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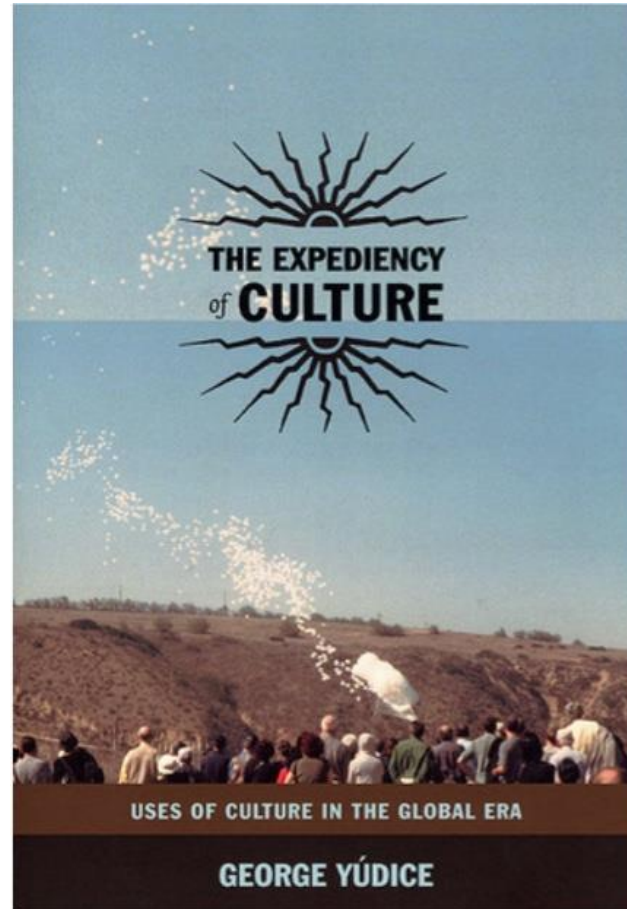
KEYNOTE

