

Impact of concerts on songs popularity

On the example of European part of Ed Sheeran's Divide Tour

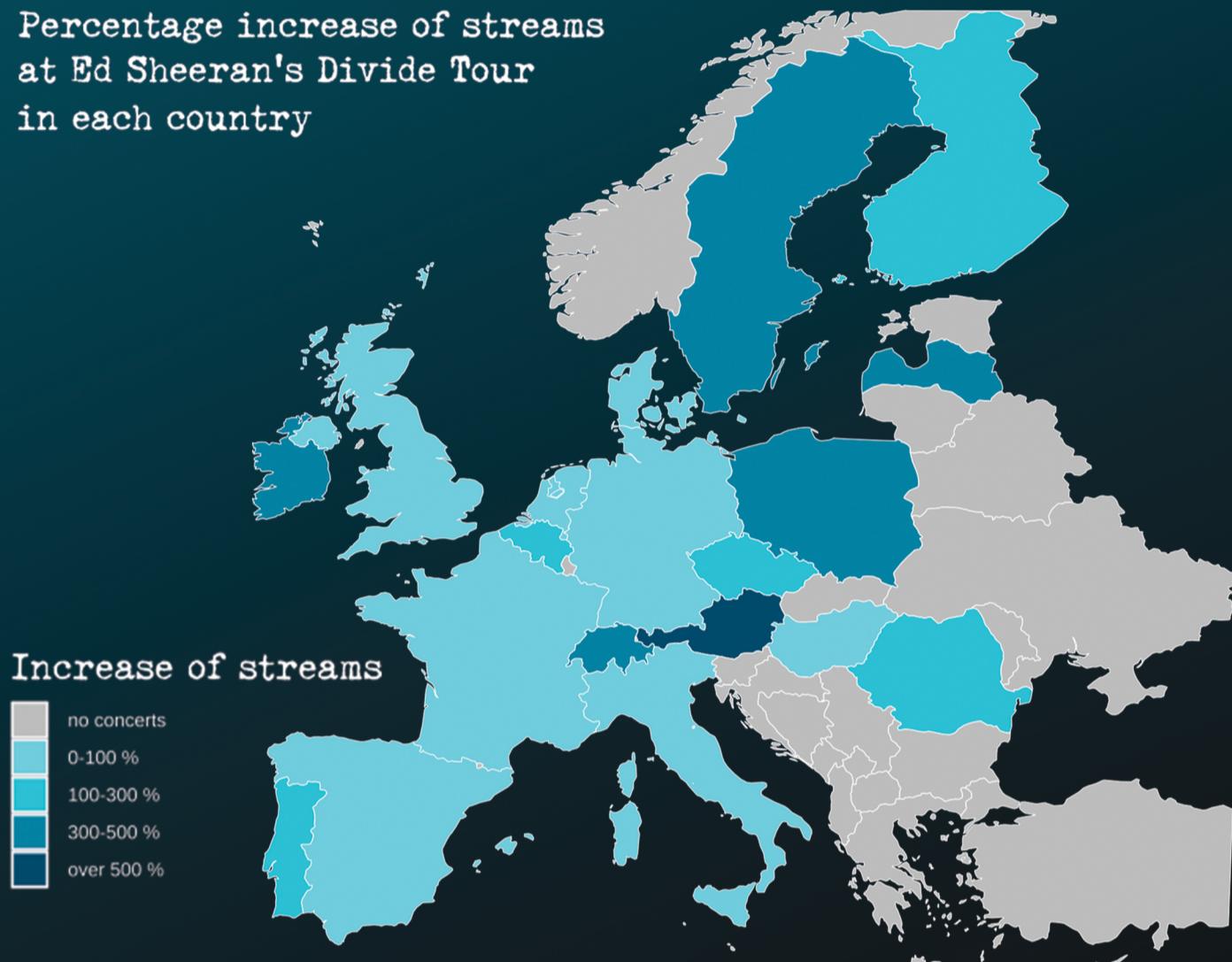


Ed Sheeran is a 32-year-old British singer and songwriter, whose music style is a mix of pop, rock, folk and hip-hop. In 2011, he topped the charts and has remained there ever since. Winner of many prestigious music awards from around the world. He has sold over 150 million copies of albums, and his songs are played tens of millions times a week on Spotify.



