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**Music Industry: Are festivals a big business?**

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**Eat, Sleep, Party, Repeat…**

Live Today, Love Tomorrowland!

# **Background**

Music events and festivals have always been the backbone of the entertainment industry. When it comes to music, almost every country in this world has its own kind of music and an industry related to it. For example, broadly classifying on the basis of language, we have English songs, Latino songs, Bollywood songs, Arabic songs, Spanish songs etc. Then there are different genres in music like rock, metal, house, EDM etc. Now each of these categories are having a different music festival. For example, the biggest music festivals related to the EDM genre are Tomorrowland, Ultra Music Festival (UMF), Coachella, Sziget etc. For Metal genre – Wacken Open Air, Heavy Montreal, Motocultor Festival, etc. There are numerous music festivals which are organized round the world and people are taking more and more interest into the concerts by time.

This infographic shows the music festival industry and the revenue it has earned over the years. Most of the revenue is generated from the ticket sales and the attendance of the music festival gives a clear idea about how much tickets are being sold each year. While this industry is booming and minting loads of money, it is also generating a lot of plastic waste which is a point of concern and needs to be looked after.

The data has been collected from the following sources:

1. Statista: The dataset has the details pertaining to the ticket sales for music festivals, concerts and shows whether they have been purchased online or on venue. It also has the details about the number of users and the expected numbers by the end of 2023.
2. Self-generated data: I have taken data from multiple sources available online and put that data in a table format and also cross verified the data from the event’s official websites.

# **Process**

Being an all-time music lover and fan, I always wanted to study about the music festivals and how much money do they make. Music industry has grown a lot in recent past and there’s no doubt that this industry will continue to grow with all the talented artists around the world. Hence, I decided to portray this humongous industry’s business in an infographic.

The most important thing needed was to bring all the ideas to the canvas and to find the data first. The data related to the revenue generated by the festivals and concerts each year had to be drawn and discussed in detail.

The data that is found online is not always clean (in the format that we want), so the data had to be cleaned either by using tools like R/python or manually if the data was not too big in size. Once the data was cleaned, it was saved in an excel file format. For the self-generated data, I used Excel sheets and pinned all the details as found on websites.

Next, for visualizing the gathered data, the data in excel file format was imported to Tableau for making effective visualizations which are easy to understand. In Tableau, we must make sure that we choose the right visualization to send out the message clearly to the reader/observer. Because if the visualization is not right, the end message that we are trying to convey can be misinterpreted.

As soon as the visualizations were ready, next task was to import those visualizations on the infographic and place them in a position such that it makes the infographic interesting and easy to understand.

# **Specification**

This infographic shows how much business the music festivals and concerts are making. This has been represented using a bar-chart where the per year’s Revenue of the festivals is in million euros. This clearly shows that with each year, the music industry is increasing in size and also in terms of revenue and profitability. For visualizing this data, the bar-chart has been used as it is perfect for showing a trend.

This makes us think about which festivals are the biggest festivals in the world that are making maximum revenue. The chart depicts the top 10 festivals in the world with maximum attendance.

The revenue generated in the music events comes from the tickets that are sold. As per the data, the total number of users are expected to grow to 524.1 millions by 2023. This gives an idea about which festival is earning the most in the world and how big the festival is. In the graph it is also clear that the number of users are increasing each year.

The ticket price is another interesting factor which decides how big a business the festival is making. To show that, the ticket price of a few festivals have been compared. As per the attendance of the festivals and the tickets price, the revenue generated by the festival can be calculated.

The infographic talks about a few facts which are about the music festivals. The most interesting fact while researching for this topic was – as per a study done by Matthew Meadow, ‘Going to concerts can help you live longer’.

# **Justification**

For presenting the infographic, it is really important to keep the reader’s interest intact and constant throughout from start till the end. To make the story interesting, I’ve added in facts and images that are related to music concerts and festivals. From the story point of view, the starting has been made with a visualization showing revenue collected by music festivals and then in a logical order of sequence, attendance, number of users, ticket prices and followers on instagram have been visualized.

