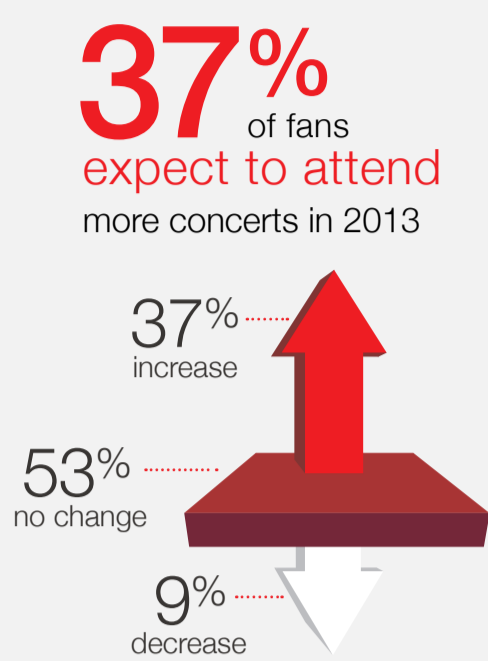


LIVE NATION FAN METER

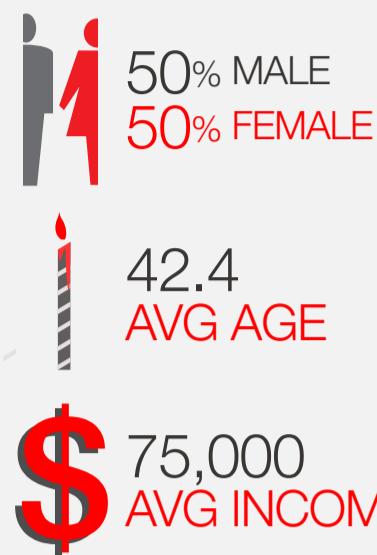
2012 CONCERT TRENDS

Concerts have always been an inspiring form of entertainment and a great way for music fans to connect with their favorite artists. Live Nation and LiveAnalytics conduct an annual survey in order to measure and better understand concert attendance behavior and attitudes. Based on phone interviews with 3,000 randomly selected US residents aged 18 and older, this study tracks concert attendance frequency and fan demographics. A year-over-year comparison of these findings establishes that concerts are growing as a popular form of entertainment in the US.

Americans are getting more passionate about concerts.



