



>> FOCUS: FAMILY SHOWS <<



Nitro Circus in Dubai; Abby and Elmo of Sesame Street Live; Harlem Globetrotter Scooter Christensen shows off the classic ball spin; T-Rex of Discover the Dinosaurs; and Toopy & Binoo Live.

PASSING THE FAMILY-SHOW TORCH

Globetrotting, new Paw Patrol and Octonaut tours, new technology frame the family show tradition

by R.V. BAUGUS

Family shows tend to endure and endear through time, as one generation of parents take the kids to a show, who eventually take their own children to the same show. Call it a genera-

tional passing of the family show torch, but also call it part of what gives family shows such staying power even as they reinvent themselves for new audiences.

“It is one of those rites of passage in childhood where parents want to expose their kids

to something unique and different,” said Howard Smith, president of Harlem Globetrotters International. “Those kids come to a Globetrotters game not quite knowing what to expect. They know it’s going to be basketball and they know there are going to be

some trick shots. When they leave they will tell everybody that they have just seen the best basketball team in the world and they want to play basketball themselves. I think we've inspired so many people around the world to pursue basketball based on kids passing that torch to the next generation. And, of course, they bring that next generation to the games with them one day."

While the Globetrotters celebrate their 90th anniversary this year, Smith arrived at his position on Jan. 12 after serving for the past two years as senior vice president of content strategy for Herschend Enterprises, the Globetrotters' parent company. Smith was the driving force behind that entity's entry into television and film-based entertainment and licensing. Since his appointment, corporate headquarters has moved from Phoenix to Atlanta with a growth plan in place for the next decade.

"We're starting to talk about that 100th anniversary milestone," Smith said. "As we all know, 10 years goes by quickly. We're going to be very strategic and deliberate about where we go. We're very happy with business. This has been a terrific year and we've broken 60 box office records already. We've had our highest box office in a single market performance. We are thrilled with our partnerships with our venues. We intend to build on that.

"Another aspect as I look at the organization is that we have this underlying expertise of being able to perform 450 shows in 30 countries around the world year-in and year-out and that's an expertise that many people don't possess. Are there other shows that we can be developing? Should we partner with other content providers? Can we acquire other live entertainment organizations that would be a natural fit for ours? That's a longer-term ambition, but I certainly see it as a core competency of the Globetrotters."

There is also change at the top at VStar Entertainment Group (formerly VEE Corporation), where Eric Grilly became the new chief executive officer in March of this year and brings vast experience in the world of live entertainment and tours after previously working at Alli Sports (part of the NBC Sports Group), where he managed events including the Dew Tour, Red Bull Signature Series, Lucas Oil Motocross Championships and the World of Adventure Sports.

VStar just announced the new Paw

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>> FOCUS: FAMILY SHOWS <<

POPE FRANCIS IS A TROTTER

GLOBAL EXPANSION TAKES ON INTERESTING TWISTS IN THE FAMILY SHOW BUSINESS

In the midst of all the management changes and milestone anniversaries, international business is a major area of continued growth for family shows.

"We put the 'globe' in Globetrotters, that's for sure," said Howard Smith, president of Harlem Globetrotters International. "I recently returned from Paris and London meeting with our promotional partners and our promoters. The audiences there are just as fanatical about the brand and the experience as the ones in the U.S. Our primary goal over the next few years is to really build a presence in Asia and particularly in China. We go to China virtually every year and there's no reason why that market couldn't sustain upward of 100 or more shows."

Sixty years ago, the State Department dubbed the Globetrotters ambassadors of goodwill. "Whether we play in an NBA arena in the U.S. or on a dirt basketball court in Africa or on an aircraft carrier in the Pacific with our troops, we'll go anywhere. All we need is a basketball and a hoop and we can put on a show," Smith said.

Feld's inventory of Disney On Ice, Monster Jam and Disney Live! plays in 75 countries worldwide with more debuts on the way.

"We continue to look for opportunities to expand our international reach," said Juliette Feld, COO. "In fall 2016, we are proud to debut Marvel Universe Live! in Europe for the first time."

