

A Look at the **Concert Economy** – Insights from Coldplay

India's concert scene is booming! Let's explore how major gigs like Coldplay, Diljit Dosanjh, Dua Lipa, Karan Aujla and more are reshaping the economy.



What's the Concert Economy?

The 'concert economy' refers to the **ripple effect large-scale music events** have on multiple industries, including hospitality, transport, food & beverages, merchandise, and other local businesses.

The Indian live events market was valued at **₹88 billion in 2023** and is projected to reach **₹143 billion by 2026**, reflecting a compound annual growth rate (CAGR) of **17.6%**.

The ticketed live music segment alone is expected to reach **₹1,864 crore (\$223 million) in 2025**.

Music events form a substantial part of this ecosystem, with **concert numbers** expected to double from **8,000 in 2018 to over 16,700 by 2025**.



Did you know?

'**Swiftonomics**' was coined to describe the economic effect of Taylor Swift's record-breaking world tour. The pop star's concerts provided a major boost to local economies in the US, Europe, Singapore, and the UK. Estimates suggest her **tour generated over \$4.6 billion in North America alone and added nearly \$1 billion to the British economy.**

As more international acts add India to their tour schedules, these events become powerful engines for economic growth—benefiting not just music lovers, but entire cities.

Major International Acts Rocking India

India's live music scene is on fire, drawing global superstars and homegrown icons alike are packing arenas across the country—often selling out venues in record time. This surge of high-profile performances showcases India's thriving concert culture and sets the stage for an even bigger year ahead. Below are few of the artists who have performed in India:

Coldplay 6 shows

2016: 1 show (Global Citizen Festival, Mumbai)
2025: 5 shows (Mumbai, Ahmedabad)

Dua Lipa 2 shows

2019: 1 show (OnePlus Music Festival, Mumbai)
2024: 1 show (Mumbai)

Ed Sheeran 3 shows

2015: 1 show (Mumbai)
2017: 1 show (Mumbai)
2024: 1 show (Mumbai)

Cigarettes After Sex 2 shows

2025: Mumbai, Delhi-NCR

Justin Bieber

2017: Purpose World Tour, Navi Mumbai

Post Malone

2022: Zomato Feeding India Concert, Mumbai

Maroon 5

2024: Mumbai

Imagine Dragons

2023 : Lollapalooza, Mumbai

[Domestic Artist]

Karan Aujla

2024: "It Was All A Dream" across India

[Domestic Artist]

Diljit Dosanjh

2024: "Dil Luminati Tour" across India

Inside the Coldplay Buzz

Our shot at the numbers

5 shows

3 Mumbai, 2 Ahmedabad

400,000+ fans

Across 5 concerts

2,23,000 fans

Across 2 shows in Ahmedabad

Revenue – ₹ 322 crore +

1,80,000 tickets (Mumbai) + 2,23,000 (Ahmedabad) x ₹ 8,000 (avg. ticket ₹)

BMS Revenue – ₹ 32.2 crores

10% Convenience Fees

GST Collection – ₹ 58 crores

18% GST

Fun Facts

4,05,264 passengers

Metro to Motera Stadium (Ahmedabad)

Metro Revenue – 66 lakhs

(During Concert days)

8.3 million views

Disney+ Hotstar's Concert Viewership

Sustainability Goals

Battery System

In collaboration with **BMW**, Coldplay has introduced the **first-ever mobile, rechargeable show battery** made from **recyclable BMW i3 batteries**. These batteries power **100% of the show**.

Kinetic Energy

Kinetic floors – Movement converts into electricity!

Power bikes – Fans can actively charge show batteries by pedaling.

LED Wristbands

Made from **100% compostable, plant-based materials and reused, sterilized, and recharged** after each show.

86% return rate of the wristbands in the **first year** of the tour

Rolling Stone, Internal Computation, Gujarat Samachar, Coldplay (Official Site)



Coldplay's Concert **Business Model:** How a Global Tour Works (1/2)

Coldplay's Music of the Spheres Tour is one of the biggest, most sustainable, and high-revenue-generating tours globally. Below is a detailed breakdown of the key players, financial flows, and operational structure of their concerts, applicable to both international and domestic tours in India.