PERSPECTIVES ON THE POLITICAL ECONOMICS OF MUSIC FESTIVALS

Vienna Music Business Research Days 2018 – 14th September 2018

Jun.-Prof.ⁱⁿ Dr.ⁱⁿ Beate Flath

Paderborn University, Department of Music – Popular Music and Media



MARIANA
MAZZUCATO
**THE VALUE OF
EVERYTHING**

MAKING AND
TAKING IN
THE GLOBAL
ECONOMY

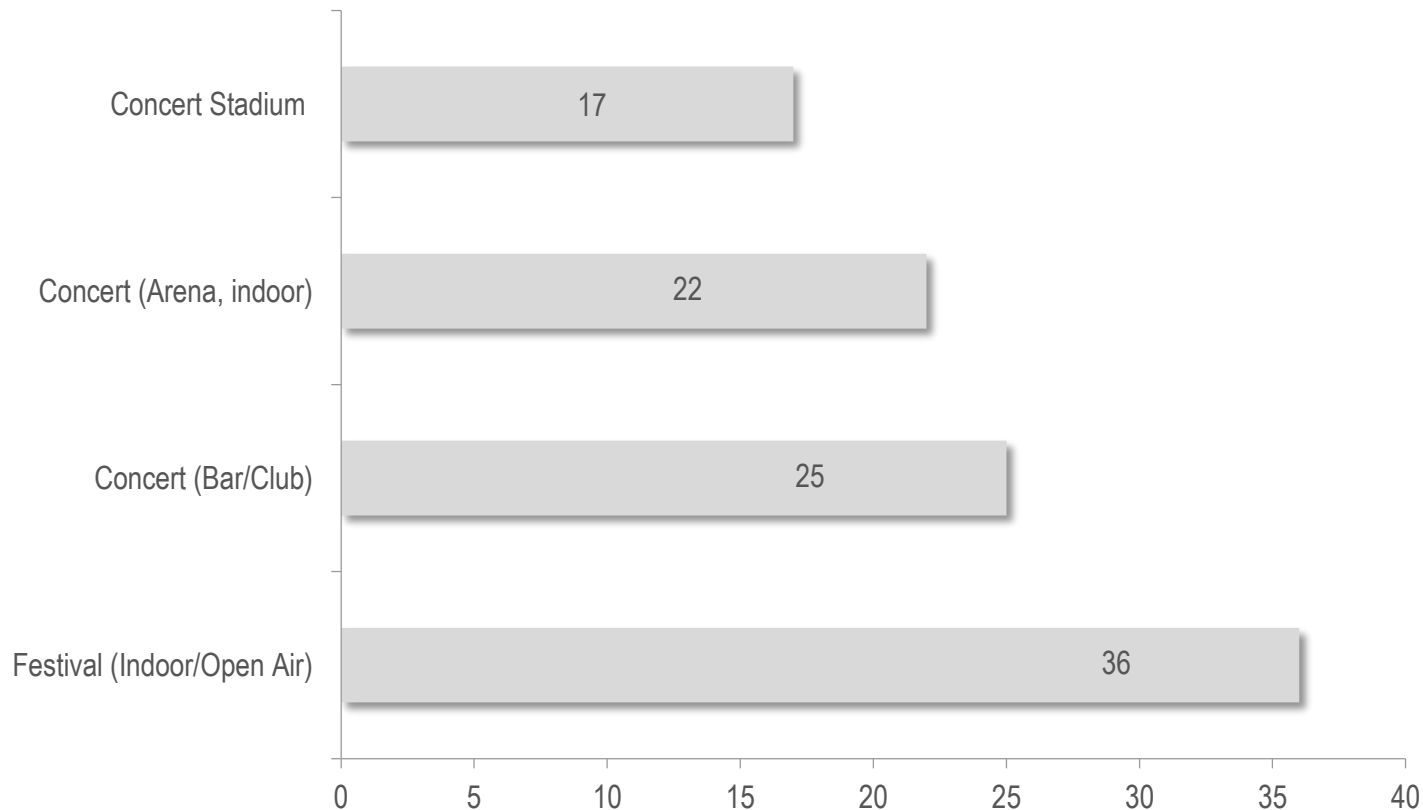
allen lane

Source: <https://www.penguin.co.uk/books/280466/the-value-of-everything/>, 10th September 2018

Jun.-Prof.ⁱⁿ Dr.ⁱⁿ Beate Flath, VMBRDays 2018, 14th September 2018

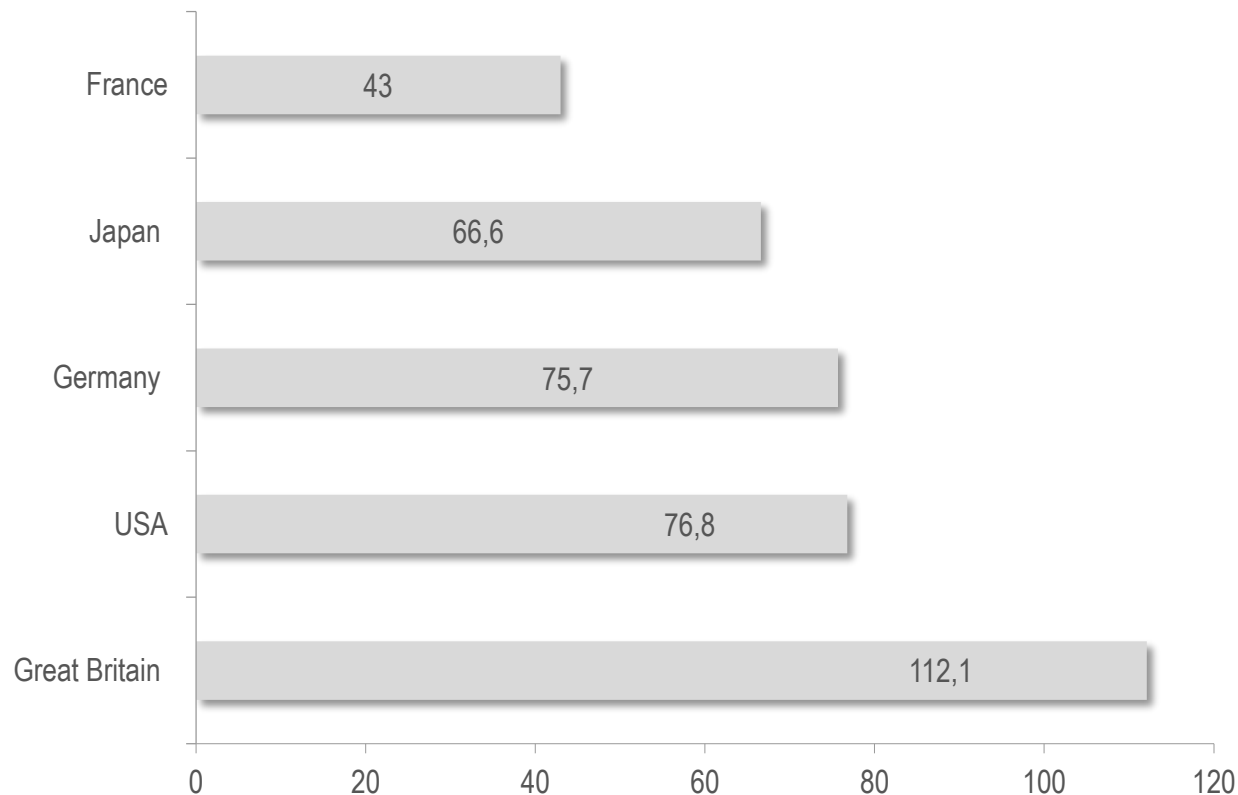
Average expenses at music events (in per cent, 2015)