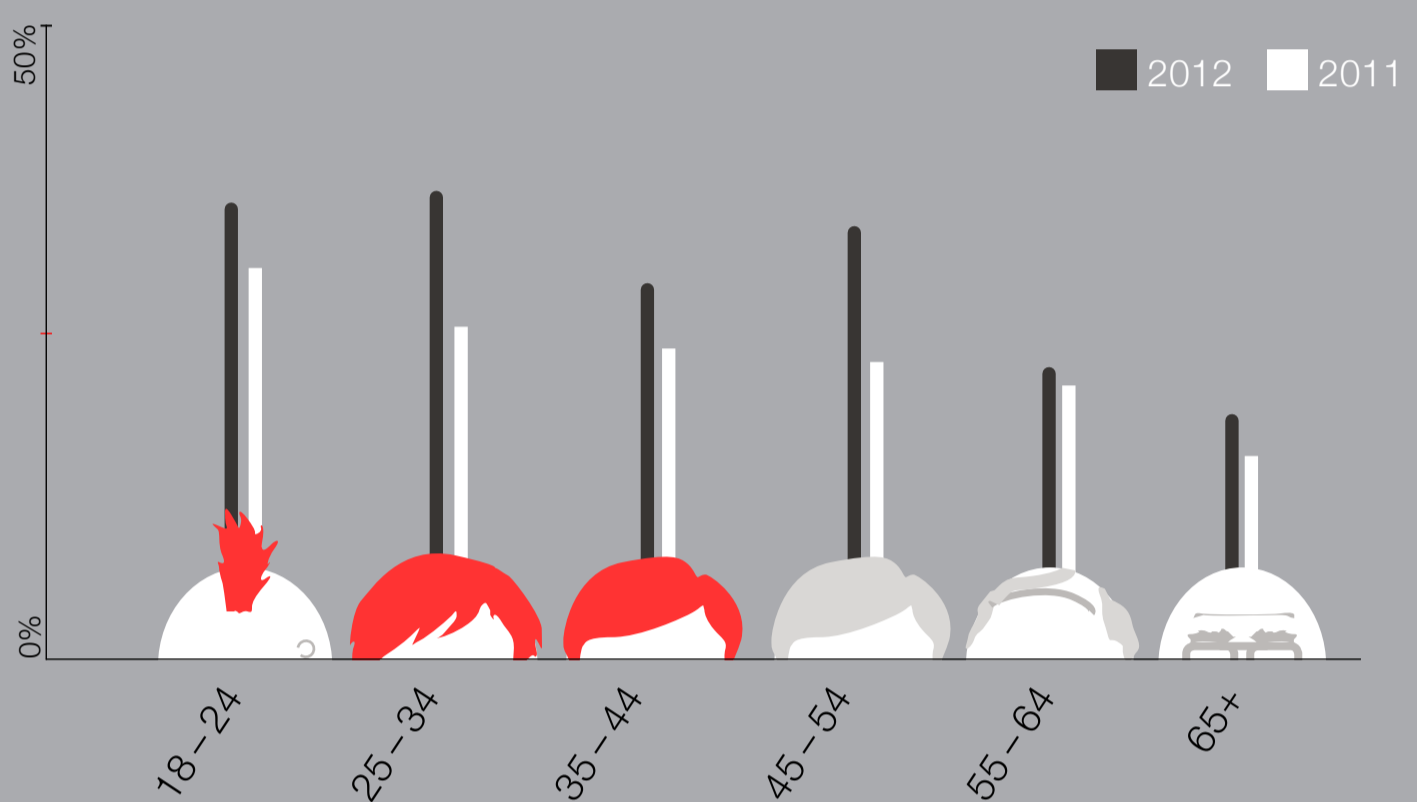
2012 FAN PROFILE



More Americans of all demographics are attending concerts.

