

2017 POLLSTAR YEAR END Business ANALYSIS



RECORD CRUSHING YEAR

Live music continues to demonstrate its growing popularity making 2017 a record crushing year for the concert business.

The Top 100 Worldwide Tours alone generated a record \$5.65 billion in revenues. That represents a huge, 15.8% increase over the previous year. The total tickets sold by the Top 100 was also a record at 66.79 million. That's up a remarkable 10.4% over 2016. And it was

all done with a record average ticket price of \$84.63, which is an increase of \$3.97, or nearly 5%.

U2 did the highest grossing tour worldwide at \$316 million and the band's North American segment also topped that chart at \$176.1 million.

There were 11 tours that generated more than \$100 million worldwide as compared to seven tours in 2016. The most successful artists are clearly getting better at recapturing some of the revenue that had leaked into the secondary ticket market.

TRACKING A GROWING BUSINESS

Pollstar produces two kinds of charts for tracking the concert industry. Our marquee charts are the Top 100 Worldwide Tours and the Top 200 North American Tours charts. Both charts contain estimates for any unreported shows in order to provide a more realistic indicator of an artist's relative position in the marketplace. In most cases, very little needs to be projected although there are always outliers like Garth Brooks that require more research. Pollstar has an average of 90% of the data on the Top 100 Worldwide Tours. We have complete information on 40 tours that did not require any projections.

The Pollstar 2017 box office database contains a record number of show reports totaling nearly \$10 billion in revenues, which is a huge 10.3% over 2016. Total tickets reported sold also hit a record 152.8 million or 3.6% increase.

The Worldwide Ticket Sales charts found on pages 28-47 are based strictly on detailed box office reports voluntarily reported