Nitro Circus considers its target audience to be young men ages 18-25, a group it expects to reach all over the world.

"We are a 100 percent global brand," said Greg Terlizzi, global head of publicity for Nitro Circus. "We have sold out stadiums in North America, Europe, Asia and Australia and are looking at potentially doing shows in South America in the future. So the international market is incredibly important to us."

VStar will play in over 100 U.S. markets this year with Discover the Dinosaurs touching close to 150 cities. That said, the international market is important to the company and continues to grow.

"We have received a lot of international interest for Paw Patrol: Race to the Rescue, and will be visiting both Canada and Mexico in addition to U.S. cities," said Kevin Kulas, senior vice president of marketing and booking for VStar. "Our Sesame Street Live show continues to tour internationally and we recently remounted a new international production of 'Make a New Friend,' which will debut in Hong Kong in July of this year."

Byron Allen, producer of Stars on Ice, said Stars on Ice is a natural international show and, especially now, in the skating hotbed of Japan. He called Japan the "best figure skating market in the world at this point" and described Canada as second with the U.S. somewhere down the list. "We try to take our product into places where there's demand for it," he said. "About 10 years ago it became apparent to us that Japan was going to be the place to be and has continued to be such for the last decade. We're certainly very excited about its prospects moving forward as well."

It might be tough for anyone to trump the well-known global audience member that the Harlem Globetrotters brought on board as the 9th honorary Globetrotter — the Pope.

"I just shot a note to a friend of mine who was working for Pope Francis at the Vatican and he put me in touch with the people who do the scheduling for the Pope," explained Brett Meister, senior vice president of communications for the Globetrotters. "We happened to be playing in Italy at the same time as when we went to meet the Pope. He was our fifth Papal audience as we had met a couple of Popes twice.

"Pope Francis was very engaged and very friendly and had fun with the players and messing around with the basketball," he said of the ninth honorary Trotter, adding that newscaster "Robin Roberts as our 10th honorary Globetrotter." — R.V. BAUGUS

The Players

APEX MOTORSPORT PROMOTIONS

PO Box 503070
White City, OR 97524
(480)-773-6822
www.MTDtour.com
FOUNDED: 2007

STAFF: CEO Danny Torgerson, COO Tony Maderazzo; 14 employees
UNITS TOURING: 3 — TRAXXAS Monster Truck Destruction Tour
NO. OF SHOWS: 250 performances in 70 cities
AVERAGE TICKET PRICE: \$24
GROWTH PLANS: The TRAXXAS Monster Truck Destruction Tour is bringing the game to live entertainment. They plan to expand North America and international tours as fans can play Monster Truck Destruction at the live event, on their mobile device and, in 2017, their favorite games console.

FELD ENTERTAINMENT BRINGS DISNEY ON ICE, MONSTER JAM AND DISNEY LIVE! TO 75 COUNTRIES WORLDWIDE AND CONTINUES TO LOOK FOR OPPORTUNITIES TO EXPAND ITS INTERNATIONAL REACH.

FELD ENTERTAINMENT

2001 US Hwy 301
Palmetto, FL 34221
(703) 448-4000
www.feldentertainment.com

STAFF: Kenneth Feld, chairman and CEO; Juliette Feld, COO; Michael Shannon, president; Alana Feld, EVP and producer; Nicole Feld, EVP and producer
UNITS TOURING: 24 — Includes Motor Sports: 11— Monster Energy Supercross, Monster Jam, AMSOIL Arenacross; Ringling Bros. and Barnum & Bailey Circus: 2; Disney on Ice: 9 - Disney On Ice presents Passport To Adventure, Disney On Ice celebrates 100 Years of Magic, Disney On Ice presents Princesses & Heroes, Disney On Ice presents Worlds of Enchantment, Disney On Ice presents Let's Celebrate, Disney On Ice presents Dare to Dream, Disney On Ice presents Magical Ice Festival & Disney On Ice presents Frozen; Disney Live: 2 - Disney Live! Mickey and Minnie's Doorway to Magic and Disney Live! presents Mickey's Music Festival
ADDITIONAL TOURS: Marvel Universe Live!
NO. OF SHOWS: 5,000+
AVERAGE TICKET PRICE: Monster Jam, \$19, Arenacross, \$19, Supercross, \$30; Ringling Bros., \$15-\$20; Disney on Ice, \$24; Disney Live, \$28
GROWTH PLANS: Marvel Universe LIVE! debuts in Europe for the first time this fall. New show inventory includes a new edition of Ringling Bros. in July (world premiere in Los Angeles), a new Disney On Ice show later this year, and continued developments within the Monster Jam tours, both domestic and international. Relocating employees to Florida headquarters continues.