Key Stakeholders in Coldplay's Concert

Stakeholder Type	Role & Key Players
1. Tour Promoters	Handle event planning, financing, ticketing, and marketing for Coldplay's concerts. <ul style="list-style-type: none"> - Live Nation (Coldplay's official tour promoter), BookMyShow (ticketing, event promotion, event organiser)
2. Ticketing Platforms + Promoters	Facilitate online sales, handling marketing, and venue arrangements and logistics. <ul style="list-style-type: none"> - BookMyShow
3. Venue Owners & Operators	Provide the stadiums, negotiate deals on rental fees, food & beverage sales . <ul style="list-style-type: none"> - DY Patil Stadium (Mumbai), Narendra Modi Stadium (Ahmedabad)
4. Tour Managers and Technicians	<p>Tour Managers: Oversee daily operations during the tour, ensuring schedules are met and coordinating between various parties.</p> <p>Technicians: Handle sound, lighting, and stage setups to ensure optimal performance quality.</p>
5. Coldplay's Management	Handles band logistics, sponsorship deals, & media partnerships . <ul style="list-style-type: none"> - Phil Harvey (Coldplay's Manager)
6. Sponsorship & Branding	Provide financial backing, co-branding, and advertising . <ul style="list-style-type: none"> - BMW (battery system partner), DHL (official logistics partner), and many other business
7. Media & Streaming	Expand revenue by broadcasting live shows . <ul style="list-style-type: none"> - Disney+ Hotstar (India's official streaming partner) - General Media - Promote tours through various channels, manage public perception, and PR.

Coldplay's Concert **Business Model:** How a Global Tour Works (2/2)

Key Stakeholders in Coldplay's Concert

Stakeholder Type	Role & Key Players
8. <u>Production & Logistics</u>	Manages stage setup, sound, lighting, and travel logistics.
9. <u>Marketing & Fan Engagement</u>	<p>Drive ticket sales via social media, influencer marketing, and loyalty programs.</p> <ul style="list-style-type: none"> ■ Coldplay's official site, Instagram, X (Twitter), TikTok, YouTube, Snapchat, and more
10. <u>Sustainability & Energy Partners</u>	<p>Ensure eco-friendly touring solutions.</p> <ul style="list-style-type: none"> ■ BMW (Battery System), DHL (Tour's Official Logistics Partner)
11. <u>Government and Regulatory Bodies</u>	Issue necessary permits, ensure safety regulations are met



Revenue Streams: Where Coldplay Makes Money

Revenue Source	Description
Ticket Sales	The biggest revenue driver – Coldplay’s ticket pricing ranges from ₹2,500 – ₹35,000 in India.
Sponsorship Deals	Brands pay for exclusivity & marketing rights .
Merchandise Sales	Concert-specific T-shirts, posters, & digital collectibles sold on-site & online .
Streaming & Media Rights	Live streaming
VIP & Fan Experience Packages	Premium ticketing (VIP, backstage passes, meet & greet) adds extra revenue.

Cost Inputs: Where the Money Goes

Revenue Source	Description
Venue Rental	Stadium rental fees + licensing costs for multiple nights.
Government Approvals & Licenses	Municipal permissions, police security clearance, noise pollution permits, and others.
Artist & Crew Salaries	Coldplay’s band members, backup musicians, stage crew, security.
Production & Logistics	Set design, LED screens, sound systems, transportation.
Ticketing Fees	Fees charges by ticketing platform + organisation fee
Marketing & Promotion	Social media ads, influencer campaigns, and PR.
Sustainability Initiatives	Setup cost – Renewable energy, battery tech, tree-planting.

How Concerts Drive **Economic Growth?**

Concerts aren't just about music—they create a massive economic ripple effect across multiple industries. Here's how:

Ticket Sales & Venue Revenue

Ticket revenue + merchandise (on-site and online) and food sales

Tourism & Hospitality Boom

Fans traveling for concerts **book flights, hotels, and dine out, injecting crores** into the local economy.

For Coldplay, flight bookings to concert cities jumped 350%, and train bookings rose significantly.