NORTH AMERICAN

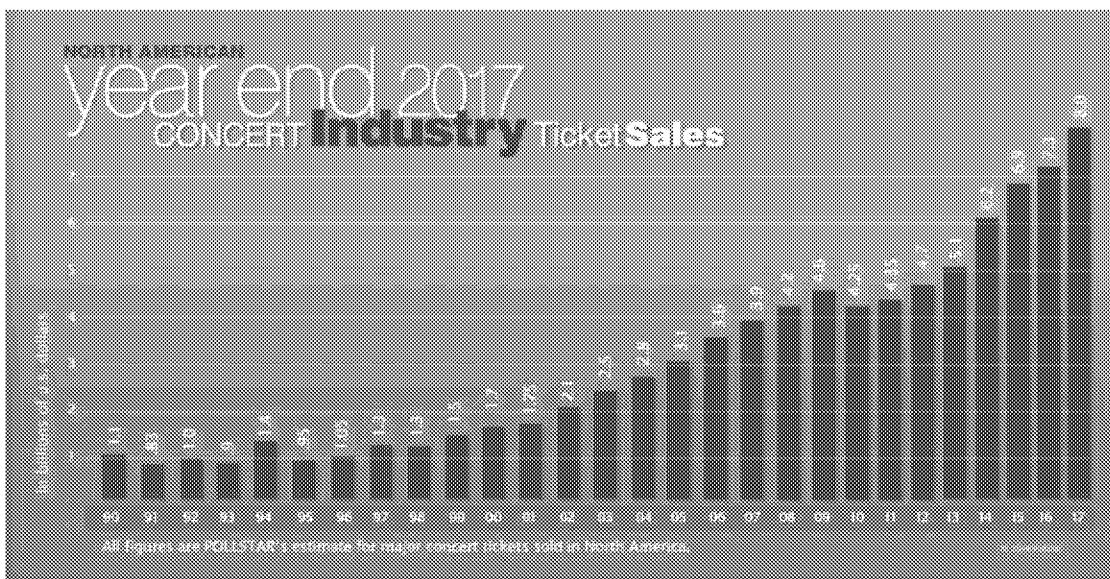
Pollstar #1 TOURS

For The Last 30 Years

2017	U2	176.1
2016	Beyoncé	169.4
2015	Taylor Swift	199.4
2014	One Direction	127.2
2013	Taylor Swift	110.6
2012	Madonna	133.7
2011	U2	156.0
2010	Bon Jovi	108.2
2009	U2	123.0
2008	Madonna	105.3
2007	The Police	133.2
2006	The Rolling Stones	138.5
2005	The Rolling Stones	162.0
2004	Prince	87.4
2003	Bruce Springsteen	115.9
2002	Paul McCartney	103.3
2001	U2	109.7
2000	Tina Turner	80.2
1999	The Rolling Stones	64.7
1998	Elton John	46.2
1997	The Rolling Stones	89.3
1996	KISS	43.6
1995	Eagles	63.3
1994	The Rolling Stones	121.2
1993	Grateful Dead	45.6
1992	U2	67.0
1991	Grateful Dead	34.7
1990	New Kids On The Block	74.1
1989	The Rolling Stones	98.0
1988	Pink Floyd	27.6

in millions of U.S. dollars

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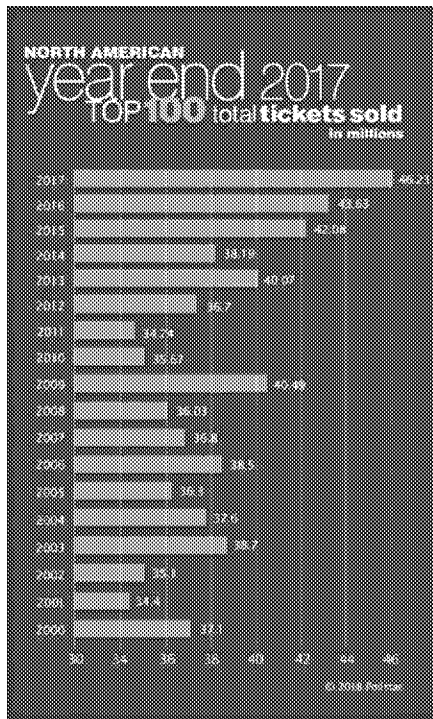
to Pollstar and provide an extra metric to compare the competitive success of various venues types.

The importance of the growing global concert market is readily evident in an examination of the top 20 venues on the Arena Ticket Sales chart. Only seven are located in the U.S. while five were from the U.K., including The O2 London at No. 1. Two are in Mexico, and there's one each in Germany, Spain, Canada, France, Netherlands, and Belgium.

GLOBAL PROMOTERS

It's been a very great year for Live Nation Entertainment, which started the year with a

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stock price around \$26.60 per share and hit an all-time high of \$46.99 before closing the year at a little over \$42. Little surprise that CEO Michael Rapino and his team were awarded new contracts at the end of the year.



Live Nation was by far the world's largest concert promoter and reported to Pollstar a record 52.5 million tickets sold around the globe.

AEG was again a solid No. 2 among promoters reporting 14.4 million tickets sold. OCESA/CIE was No. 3 at about 4 million tickets. SJM was the top U.K. based promoter with nearly 2.4 million tickets sold.

BIG GROSSES

U2 generated the year's top concert gross with \$32.8 million from 278,718 fans over four shows in Sao Paulo,

Brazil. U2 also did the largest show in North America with \$15.8 million from its two shows at the Rose Bowl. The 13-show run by Phish at Madison Square Garden was second at \$15 million.

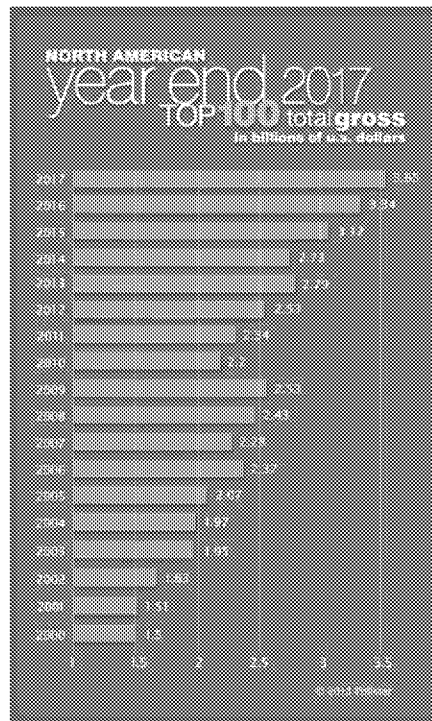
Huge numbers were also posted by Paul McCartney at the Tokyo Dome (\$22.4 million), Coldplay in Paris at the old Stade de France (\$19.9 million), The Rolling Stones at the new U Arena stadium outside Paris (\$18.5 million), and Guns N' Roses at London Stadium (\$17.3 million).