The first visualization is a bar-graph which shows the revenue generated by the music festival industry. Starting from year 2017, the revenue generated was 24,134 million euros and year by year, the revenue collected is seen to be increasing in the bar chart plotted and the predicted revenue for the year 2023 is 44,337. The reason why bar chart has been used here is because it is the most effective way to showcase comparison between two or more entities.

The revenue generated by the music festivals is dependent on the number of tickets sold. Hence it is really important to know that what is the attendance in the music festivals. The second visualization shows the attendance in world’s top 10 music festivals by a horizontal bar chart. By the chart it is clearly visible that the festival – ‘Mawazine’ is the biggest festival in terms of the number of people attending the festival. The reason for using a horizontal bar chart here is that we are comparing the attendance of top 10 festivals only. If there would have been more data points, a line chart would have been used instead.

The third visualization on the infographic shows with the help of a horizontal bar graph chart that the number of people going to the music festivals have actually increased in number since the year 2017 and as per the prediction, by the year 2023, the number of people visiting the music festivals is going to shoot up to around 524.1 millions. This is actually an increase of 35% in the number of users as compared to year 2017.

The revenue generated by the music festivals is dependent on one more factor – the ticket prices. The visualization here shows a bubble chart where the largest circle denotes the highest ticket price and the smallest circle shows the least ticket price. As seen in the visualization, the most expensive music festival are Ultra Music Festival and the Coachella. The bubble chart has been used in this case because the size of the bubbles represents the price of the festival. Bigger the size, more expensive the ticket for that particular festival is.

The last visualization depicts a bar chart with the number of followers each festival is having on Instagram and according to that Tomorrowland is one music festival which in-spite of having low attendance is having the maximum number of followers on Instagram.

# **Technologies**

For designing this infographic, I have used the free online tool available – ‘Visme’. Visme is a very easy to use and user-friendly visual content creating website and it is having the options where we can directly enter the values in a tabular format and the data is visualized perfectly in the charts which are best suitable. Another very useful characteristic of Visme is that it is internally linked with unsplash, which is used for taking images freely contributed by the unsplash users.

For this infographic, I have used a blank template to give a personal custom touch and include as much of music related pictures as possible. Since Visme is not having a bubble chart available, I have also used Tableau to visualize a set of data.

Once all the data is collected, the visualizations were created in Visme, wherever possible and then one by one tiled on the infographic page. While placing the visualizations and images on the infographic page, special attention has been paid to the small details like size, font colour, and the overlapping and position of them. Also, for making the infographic interesting to read, few facts and numeric figures have been inserted.

In total, there are 5 visualizations on the infographic, out of which, 4 of them were made using the Visme tool and one was created using Tableau. Tableau was used to show a bubble chart because the Visme tool did not had a bubble chart in it. Once the visualization was made on tableau, it was required to make the background transparent for placing the visualization in the infographic.

# **Reflection**

Working on something that you like and love, makes the job done very easily. I had the add on advantage on working on something related to music because I really love music. However, I had the psychological add on advantage, portraying the exact idea and emotion on a canvas was a bit of tedious task. Gathering the data was no pain but using the correct tool to make an impacting visualization was time taking. Before pitching all the ideas actually on the infographic, a significant amount of efforts were spent drawing the details on paper. The first and the final draft has been included in the appendix. After all the visualizations were made and ready to be brought to the canvas, the next challenge was to put everything in a colour code which actually matches the theme. Since the topic is related to music festivals, the theme revolves around a party. So, using a bright and shiny background was required and at the same time showing the visualizations was also important. Hence, I used a party theme background and lowered down its brightness and made it blurred, which helped the visualizations look clearly visible.

# **References**

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6. <http://www.excite.com/events/concert-tickets/Ultra-Music-Festival/index.php>
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9. <https://www.creamfields.com/tickets>
10. [https://www.instagram.com/](https://www.instagram.com/?hl=en)

# **Appendix**

Before pitching all the ideas actually on the infographic, a significant amount of efforts were spent drawing the details on paper. Below are the snips of the first and final drafts drawn for this project.

A close up of text on a white background

Description automatically generated

![A close up of text on a white background

Description automatically generated]()