

# AUDIENCE

FOR THE INTERNATIONAL CONTEMPORARY LIVE MUSIC INDUSTRY

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## Picture perfect

*Katie Melua goes global*

### Double 360 for Live Nation

Shakira and Nickelback sign deals

### Creamfields

From club to festival network in 10 years

Promoter Pedro Pontes  
of Magicbox in Portugal



“The industry needs to offer more than just watching a band on a stage”

## Summer Sonic plans 10<sup>th</sup> year expansion

**JAPAN** Even before this year's 9-10 August events had taken place, organisers of the twin site Summer Sonic were planning to add an extra day to their 10<sup>th</sup> anniversary festivals in 2009.

Promoter Creativeman, which leans the bill heavily towards international acts, aims to build on this year's success and turn Summer Sonic into a "monster" event.

"There are many festivals

here promoting domestic Japanese artistes, but very few working with international acts," says Creativeman CEO Naoki Shimuzu. "And while Fuji Rock's line-ups consist of a 50/50 split between international Japanese artistes, the Summer Sonic line-up has up to 70 per cent foreign acts."



Naoki Shimuzu

Organised by Creativeman, the festivals take place at the 60,000-capacity Chiba Marine Stadium and

Makuhari Messe in Tokyo and at 40,000-capacity Maishima in Osaka, with camping facilities introduced for the first time.

"We feel the expansion in 2009 will see Summer Sonic evolve into a 'monster' festival."

Acts appearing this year include Coldplay, The Verve, Sex Pistols, Paul Weller and the Jesus and Mary Chain. Ticket prices range from 14,500 Yen (\$134) to 28,500 Yen (\$263).

## Summit to focus on fan loyalty

**UNITED KINGDOM LIVE UK** The Summit, launched last year by Audience sister magazine *LIVE UK*, will feature sessions on breaking UK acts internationally and retaining the goodwill of the ticket-buying public.

The conference will take place on 9-10 October at the Radisson SAS Portman Hotel in London's West End. Last year more than 300 people registered for the event.

"It is amazing how many things have changed in one year," says *LIVE UK* managing editor and conference producer Stephen Parker. "Secondary ticketing is no longer such a hot topic and the global financial squeeze has put a sharp focus on ticket pricing and audience retention."

"So part of The Summit will

focus on how to ensure live music remains good value for money."

Among Summit sessions announced are Critical Mass - valuing the fan, Breaking And Entering - the emerging artiste sector and Fields Of Gold - has the festival scene reached saturation?

Further information is available at [www.liveuksummit.com](http://www.liveuksummit.com).



usa newsbites

**VETERAN MANAGER** Stuart Sobol died on 10 July in Los Angeles from complications of pneumonia. He was 50. In 1996 he co-founded Spivak Sobol Entertainment, which merged with Jeff Kwanitez's The Firm eight years later. Among the acts he managed were A Perfect Circle, Eve 6, Seether, Three Days Grace and Vanessa Carlton.

**NICKI LORANGER** has joined Vector Management - part of Irving Azoff's Front Line Management empire - bringing with her Three Days Grace, Seether and Hawthorne Heights. Loranger worked with the late manager Stu Sobol, who died recently.

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## newsbites

**CHINA** Charlie Whittock, MD of Creative Technology (CT) in London since 2004 and instrumental in building CT's operations in China, is relocating to Hong Kong as MD of CT Asia Pacific. Dave Crump, previously business development director at CT's owner Avesco, has succeeded Whittock as MD of CT UK.

**SWITZERLAND** Sweden-based Lab.gruppen have appointed TC Electronic as new distributor of their audio brands in the country, with TC Electronic's national sales manager Giovanni Dolci handling operations. Both Lab.gruppen and TC Electronic are part of the TC Group.

**GERMANY** Procon has added the NX-6, Barco's 6mm black LED display to its portfolio of lighting, projection, LED and video products. The NX-6, a new black LED built on a lightweight carbon Mag-frame, is designed for indoor events. Procon is Barco's European rental partner.

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## Lighting rocks at Oxegen

**EIRE** More than 80,000 people attended the three-day Oxegen Festival (11-13 July), at Punchestown Racecourse in County Kildare, where Dublin-based rental company Just Lite supplied lighting across six stages,

Just Lite's Liam McCarthy designed a house rig for the main stage, augmented by additional gear for the headline acts. Rigged on the stage -

a 80 x 60ft Stageco roof with approximately 40ft of headroom - were Robe ColorSpots and ColorWashes, strobes, PixelLine LED battens and others.



Main stage at Oxegen 2008

Visiting lighting directors using the rig included Ali Bale (Kings of Leon), Suzanne Sasic (REM), Paddy Farr (The Verve), Sooner Routhier (Rage Against The Machine) and Richard Larkum (Kaiser Chiefs).

Recording the event for broadcast, MTV's lighting director Vince Foster also used ColorSpot and ColorWash lights to illuminate the crowd, and to create beam effects.

## LED leads at new Vasco show

**ITALY** Superstar Vasco Rossi has been touring his homeland this summer with a stadium show created by lighting designer Giovanni Pinna - Rossi's LD of many years standing - and a set design by Giò Forma Studio of Milan.

Giò Forma decorated the stage with a background of round mirrors - the kind used as traffic signals on tight bends in roads.

Meanwhile, Pinna utilized LED more than ever, placing 100 of

Martin's LED Stagebars behind the band in vertical columns to generate graphic effects and lighting explosions. Jo Campana handled video content for the show.

Pinna also employed numerous Martin MAC 700 series moving heads and the Atomic 3000 strobe, plus a Jem Roadie Compact generator, which provided fog on stage and a mid-air canopy of haze in the larger venues.



Vasco Rossi performing on latest Italian stadium tour



Main stage at Nashestvie 2008

**RUSSIA** A record audience of 100,000 attended the Nashestvie (Invasion) rock festival, held at Emmaus in the Tver region, for a bill that featured more than 100 acts from Russia and the Ukraine.

As in previous years, Moscow-based JSA erected the 4-6 July festival's three Main, Alternative and Positive stages - as well as crowd control barriers, podiums and fences for the festival.

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