Source: REPUCOM, The Sponsor People, Live Music Sponsorship Report 2015, p. 7; **Survey period:** 2015; **Participants:** 2.500 between 14 and 34 years, **Regions:** France, Germany, Great Britain, Japan, USA (500 participants per region), **Total expenditure:** 17,2 billion euros (tickets, food, beverages, accommodation, travel expenses).



Average ticket prices for music festivals (in Euro, 2015)

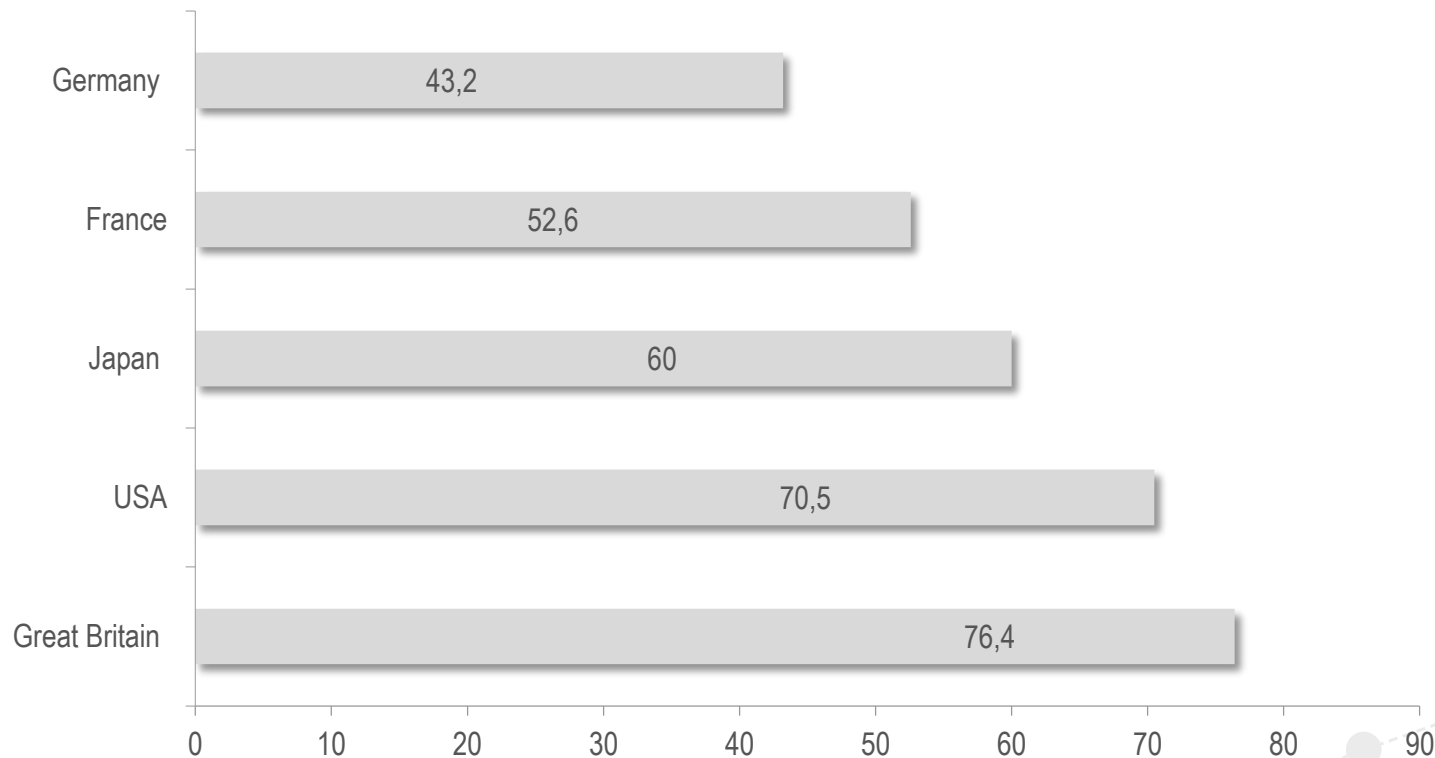
Source: REPUCOM, The Sponsor People, Live Music Sponsorship Report 2015, p. 7; **Survey period:** 2015; **Participants:** 2.500 between 14 and 34 years, **Regions:** France, Germany, Great Britain, Japan, USA (500 participants per region).