Coachella generated the year's single biggest festival gross with an amazing \$114.6 million over its two weekends.

BREAKING BIG

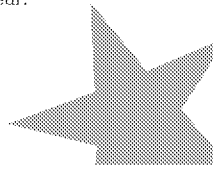
In addition to the usual touring suspects, it was a breakout year for new arena headliners The Weeknd, Ariana Grande, Kendrick Lamar, and Chris Stapleton. Also taking major steps up the career ladder were Shawn Mendes, The Chainsmokers, Hans Zimmer, Future, Sam Hunt, and Chance The Rapper.

The industry's prospects for 2018 are buoyed by the growth of new talent as the baby boomer bands that have been the year-in, year-out staples slowly age their way into the background, although some, like Eagles, have managed to



return to active duty with a bolstered lineup.

Despite what the *New York Post* or frustrated ticketbrokers say, it looks like Taylor Swift is clearly the early front-runner for biggest tour of the new year.



NORTH AMERICAN year end 2017 TOP 50 grossing tours of all time

Rank	Gross (in millions of U.S. dollars)	Artist	Year
1	199.4	Taylor Swift	2015
2	176.1	U2	2017
3	169.4	Beyoncé	2016
4	162.0	The Rolling Stones	2005
5	156.0	U2	2011
6	138.9	U2	2005
7	138.5	The Rolling Stones	2006
8	133.7	Madonna	2012
9	133.2	The Police	2007
10	130.8	Guns N' Roses	2016
11	127.2	One Direction	2014
12	123.0	U2	2009
13	122.4	Bruce Springsteen & E. St. Band	2016
14	121.2	The Rolling Stones	1994
15	116.4	Kenny Chesney	2015
16	115.9	Bruce Springsteen & E. St. Band	2003
17	114.9	Garth Brooks	2015
18	112.9	Cirque du Soleil/Michael Jackson	2012
19	112.4	Bruno Mars	2017
20	110.6	Taylor Swift	2013
21	110.3	Metallica	2017
22	109.7	Rolling Stones	2015
23	109.7	U2	2001
24	108.2	Bon Jovi	2010
25	107.3	Bon Jovi	2013
26	105.3	Madonna	2008
27	104.7	Bruce Springsteen & E. St. Band	2012
28	103.5	Pink Floyd	1994
29	103.3	Paul McCartney	2002
30	101.4	Garth Brooks	2017
31	98.0	Guns N' Roses	2017
32	98.0	The Rolling Stones	1989
33	97.7	Taylor Swift	2011
34	97.0	Garth Brooks	2016
35	96.5	Kenny Chesney/Tim McGraw	2012
36	96.0	Beyoncé / Jay Z	2014
37	95.1	Adele	2016
38	94.5	Bruce Springsteen & E. St. Band	2009
39	94.3	Katy Perry	2014
40	94.0	Celine Dion	2008
41	92.5	Barbra Streisand	2006
42	92.1	Roger Waters	2017
43	90.9	Kenny Chesney	2013
44	90.2	Roger Waters	2012
45	89.6	Justin Bieber	2016
46	89.5	Roger Waters	2010
47	89.3	The Rolling Stones	1997
48	88.8	Tim McGraw / Faith Hill	2006
49	88.0	Elton John / Billy Joel	2009
50	87.9	The Rolling Stones	2002

in millions of U.S. dollars