

- *How does marketing an individual show differ from marketing your institution as a whole?*
- *How can we develop strong artistic brands so that people trust us even if they're unfamiliar with an individual title?*

# You think your audience is old?

- Broadway theater goer 42
- NFL TV viewer 50
- MLB TV viewer 57
- NHL TV viewer 49
- NBA TV viewer 42

## What are the most significant 2018 sports industry trends?

1. As sports franchises build state of the art stadiums, fan safety will remain top of mind.
2. Innovative ticket packages will compete with the couch for fan attention.
3. Advertising spend will shift to digital and social channels to reach millennials.
4. Blockchain's capabilities offer potential emerging solutions to challenges the industry is striving to improve.
5. The road to professional sports is changing as federal investigations shed light on the business, and corruption, of college sports.
6. Social activism in sports is here to stay, and the clock is ticking on brands, leagues, and teams to decide where they stand.

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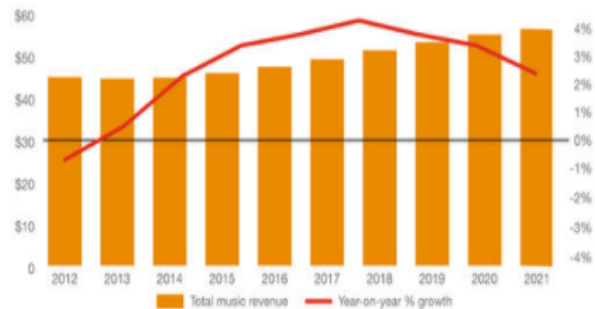
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*Global music industry revenue grows with consumer preference shifting towards subscription-based, rental services*

Global music industry revenue is expected to grow at about 3.5% CAGR thru 2021, with growth driven by both the recorded music and the live music sectors. The most significant trend witnessed however, has to be the marked consumer shift away from purchasing and owning recorded music to showing an increasing preference for subscription-based, music-rental services. The five leading markets also all headed in the same direction.

**Global music industry revenue grows with consumer preference shifting towards subscription-based, rental services**

Global total music revenue (US\$bn), 2012–2021



Source: Global entertainment and media outlook 2017–2021, PwC, Ovum

Everything Matters...

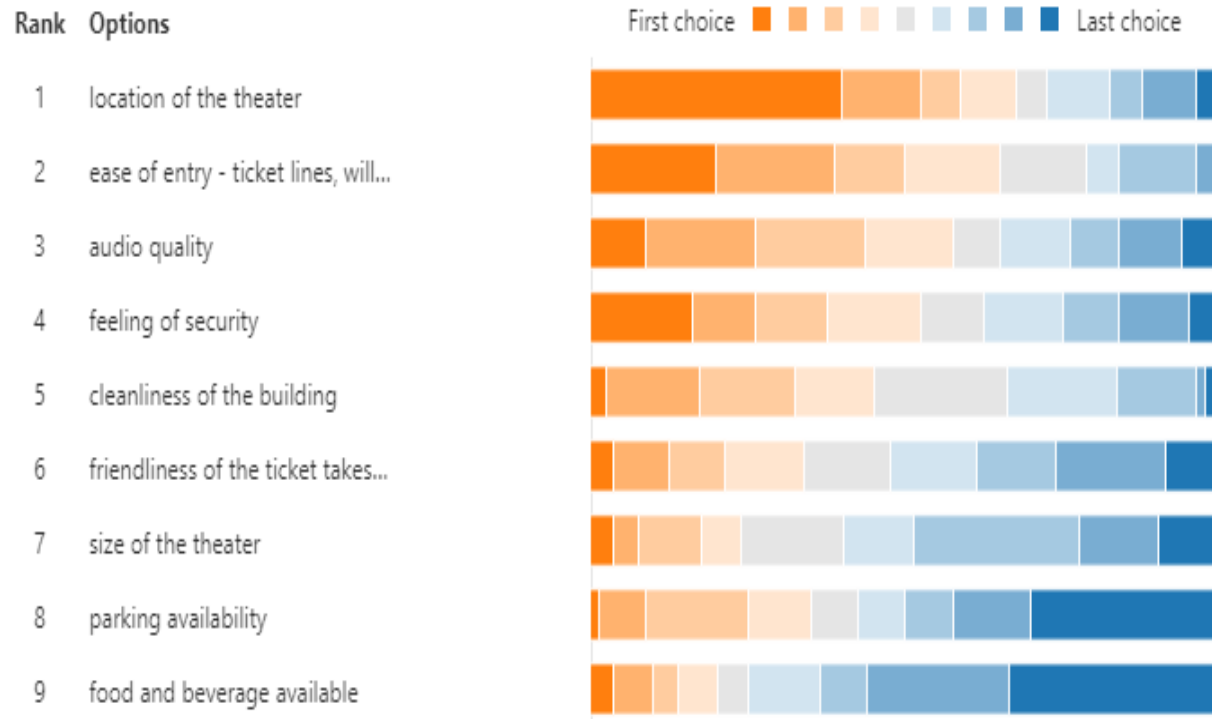
To everyone....



# Security grows in importance

3. Please rank the following theater attributes in order of the importance to you when seeing a musical. Just drag and drop - top listing is most important.

[More Details](#)



# Familiarity still rules

Please rank the following attributes of a musical based on their importance to you. Drag and drop with the top being the most important.

[More Details](#)