Average travel- and accommodation expenses (in Euro, 2015)

Source: REPUCOM, The Sponsor People, Live Music Sponsorship Report 2015, p. 7; **Survey period:** 2015;

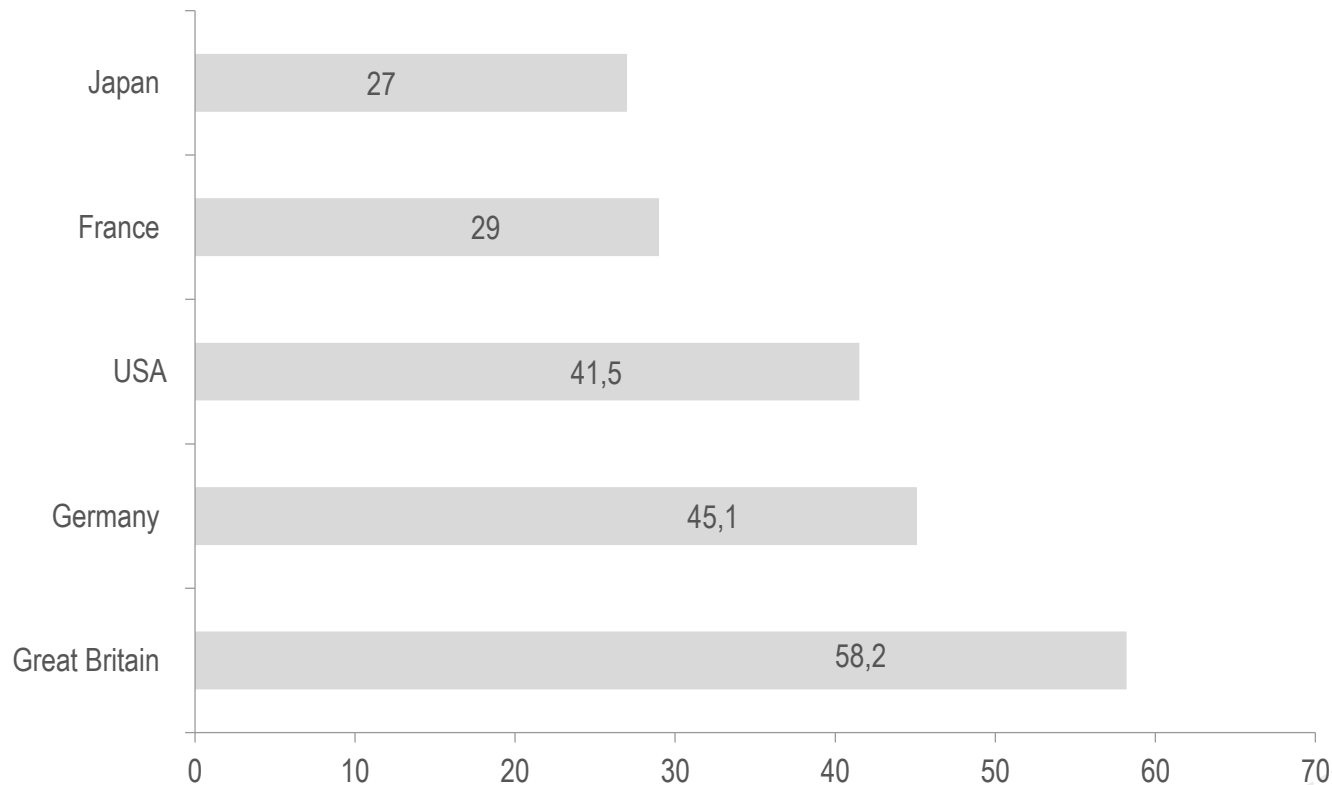
Participants: 2.500 between 14 and 34 years, **Regions:** France, Germany, Great Britain, Japan, USA (500 participants per region).



