

1 Background to the Research

- 1.1 Market Definition "Jazz Festival"
- 1.2 Survey Sample

2 General Framework for Jazz in Europe

- 2.1 Recorded Music Market & Live Performances
- 2.2 Jazz and its current Market Impact
- 2.3 The Jazz Audience / Jazz Consumer

3 The Jazz Festival Industry Market in Europe

- 3.1 Market Volume for Jazz Festivals in Europe
- 3.2 Shares of Market per Country
- 3.3 Jazz Festivals in selected EU-Countries
- 3.4 Market Growth in Jazz Festival Business

4 Structure of Jazz Festivals (Market Segmentation according to Size - Program - Duration)

- 4.1 Age and Frequency
- 4.2 Duration (number of days)
- 4.3 Schedule (Date / Month)
- 4.4 Importance (regional / national / international)
- 4.5 Goals and Objectives
- 4.6 Legal Form of Festival Promoter

5 Economic Performance Data

- 5.1 Number of Visitors
- 5.2 Ticket Sales Volume
- 5.3 Capacity Utilization
- 5.4 Number of Acts and Artists
- 5.5 Number of Stages and Locations
- 5.6 Employed Staff

6 Festival Program Concept

- 6.1 Program and Jazz Styles
- 6.2 Trends and Future Style Mix
- 6.3 Program Elements

7 Pricing and Ticketing

- 7.1 Ticket and Entrance Systems
- 7.2 Price Structures and Price Levels
- 7.3 Special Tickets
- 7.4 Festivals Free-of-Charge

8 Marketing and Sales

- 8.1 Marketing Information Database
- 8.2 Jazz Festival Visitors' Profile
- 8.3 Channels of Distribution
- 8.4 Advance Booking vs. Box Office Sales
- 8.5 Internet and Festival Marketing & Sales

9 Festival Budget and Budget Structure

- 9.1 Festival Budget
- 9.2 Costs / Spending in %
- 9.3 Revenues / Income in %
- 9.4 Festival Balance
- 9.5 Festival Business Ratios

- 9.6 "Deficit Festivals" vs. "Profit Festivals"

- 9.7 Target Figures for Successful Festivals

- 9.8 European Festival Budget Volumes

10 Profitability and Benefits

- 10.1 "Knock-on Effects" on Festival Region / Location
- 10.2 Cost-Benefit-Analysis - a Model for Jazz Festivals
- 10.3 Specific Benefits and Subsidy Return Ratios

11 Sponsoring Jazz Festivals

- 11.1 Number of Festival Sponsors
- 11.2 Commercial Sponsors per Sector of Industry
- 11.3 Average Sponsorship Funds

12 Significant Problem Areas**13 Cooperative Deals and Festival Networks**

- 13.1 Activities and Advantages
- 13.2 Cooperative Policy
- 13.3 Existing Festival Networks

14 Strategic Options in Festival Business

- 14.1 Basic Trends in Jazz Festival Market
- 14.2 Festival Marketing Opportunities

APPENDIX

Special Analysis per Country

Germany

France

UK

Special Analysis

"Deficit Festivals"

"Profit Festivals"

"Festivals Free-of-Charge"

Festival Map of Europe

List of Festivals per Country

Questionnaire

More than 120 pages of concise,
relevant market information

Much of the statistical information included in this study is based on responses to a questionnaire sent to 450 / answered by 120 jazz festival promoters in Europe. The field research survey from February 1999 to September 2000 was supplemented by additional data from ACORN festival database as well as results from ACORN Market and Trend Research on the European jazz market.