

AUDIENCE

FOR THE

LIVE MUSIC INDUSTRY

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>UK: £5.85<

Check-in to arenas

Tokio Hotel fans crazy for Euro dates

Divestments cost LNE \$20m

The price of US regulator's conditions

Big tours down, indie sector up

India readjusts in global downturn

Sensible Events'
Andrew Zweck



The Rolling Stones' tour taught me you can have anything if you're willing to pay for it



Blue Frog Club

Tuesday, Wednesday, Thursday, and DJs and Electronica acts on Friday and Saturday.

Shows the venue has hosted include Richard Bona, Wayne Kranzt, John McLaughlin, Bob Belden, Freddy Massamba, Mango Blue and Bauchklang.

"There are many factors involved in order to do a good tour for an international band," says head programmer Jehan Johar.

"The first is budgets. Blue Frog is an exception to most other venues in India, because its capacity is bigger than most, our business model is based on multiple income streams and our team works hard to keep on track financially.

"The result is that we can afford to pay artistes more than most other venues in India - even though it's less than they expect to be paid in other countries.

"However, when trying to find the artiste other gigs

across the country, it's hard to make the tour work because the artistes' expectations are one thing, but the venues' budgets are another."

Nevertheless, notes Johar, there are ways to resolve this situation.

"One solution is to pay a reasonable fee for two Blue Frog shows, so they agree to play in other cities for a much lower fee."

He adds another initiative Blue Frog has developed is to secure sponsorship for the tour themselves on behalf of the other venues.

"In exchange for our help in getting the sponsor, our Blue Frog logo will follow the tour and will appear in each venue," says Johar.

"Someone from another country who plans to work here needs to be aware of factors such as bureaucracy and funding issues, as it will only help them in their planning, time-lines, schedules and expectations. Everything is possible here, it's just that these factors can put a different pace on things.

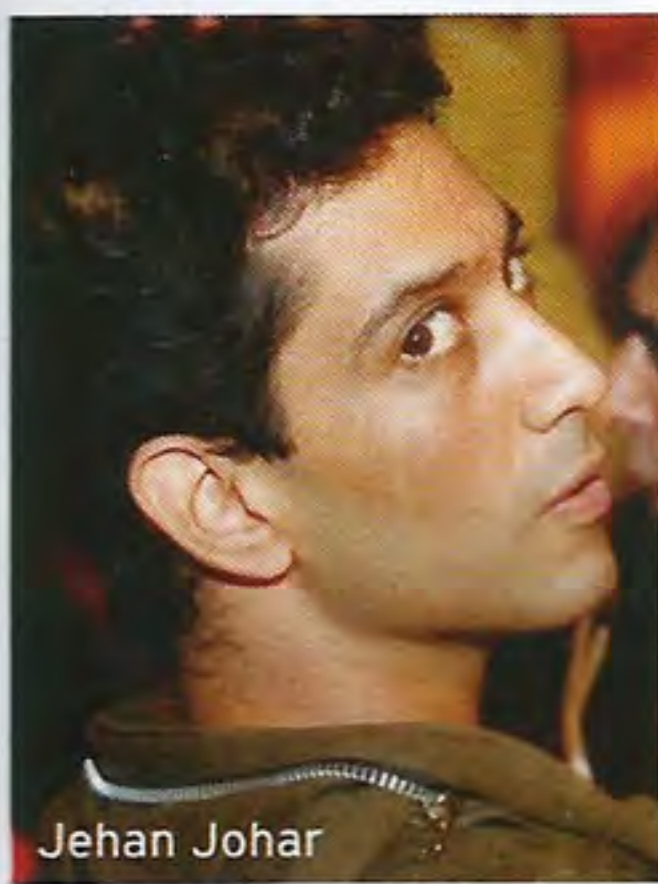
"So, instead of giving up and saying 'it's too complicated', just be aware of them and plan accordingly."

In what seems to be the opposite picture of the rest of the live music industry, the top end of the business seems to have stalled, while the grassroots sector is thriving.

Unless artistes are prepared to make financial sacrifices in order to build their career in the market, this situation is likely to continue.

The dream of cracking a market with such a large population seems to remain just that.

But if the indie sector continues its innovations in order to draw more revenue into the industry, there is light at the end of the tunnel and that dream could become a reality.



Jehan Johar



We are capable indeed of making a great show.

Either an indoor or an open air show we guarantee production and staging on any scale.

Our equipment parks and stuff are always where you need them — in Baltic States, Ukraine, Russia.

Our 15 years experience and best solutions are always at your service.

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