Average expenses for food and drinks at the festival site (in Euro, 2015)

Source: REPUCOM, The Sponsor People, Live Music Sponsorship Report 2015, p. 7; **Survey period:** 2015;

Participants: 2.500 between 14 and 34 years, **Regions:** France, Germany, Great Britain, Japan, USA (500 participants per region).

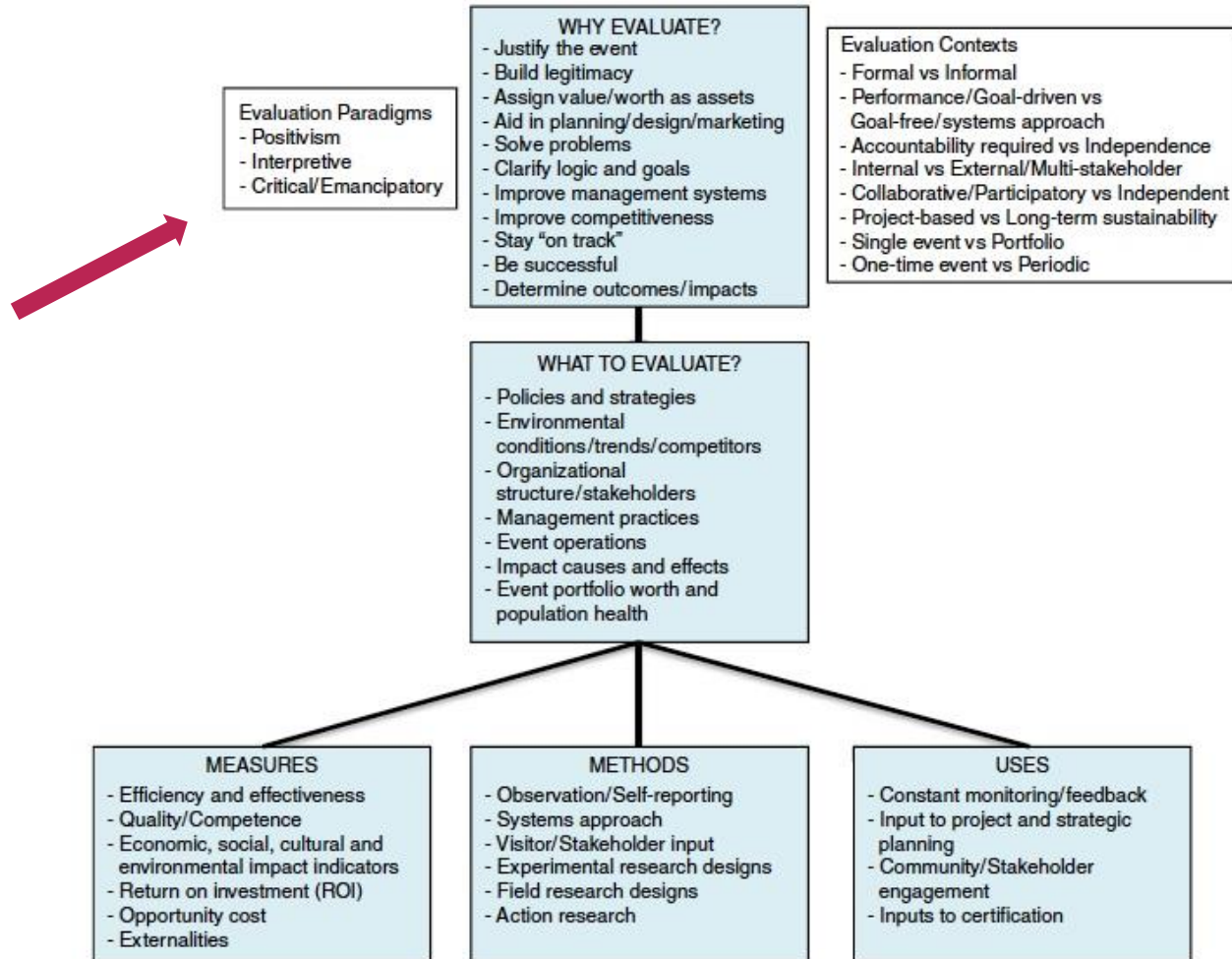


Music Festivals: Frameworks

- Eventisierung (e.g. Gebhardt 2000; Hitzler 2011)
- Festivalization (Bennett, Taylor, Woodward 2014)

„In a world where notions of culture are becoming increasingly fragmented, the contemporary festival has developed in response to processes of cultural pluralization, mobility, and globalization, while also communicating something meaningful about identity, community, locality and belonging.“ (Bennett, Taylor, Woodward 2014: 1)

- Marketing Event
- Experience Economy (Pine & Gilmore 1998, 1999)
- Customer Experience Management



Steven Brown, Donald Getz, Robert Pettersson, Martin Wallstam (2015), Event evaluation: definitions, concepts and state of the art review, *International Journal of Event and Festival Management*, vol. 6, Issue 2, p. 141.

Melt! Festival

Source: Julia Köhler, Events als Instrumente des Regionalmarketing Entwicklung eines Bezugsrahmens zur regional-strategischen Event-wirkungskontrolle, 2014.

- Location: Gräfenhainichen (Sachsen-Anhalt, Germany) – „Ferropolis“
- Visitors: (2011): 23.930
- Organisers: Melt! Festival GmbH & Co. KG
- Research on various effects of the *Melt! Festival* on the region Anhalt-Dessau-Wittenberg, e.g. economic effects, social effects, touristic effects and ecological effects
- Method: online-/offline-questionnaire, face-to-face-interviews
- Value creation effect: 1,7 million euros (primary and secondary effect)
- Income effect: 1,3 million euros (primary and secondary effect)

Orange Blossom Special Festival (OBS)

Source: Beate Flath, Festivals in rural regions: an empirical study on value creation processes by the example of the Orange Blossom Special Festival (OBS), 2016-2017

