

AUDIENCE

FOR THE INTERNATIONAL CONTEMPORARY LIVE MUSIC INDUSTRY

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Touring magic

The Boss shows how it's done

Cohl quits

Live Nation may rethink 360 deals

Quart folds

Long-standing festival blames competition

Live Nation Belgium's
Herman Schueremans



*Our market will only stay successful
if tickets stay reasonably priced*

MTV signs three-year island deal

MALTA MTV has agreed a deal with the government to hold its one-day Isle of MTV event in the country for the next three years.

The agreement is part of an initiative by the Maltese authorities to promote the island as a holiday destination for young people.

It follows a debut MTV concert there in 2007, when 50,000 people packed Il-Fosos Square in Floriana to see acts such as Akon, Maroon 5 and Enrique Iglesias.

"Our lifestyle, climate and natural beauty provide a perfect venue for MTV. This is a unique opportunity to tell young people that Malta truly is a happening island," says Minister for Tourism and Culture Dr Francis Zammit Dimech.

The final line-up for the free June concert will be announced within the next few weeks.



The show, which mixes live performances, artiste interviews and location settings, will be edited into a 60-minute special and then transmitted across MTV's 20 European channels.

Previously, Isle of MTV has been a multi-date, multi-market club tour climaxing in an outdoor event. Past performers have included Snoop Dogg, The Chemical Brothers, The Black Eyed Peas, Gorillaz and Morcheeba.

Rain hits Roskilde's charity payout

DENMARK Despite the worst weather conditions ever, last year's Roskilde Festival managed to generate a total profit of 17.8 million kroner (\$3.65m) to pass to a range of Danish-based humanitarian and children's charities, says a report by the festival organisers.

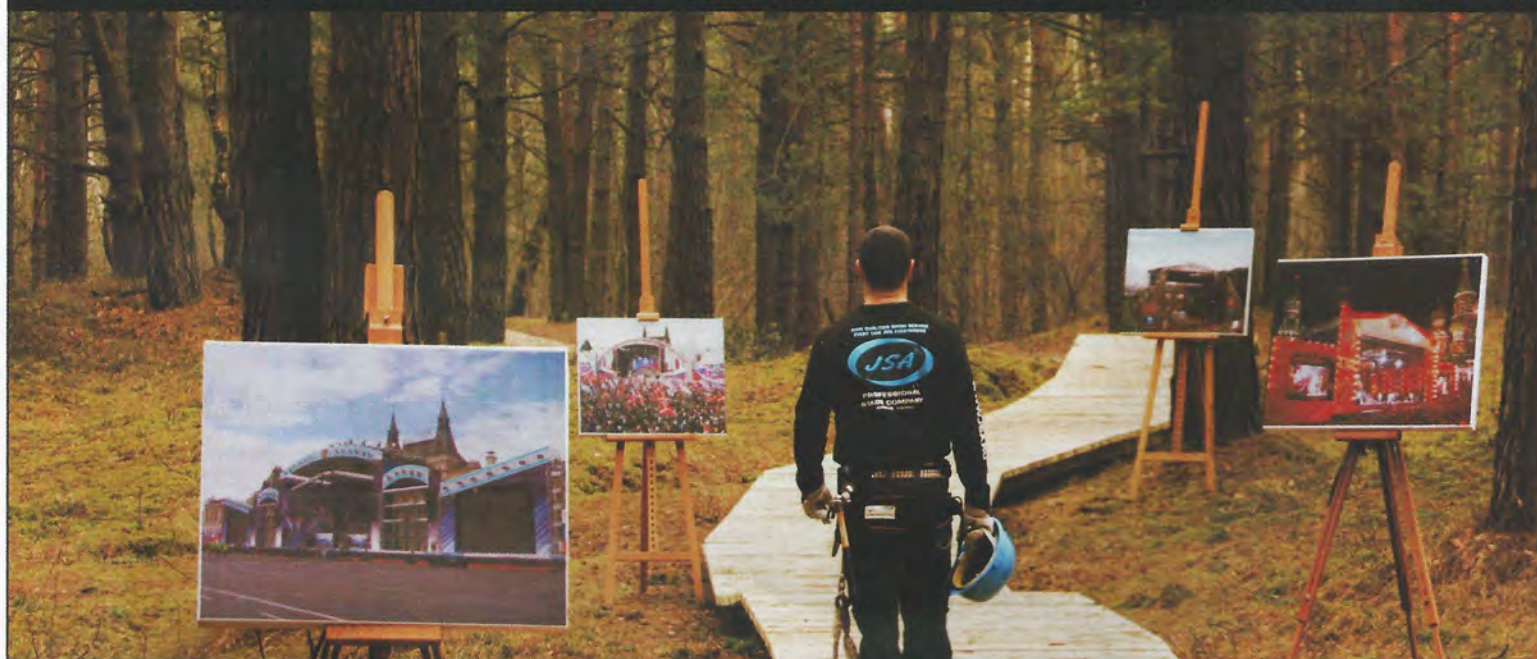
Approximately 75 per cent of that figure was earned by some 15,000 volunteers from youth clubs and scouting associations,

who ran the food and drink stands, while the balance came from ticket sales less the festival's operating costs.

But the total payout to charities was down over 50 per cent compared to past years, because even though the 2007 event was a sell-out, many of the 75,000 ticket-holders either decided against attending at the last minute or left the festival early, due to the torrential rainfall.



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