Job Creation & Local Businesses Thrive

From **event staff, security, and transport workers to local restaurants, bars, and street vendors**, concerts provide thousands of **temporary and permanent jobs**.

Sponsorships & Brand Deals

Big brands invest crores into sponsorships, creating a **high-visibility marketing ecosystem** that benefits both businesses and artists.

Infrastructure Development & City Branding

Successful concerts **position cities as global entertainment hubs**, attracting **more international events, tourism, and future investments**.



Beyond the Glitter: Overcoming Barriers

While concerts bring massive economic benefits, they also come with significant challenges. Here's what needs to be addressed for a smoother experience in India's growing live music industry:

Infrastructure & Traffic Woes

- **Inadequate Facilities:** Many venues lack sufficient amenities, leading to issues like long queues, poor sanitation, and inadequate parking.
- **Traffic congestion** around stadiums causes major logistical issues and public transport often lacks extended services.
- **Overcrowding & Safety Concerns:** Poor crowd management has led to incidents of violence and theft. 200 phones were reported stolen (Concert in Delhi).

Power & Sustainability Concerns

- Despite Coldplay's **renewable energy efforts**, most concerts still heavily rely on diesel generators, adding to **carbon emissions**.
- Cities need better **green energy support** to host sustainable live events.

Ticketing Transparency & Scalping Issues

- **Scalping & resale drive up costs** further, with black market prices surging **2-5x the original cost**.
- **Usage of bots buying bulk tickets** make it harder for genuine fans to purchase.
- **Lack of price regulation** means resellers can exploit demand, driving up costs.

Regulatory & Logistical Hurdles

- **Complex Permissions:** Organizers face bureaucratic challenges in securing necessary permissions (Cancellation of Cigarette After Sex concert in Bengaluru)
- **Censorship Issues:** Artists have faced restrictions on their performances due to local regulations (Diljit's Hyderabad)

Hindustan Times, India Today, The Hindu

What's Next for India's Concert Economy?

India's live concert economy is on the verge of massive expansion, driven by increasing demand, rising disposable incomes, and global interest in music tourism. Here's what lies ahead:

Projected Market Growth

- India accounted for **27,000 live events**, from music to comedy shows and theatre, in 2024, **35% more than in the same period last year**.
- Estimated concert-linked spending is estimated between **60 billion rupees and 80 billion rupees** on an annualised basis over the **next 12 months**.
- **Aggregate revenue** from India's live entertainment market is expected to be around **\$1.7 billion by 2026, growing at a CAGR of nearly 20%** over the next three to five years.

Expanding Revenue Streams

- OTT Platforms live stream Digital platforms and sponsorships will further boost **industry revenues (Disney Hotstar x Coldplay - 8.3 million views)**
- Growth in **regional concerts** will create **new revenue opportunities** in Tier 2 & 3 cities

More Concerts, Bigger Events

- In **2018**, India hosted **8,000+ concerts** - by 2025, this is set to double to **16,700+**
- Large-scale **music & food festivals** attract **1.5 million unique visitors** annually- Ziro Festival, Hornbill Festival, NH7 Weekender, Zomaland, Nykaaland and more.

Better Infrastructure & Investments

- **Modern multi-purpose venues** are being developed across major cities
- **Improved logistics, ticketing technology, and audience experience** will drive higher attendance

Key Takeaways

1. Coldplay's Mumbai concert alone generated **₹322+ crore in revenue**
2. Concerts expected to **double from 8,000 (2018) to 16,700+ (2025) in India**
3. India is becoming a **key destination for global artists & festivals**
4. More **stadiums, tech-driven ticketing, and brand sponsorships** are fueling industry growth
5. Artists like Coldplay are setting **new standards with eco-friendly concerts & interactive energy solutions**



Monetizing the Concert Economy: Business, Compliance & Growth with Treelife

At Treelife, we help businesses & startups navigate the financial, legal, and compliances of the entertainment industry. Whether you're:

- An **artist, music label, or events company** looking for structured compliance & investment advisory
- **A startup in ticketing, fan engagement, or music tech** seeking fundraising & regulatory insights
- A brand looking to capitalize on **concert sponsorships & partnerships**

Treelife ensures you scale with confidence in India's evolving concert economy.

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