- Location: Beverungen (Nordrhein-Westfalen, Germany) - Company site of the label *Glitterhouse Records*
- Visitors: (2016): ca. 2.900
- Research on values and value-creation-processes
- Method: online-questionnaire, face-to-face-interviews
- Beside economic effects: (Business) Relations, Atmosphere, Stimulation and vivid lifestyle, Cultural enrichment and Publicity

Placemaking-Projects

- Initiate transformative processes, like community building, participation or empowering citizen groups
- Community-driven, inclusive, context-specific, dynamic, transdisciplinary, transformative, flexible and sociable
- *Haltestelle Fortschritt* (Mannheim, Germany)
- *Festival International Cervantino* (Guanajuato, Mexico)
- *Lai Heua Fai, Festival of Light* (Luang Prabang, Laos)

The political economics of music festivals: critical remarks

- What about freedom of artistic expression, negative effects of music festivals, like a huge amount of waste, traffic jams, overfill of supermarkets, parking space and accommodation, annoyance by din etc., which are accompanying every festival?
- Is there only the permission for being loud – in the double sense of the word – when the gross domestic product is affected positively?
- Or in adapted words of Mariana Mazzucato: What if value extraction happens in the name of value creation?



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The political economics of music festivals (*Panel discussion*)

Presentation on “Music Festival Conferences as Live Incubators of the Music Industry”
by Detlef Schwarte (*Reeperbahn Festival*, Hamburg, Germany) & Carsten Winter (*Hanover University of Music, Drama and Media*, Germany)

Discussants:

Axel Ballreich (*LiveKomm*, Hamburg)

Martin Cloonan (*Turku Institute of Advanced Studies*, University of Turku, Finland)

Detlef Schwarte (*Reeperbahn Festival*, Hamburg, Germany)

Peter Smidt (*Eurosonic Noorderslag Festival*, Netherlands)

Moderation: Beate Flath (*Paderborn University*, Germany)

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