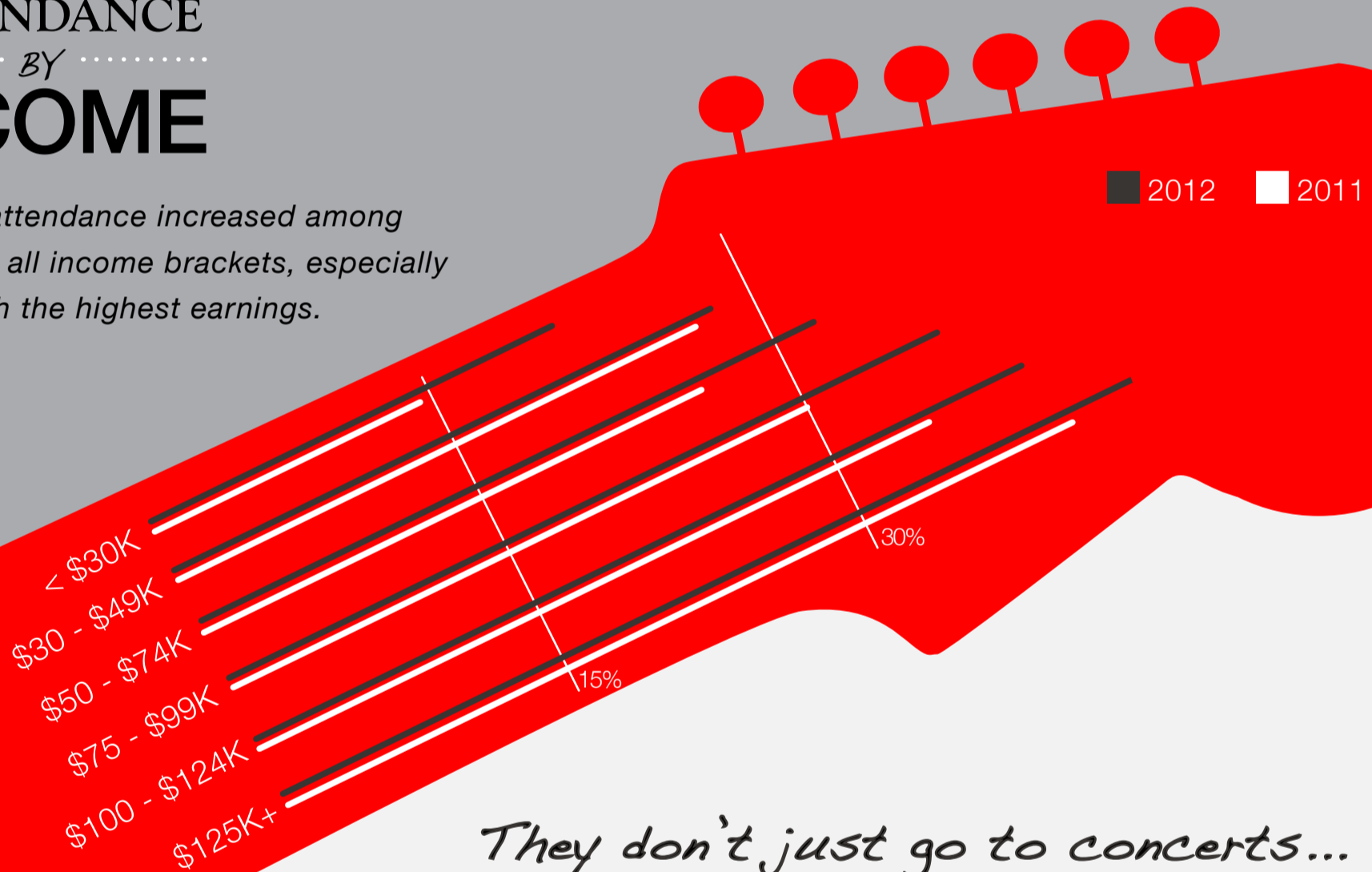
ATTENDANCE BY AGE

More people went to concerts in 2012 regardless of their age. The increase was most evident amongst 25-34 and 45-54 year-olds.



ATTENDANCE BY INCOME

Concert attendance increased among people of all income brackets, especially those with the highest earnings.



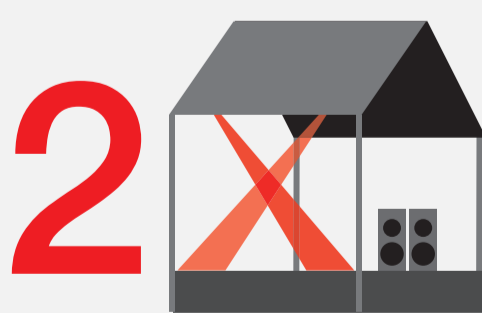
They don't just go to concerts...



Compared to non-attendees, concert attendees are more likely to attend other types of live events.



Concert attendance habits are evolving across the country.



music festivals
Fans attended twice as many festivals compared to a year ago



amphitheater
41% of fans went to an concert in 2012, attending 1.9 amphitheater concerts on average



club or theater
49% of fans went to a concert in 2012, attending 2.8 club or theater concerts on average



LiveAnalytics delivers fan insights and live event intelligence to venues, sponsors, artists and teams to improve marketing effectiveness, increase sales and enhance the live event experience. Leveraging the robust Ticketmaster database consisting of more than 80 million transactions as well as survey research conducted on a regular basis among more than 150K customers annually, LiveAnalytics utilizes research and analytics in order to turn data into insights, recommendations and results.

For more information about this study or LiveAnalytics, please contact:
Jacqueline.Peterson@Ticketmaster.com – Jacqueline Peterson, SVP Corporate Communications, Live Nation Entertainment