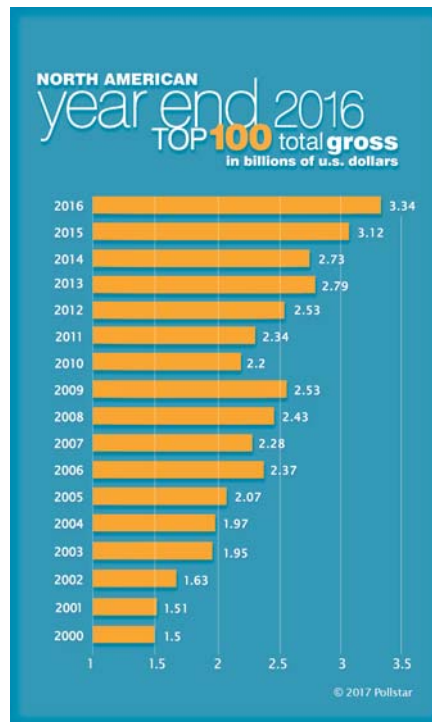
The Springsteen stadium juggernaut produced the largest single-act concert gross of the year with \$18.2 million from a three-show run in August at MetLife Stadium in New Jersey. On a global basis, top honors went to Coldplay's massive \$29.7 million gross from four shows in June at Wembley

### Genre Specific

Older rock acts still dominate the ticket sales charts but their numbers continue to diminish as death or retirement claims Prince, Eagles, David Bowie, George Michael, Leonard Cohen, Rush, and The Tragically Hip.

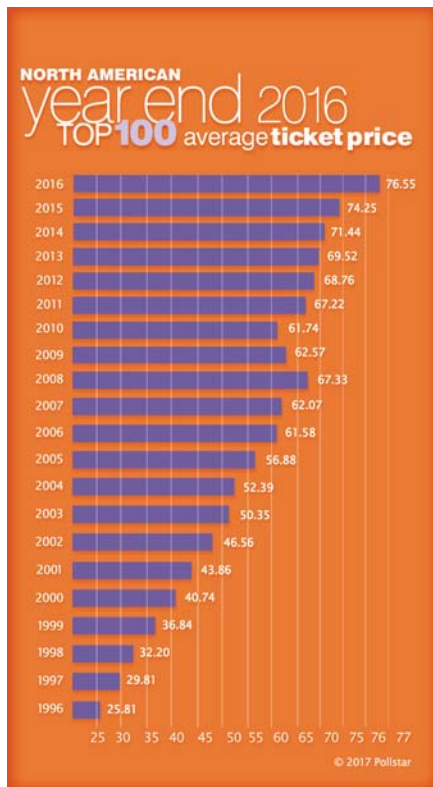
Although some country music festivals experienced an off year, the genre itself is still healthy and generating new headliners. Luke Bryan had a great year, selling more than 1.4 million tickets on his way to an \$84.1 million tour gross. And few people doubt that Chris Stapleton will be a touring force for years to come.

Kevin Hart did the top comedy tour again with a gross of



\$27.3 million. Jeff Dunham, Amy Schumer, Jerry Seinfeld and Katt Williams also made the Top 100.

Despite the collapse of SFX this year, EDM festivals continue to post big numbers for what is more of a fan experience than a true concert. But the day of the DJ may be slipping into the rearview mirror because not a single EDM act made the Top 100 Tours chart. ★



## NORTH AMERICAN year end 2016 TOP 50 grossing tours of all time

1	199.4	Taylor Swift	2015
2	169.4	Beyoncé	2016
3	162.0	The Rolling Stones	2005
4	156.0	U2	2011
5	138.9	U2	2005
6	138.5	The Rolling Stones	2006
7	133.7	Madonna	2012
8	133.2	The Police	2007
9	130.8	Guns N' Roses	2016
10	127.2	One Direction	2014
11	123.0	U2	2009
12	122.4	Bruce Springsteen & E St. Band	2016
13	121.2	The Rolling Stones	1994
14	116.4	Kenny Chesney	2015
15	115.9	Bruce Springsteen & E St. Band	2003
16	114.9	Garth Brooks	2015
17	112.9	Cirque du Soleil/Michael Jackson	2012
18	110.6	Taylor Swift	2013
19	109.7	Rolling Stones	2015
20	109.7	U2	2001
21	108.2	Bon Jovi	2010
22	107.3	Bon Jovi	2013
23	105.3	Madonna	2008
24	104.7	Bruce Springsteen & E St. Band	2012
25	103.5	Pink Floyd	1994
26	103.3	Paul McCartney	2002
27	98.0	The Rolling Stones	1989
28	97.7	Taylor Swift	2011
29	97.0	Garth Brooks	2016
30	96.5	Kenny Chesney/Tim McGraw	2012
31	96.0	Beyoncé / Jay Z	2014
32	95.1	Adele	2016
33	94.5	Bruce Springsteen & E St. Band	2009
34	94.3	Katy Perry	2014
35	94.0	Celine Dion	2008
36	92.5	Barbra Streisand	2006
37	90.9	Kenny Chesney	2013
38	90.2	Roger Waters	2012
39	89.6	Justin Bieber	2016
40	89.5	Roger Waters	2010
41	89.3	The Rolling Stones	1997
42	88.8	Tim McGraw / Faith Hill	2006
43	88.0	Elton John / Billy Joel	2009
44	87.9	The Rolling Stones	2002
45	87.7	The Rolling Stones	2013
46	87.4	Prince	2004
47	86.8	*Nsync	2001
48	85.9	Madonna	2006
49	85.9	Coldplay	2016
50	84.6	Kenny Chesney	2011