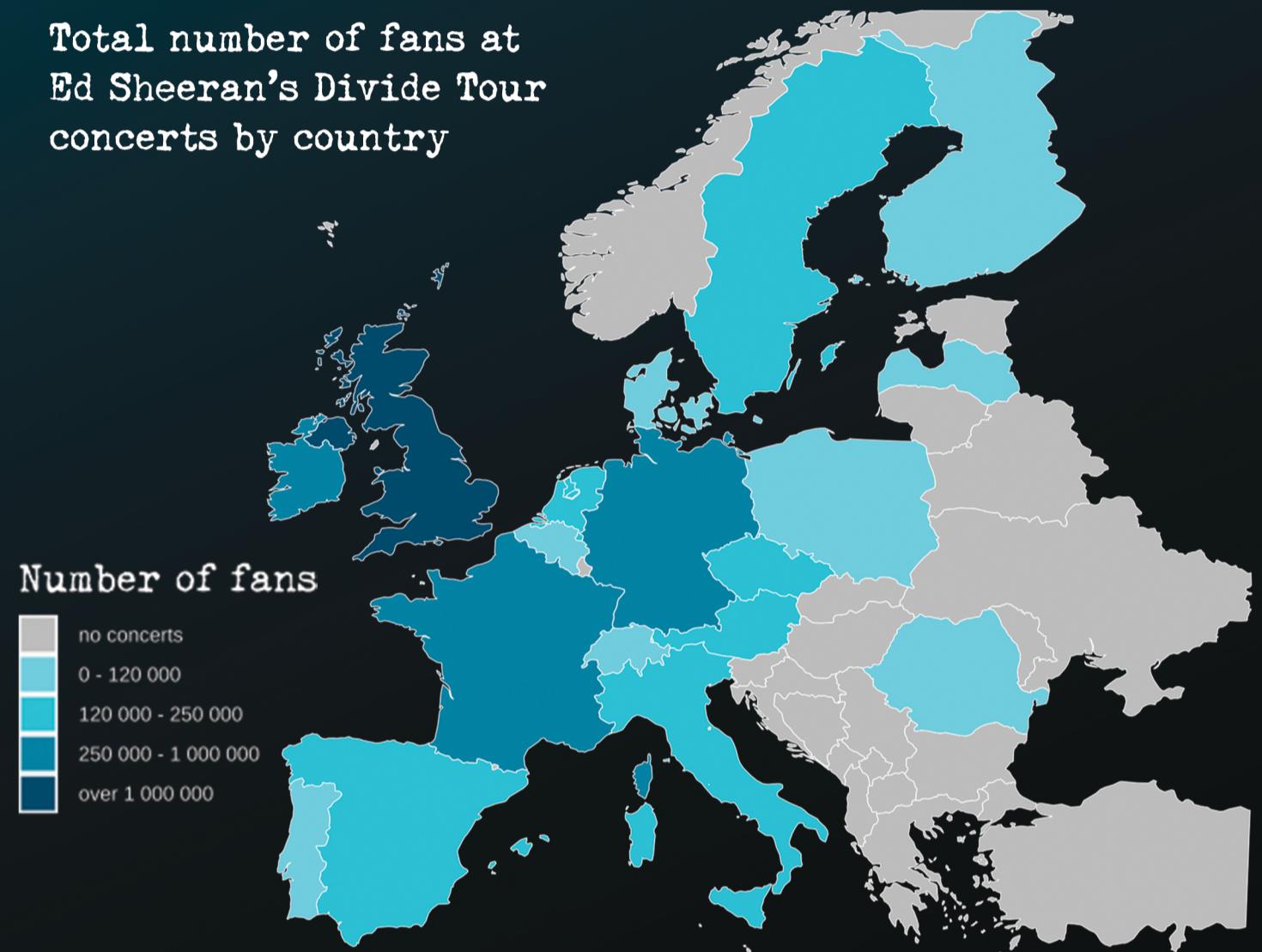
Divide Tour is Ed Sheeran's tour promoting his album "÷", from which such hits as "Shape of You" and "Castle on the Hill" came. The artist played more than 250 concerts on 6 continents in 2.5 years, attended by 9 million people, with ticket revenues exceeding \$750 million.