HARLEM GLOBETROTTERS INTERNATIONAL, INC.

5445 Triangle Parkway, Suite 300
Norcross, Georgia 30092
(602) 258-0000

STAFF: Howard Smith, president; Jeff Munn, EVP, COO; Bill Barrett, SVP, Domestic Tour Scheduling & Contracts; Karl Mawhinney, VP, Global Partnership Marketing; Michael Kenney, EVP, Live Event Marketing; Brett Meister, SVP, Communications; 50-plus office and live event staff
UNITS TOURING: 3-4 — Globetrotters have about 30 players under contract, allowing the team to tour with multiple units of equal talent and showmanship.
NO. OF SHOWS: Over 400 games per year, more than 330 of them in the U.S. and Canada.
GROWTH PLANS: The Globetrotters' corporate offices have moved from Phoenix to the metro Atlanta area, the headquarters of the team's parent company, Herschend Enterprises, which purchased the team in October 2013.

KOBA ENTERTAINMENT

468 Stradbrook Avenue,
Winnipeg, Manitoba R3L 0J9
(204) 988-1120

www.koba-entertainment.com
FOUNDED: 2004

STAFF: Gilles Paquin, executive producer; Patti Caplette, creative producer; Rhia Alcantara, producer - multimedia content; Kevin Maguire, head of wardrobe
UNITS TOURING: 1 — Upcoming this fall, Toopy & Bino; two more in development
NO. OF SHOWS: 50 dates
AVERAGE TICKET PRICE: \$23-\$30
GROWTH PLANS: Koba is expanding into development of a spectacular ballet theatrical and an incredible ice show production.

NITRO CIRCUS

1000 Calle Amanecer
San Clemente, CA 92673
(949) 429-8300

www.nitrocircus.com
FOUNDED: 2010

STAFF: Travis Pastrana, founder; Michael Porra, CEO and Creative Director; Brett Clarke, Global Head of Business Development and Marketing Partnerships; Kurt Nicoll, VP Global Touring; Dave Mateus, Global Director of Special Events; Trip Taylor, SVP of Media; Jolene Pellant, SVP, Global Head of Marketing; Peter Maule, Global Head of Licensing; Greg Terlizzi, Global Head of Publicity. Nitro Circus currently has 75 employees and is expanding.
UNITS TOURING: 3 — The 2016 North American tour kicked off on April 15 and will run into October. A special 10th anniversary-themed Australian tour,

celebrating the decade since the Nitro Circus DVD series first hit Aussie shores, launched May 7. In Europe, Nitro Circus Live will visit the UK and Ireland in June followed by French shows in July.

NO. OF SHOWS: For 2016 - 41 North American shows, with 75 performances currently scheduled worldwide and with potentially more to come.
AVERAGE TICKET PRICE: \$19 to \$79 for the Nitro Club VIP package (U.S. pricing)
GROWTH PLANS: The Nitro World Games will take place in Salt Lake City's Rice-Eccles Stadium on July 16 and will be televised in prime time on NBC. Nitro Circus is also getting ready to launch an extensive consumer products line — a diverse range featuring sporting goods, toys, apparel and headwear and video games.

