



360 Architecture

AN ARTIST RENDERING shows the new stage at Crew Stadium in Columbus, Ohio. Construction started in September and it's set to be completed by early April, eventually allowing 8-10 shows a year at the 30,000-capacity venue.

Live Nation Takes On Tickets



LIVE NATION RECENTLY ANNOUNCED the next logical step to its 10-year licensing deal with Germany's CTS Eventim: a global ticketing sys-

tem that will start taking the place of Ticketmaster at the end of the year.

Live Nation's decision to integrate ticketing is considered by the company to be the last link in the chain, giving Live Nation a completely vertical business model. Likewise, it puts the company on a more equal footing with Ticketmaster, making it a competitor

not only in the primary market but, it hopes, in the increasingly profitable secondary market.

CEO Michael Rapino said that by controlling its customer data, tickets and service fees, LN could bring in an additional \$25 million per year, while service fees from

Quick Pitch

Where Agencies Introduce New Artists ...



Forever The Sickest Kids

Alternative Press recently called Forever The Sickest Kids "one of the best underground bands that likely won't stay underground for long." The band hasn't even dropped a full album yet and they've already sold 12,000 copies of their EP and 65,000 singles. They've totaled 4.3 million

MySpace hits in 13 months. Their debut will be released on Universal on April 29th. FTSK will hit the road March 14th through May 2nd as part of the AP Tour. Contact Craig Newman at APA at 310-888-4259 or craig@apa-agency.com.

Adam Day

Since he was 15, Adam Day has been writing and performing stunningly mature and heartfelt music. Adam Day is now armed with both an acoustic trio and a full band set up. He recently released *I Stayed Up Late to Make This* which includes acoustic arrangements recorded independently. On top of Adam's rich vocals, his quirky and lovable performance with the trio leaves people feeling moved and charmed. Contact Scott Talarico of Neon Entertainment at scott@neon-entertainment.com.



Want to participate? Write up a quick pitch, attach a hi-res color photo and e-mail to joe@pollstar.com. First rule: One artist per week, per agency. Second rule: Pollstar reserves the right to edit content. Third rule: 100 words max. Please include a responsible agent or contact if the agency has more than one office.

WLA

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secondary market ticketing could bring an additional \$75 million to \$125 million annually.

"We will have a fully operational new ticketing company," Rapino said in a conference call January 11th. "Through livenation.com we expect to sell more than 20 million tickets annually directly to music fans throughout the world ... to strengthen the relationship we have with our customers, develop brand new revenue streams, maximize attendance at our events and build new alliances with corporate partners that have never before been possible."

With its existing artist and venue connections, Live Nation may look to pursue more dynamic pricing structures, in the vein of the variable pricing models of the airline and hotel industries.

Two days before the conference call, IAC/InterActiveCorp chief Barry Diller said something similar - that the Internet is spurring dynamic ticket pricing. Diller also said he will be overseeing Ticketmaster when it is spun off from IAC.

As LN ramps up its ticketing service, the company could seek to take the platform into the arena of sporting event ticketing, officials said, as well as secure new third party venue contracts.

CTS Eventim CEO Klaus-Peter Schulenburg said the system's sophistication will allow for last-minute ticket purchases that can be sent to a buyer's cell phone and scanned at the door, interactive seating maps and an integrated secondary market option, making the platform a strong competitor in the world of ticketing.

Rapino echoed that sentiment. "Our goal is to allow for better connections between artists and their fans, create a one-stop shop for those fans to take care of all their ticketing needs and offer sponsors an end-to-end solution for marketing to those fans," he said.

In a recent 8-K filing with the Securities and Exchange Commission, LN said that it expects to incur capital expenditures of approximately \$20 million in 2008 and an additional \$3 million per