



Three Wise Kangaroos

The changing face of music festivals

Lead-in

1. Are music festivals popular in your country? Why/why not?
2. Have you ever been to a music festival?
Talk about your experience.

Video

Watch a video about some changes that the festival scene is undergoing and answer the questions.

<https://www.youtube.com/watch?v=PMfkO3Pv4VQ>



1. How much did the cost of a Glastonbury festival ticket increase between 1975 and 2019?
2. What is Boomtown?
3. In what ways is running a festival similar to setting up a small town?
4. Apart from the set-up costs, what's another factor that makes music festivals expensive?
5. Why did musicians use to go on tour in the past? Why do they do it now?
6. What are Live Nation and AEG Live and how are they changing the nature of music festivals?
7. What might be one reason why overall festival attendance has declined since 2016?
8. What did a ten-year British audience survey reveal?
9. Complete the sentence:
'Over the past 20 years there has been a shift from buying things to buying _____.'
10. What did Boomtown do in 2019 to make itself stand out from other festivals?
11. What do today's digital age people feel the need for?
12. A lot of people document their experiences by taking selfies and showing them off online. What would they have done in the past?
13. What's the future of festivals?

Over to you

1. Are festival tickets affordable for most people in your country?
2. What was the last music record you bought? What's your preferred way of listening to music?
3. Do you think streaming services have helped artists by allowing them to reach wider audiences or have they made it more difficult for artists to make money?
4. What do you think about Ariana Grande's fees for her performances? Are the artists at home also paid exorbitant amounts of money for their gigs?



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5. Are the majority of festivals in your country massive mainstream events or smaller, independent ones? Which festivals offer a better overall experience, in your opinion?
6. Do you agree with the opinion that festivals are becoming all alike?
7. Were you surprised by the fact that most British festival goers attend festivals for the atmosphere and not for the music? What about you?
8. Have you noticed a shift from buying things to buying experiences? What was the last experience you spent money on? What did you get out of it?
9. Would you be interested in attending a festival like Boomtown and being drawn into a variety of immersive experiences?
10. Do you take selfies when you attend various cultural events? Do you upload them on social media? What's your reason for doing that?
11. Do you believe that a ticket for a festival in the future will be an investment in a truly transformative experience and a chance to discover your better self or is it just a marketing ploy?

Vocabulary

Complete the sentences with words from the box.

attendees, bank, immersive, headline, punters, scale, bonkers

1. If something is _____, it is crazy.
2. Festival goers are festival _____.
3. If popular acts _____ a festival, it means famous musicians perform there.
4. _____ are people who visit a place regularly.
5. Economies of _____ are the cost advantages that enterprises obtain due to their scale of operation.
6. An _____ experience pulls a person into another real or imagined world and aims at stimulating all the senses.
7. If you _____ on something, you base all your hopes on it.

Decide if you agree or disagree with the following statements

1. The more attendees at a music festival, the better the atmosphere.
2. Video game producers are offering more and more immersive playing experiences, which is a great thing.
3. The idea that a festival should help you discover your better self is bonkers.
4. Big firms are able to afford higher salaries than smaller competitors thanks to the advantage of economies of scale.
5. The role of music has changed and therefore regular punters don't see the artists as the main reason for attending a festival.
6. Popular acts who headline big festivals don't deserve the lucrative fees they get paid.
7. You can bank on independent, low-key festivals to always deliver a unique music experience.



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Challenge

You've been asked to write a review of a music festival/concert you attended. In your review include information about:

- the venue and the facilities
- the headline act
- the opening/support bands
- the atmosphere
- the price of the ticket
- the overall experience