Percentage increase of streams at Ed Sheeran's Divide Tour in each country



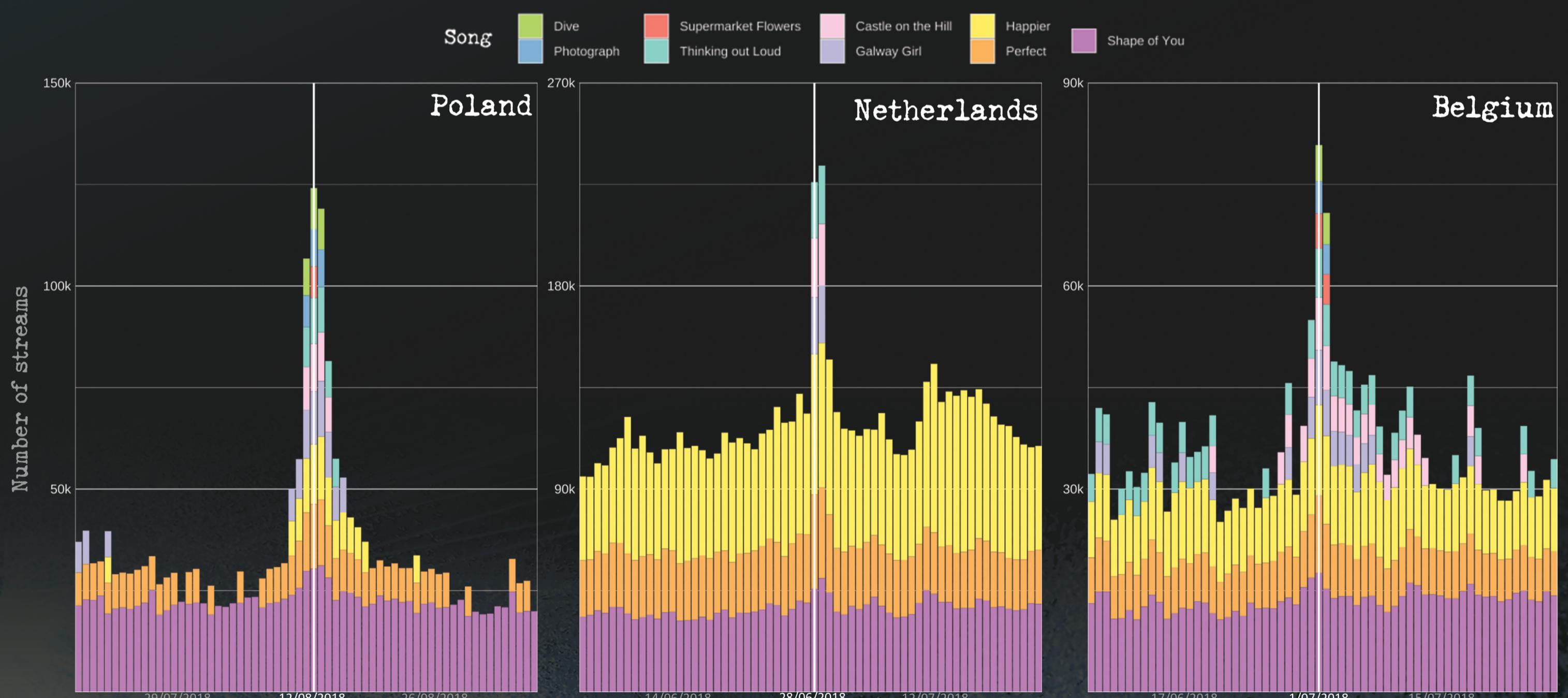
The map shows the increase of streams of Ed Sheeran's songs in the countries where his concerts took place. It compares the number of streams in a concert day with a number in a day a week ahead of the concert.

Total number of fans at Ed Sheeran's Divide Tour concerts by country



The map shows the total number of fans at all Divide Tour concerts in each country that held at least one event.

Streams of Ed Sheeran's songs from TOP 200 Spotify during the concert period



The period shown is the month before the concert and the month after, while the vertical white line marks the day of the concert. There is a definite increase in streams of Ed Sheeran's songs from the Spotify TOP 200 on this day. In Poland and Belgium, where relatively few people listen to Ed's songs, an upward trend is noticeable a few days before the concert. On the other hand, in the Netherlands, where the number of streams is usually high, there is a sudden spike that lasts for a very short time. This illustrates the significant impact of the concert on audience behaviour. They put themselves in a concert mood by listening to many more of the artist's songs, as shown above.

