

AUDIENCE

FOR THE INTERNATIONAL CONTEMPORARY LIVE MUSIC INDUSTRY

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Searching for success

Interpol extends global reach

Dutch face pricing challenge

Sales tax adds 13 per cent to tickets

Royalty grab warning

Charges on sponsorship and merch could spread

Israel's Yishai Swartz
of Raven Music



“ High ticket prices are the result of high fees paid to artistes, more than promoters being greedy ”



Macy Gray at Independence Park

He says ICP are looking to translate the e-ticketing side of the business with a mind to extending the franchise to the European market. Kamali says his dream is that "one day the Middle East will be like Europe - without borders - and we will have another continent for tours".

ICP promotions include Marc Almond, Bring Me The Horizon and August

Burns Red at the Barby Club (800) and Charlie Musselwhite at Zappa Club (500), all at Tel Aviv.

Digital breakthrough

"In the digital age, the apparent barriers for getting involved in this industry have become fewer and many have come down. That being said, it can still be hard to break in," says promoter Hillel Wachs of 2b Vibes Music, who admits he moved into booking bands after making contacts as an artiste manager.

Since 2006, 2b Vibes, formed by Wachs and partner Carmi Wurtman, has promoted acts such as Black Eyed Peas at Jerusalem's Sultan's Pool (20,000) and Macy Gray at Independence Park (20,000), also in Jerusalem.

Wachs says that, although the increase in promoters is an issue, the biggest problem is Israel's location.



Hillel Wachs

“High ticket prices are the result of high fees paid to artistes, more than promoters being greedy”

Yishai Sweartz

"The real problem Israel has isn't the political situation or the fact that artistes want to make money, it's that most artistes come to Europe to tour and say they have a month to sew up.

"Why come here when you have to fly in - losing a day in and a day out? Why do that when you can do another show in Germany or Estonia? We're just a little bit out of the way."

Wachs adds that the region's politics may have hit the headlines, but it rarely figures when international acts are looking to tour the country.

"Most artistes don't have political opinions, but there are some who don't want to risk alienating fans by coming here.

"Artistes can do well because Israel is an affluent location. There are people who have huge incomes, so that when someone comes who they want to see, they don't look at the price."

Balancing acts

Yuri Leschev, talent Booker for 30-year-old ticketing operation and seven-year promoter Hadran agrees that the audience is there for big international



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