



Three Wise Kangaroos

Video – answer key

1. How much did the cost of a Glastonbury festival ticket increase between 1975 and 2019?
In 1975 a Glastonbury festival ticket cost £5, in 2019 it was £248. If they rose according to inflation, they'd be 5 times more expensive. In reality they are 50 times more.
2. What is Boomtown?
Boomtown is one of the biggest independent music festivals in the UK.
3. In what ways is running a festival similar to setting up a small town?
You have to make sure you have all the facilities like water, wi-fi, toilets, rubbish disposal, internal traffic management, external traffic management, four different security companies, food, drinks, stewarding, artists transport, etc.
4. Apart from the set-up costs, what's another factor that makes music festivals expensive?
The music is another factor that makes festivals expensive as the artists' fees have increased a lot over the years. In Woodstock 1969, Jimmy Hendrix got the equivalent of \$125,000. In 2019 Ariana Grande was paid \$8 mln.
5. Why did musicians use to go on tour in the past? Why do they do it now?
Artists used to go on tour to promote their albums, which were their main source of income. It's much harder for artists to make money selling recorded music now so nowadays they touring to make an income. Releasing an album is just an excuse for going on another tour.
6. What are Live Nation and AEG Live and how are they changing the nature of music festivals?
Live Nation and AEG Live have become a dominant force in the festival market. They've been pushing the prices up and buying smaller festivals out. Now they own 1/3 of the British market turning festivals into a franchise and exporting it to countries across the globe.
7. What might be one reason why overall festival attendance has declined since 2016?
Because festivals seem more samey. All the mainstream festivals feature the same artists.
8. What did a ten-year British audience survey reveal?
It showed that headline acts are the deciding factor for only 8% of festival goers. 53% said the overall experience was more important.
9. Over the past 20 years there has been a shift from buying things to buying
EXPERIENCES.
10. What did Boomtown do in 2019 to make itself stand out from other festivals?
Boomtown hired 2000 actors to draw festival goers into a variety of immersive experiences spread across 110 venues. It's all designed to create this unique communal experience.
11. What do today's digital age people feel the need for?
People want to connect.
12. A lot of people document their experiences by taking selfies and showing them off online. What would they have done in the past?
They would go to their friends' houses and see what records and cds they had.



Three Wise Kangaroos

13. What's the future of festivals?

The future of festivals is offering a transformative experience, a chance to discover your better self.

Vocabulary – answer key

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