RED LIGHT MANAGEMENT

8439 Sunset Boulevard, 2nd Floor
West Hollywood, CA 90069
(310) 273-2266

www.redlightmanagement.com
www.peppapiglive.com

FOUNDED: 1991 (First North American tour in 2015 with Fiery Light and eOne)

STAFF: Jonathan Shank, senior executive producer
UNITS TOURING: 2 — North American tour only, Peppa Pig's Big Splash; North American tour only, Octonauts

NO. OF SHOWS: Peppa Pig's Big Splash, 100 cities, 120 performances; Octonauts, 60 cities, 65 performances
AVERAGE PRICE: \$25-\$39 and \$25-\$49
GROWTH PLANS: Peppa Pig's Big Splash had a highly successful initial U.S. on-sale in 20 markets for 2015. The live show will be adding 40 additional cities with plans for over 100 performances. It debuted in 2010 in the U.K.

RIGHT ANGLE ENTERTAINMENT

3017 Olympic Blvd., Ste. 201
Santa Monica, CA 90404
(310) 230-5539

www.rudolphthemusical.com
FOUNDED: 2014

STAFF: Alison Spiriti and Justin Sudds, producers
UNITS TOURING: 2 touring productions of Rudolph the Red-Nosed Reindeer: The Musical in association with Iconic Productions

NO. OF SHOWS: 40 tour dates
AVERAGE TICKET PRICE: \$49
GROWTH PLANS: After celebrating the 50th anniversary of Rudolph the Red Nose Reindeer in 2014 with a highly successful 20-city tour, the production added a second unit for 2015 targeting 30 markets. The producers are currently in pre-production for 35 markets and 2 tours for 2016. Expansion plans include longer plays in major markets in 2017 and beyond.

FOR THE FIRST TIME IN ITS HISTORY, NITRO CIRCUS LIVE WILL MOUNT MULTIPLE TOURS SIMULTANEOUSLY THIS YEAR. THEY ARE ALSO STAGING THE INAUGURAL NITRO WORLD GAMES — A BOLD REINVENTION OF ACTION SPORTS COMPETITION.

S2BN

1140 Broadway, 4th Floor
New York, NY 10001
(646) 545-5302
(416) 929-2325 (Toronto)
www.s2bnent.com

FOUNDED: 2007

STAFF: Michael Cohl, Chairman

GROWTH PLANS: Cohl has announced plans for a Transformers Live show which is under development, but no start date has been discussed. Opening in China in late 2017/early 2018.

STARS ON ICE

IMG

50 Main Street, Suite 1625
White Plains, NY 10606
(212) 774-4590
www.starsonice.com

FOUNDED: 1986

STAFF: Jay Ogden, executive producer; Byron Allen, producer; 7 focused on Stars on Ice
UNITS TOURING: 1

VSTAR ENTERTAINMENT GROUP

4660 Churchill Street
Shoreview, Minn. 55126
(612) 375-9670

www.vstarentertainment.com

FOUNDED: 2015 following an acquisition of VEE Corporation, founded in 1980, and Blue Star Media.

STAFF: Eric Grilly, CEO; Anthony Flaminio, CFO; Peter Englehart, executive producer; James Andacht, SVP of Operations; Kevin Kulas, SVP of Marketing & Booking; Jack Pence, VP of Production Services; Lindsey Rose, publicist; Andriana Magness, Senior Director of Booking; Joni Delp and Kandice Nelson, directors of Promotions.

UNITS TOURING: 6 – Sesame Street Live “Let’s Dance” and “Make a New Friend;” three units of Discover the Dinosaurs and 1 unit of Discover the Dinosaurs Unleashed

GROWTH PLANS: Paw Patrol, Race to the Rescue, a brand new live show in partnership with Nickelodeon and Spin Master, begins touring in the fall of 2016. More info on tour dates and cities coming soon on www.paw-patrollive.com. In addition, VStar plans to introduce new touring products, both in the sports exhibition field and licensed family entertainment, next year.

WWE

1241 East Main Street
Stamford, CT 06902
(203) 352-8600

www.wwe.com

<http://corporate.wwe.com>

FOUNDED: 1982

STAFF: Vincent K. McMahon, Chairman & CEO; Michelle Wilson, Chief Revenue and Marketing Officer; Stephanie McMahon, Chief Brand Officer; George Barrios, Chief Strategy & Financial Officer; Paul Levesque, Executive Vice President, Talent, Live Events and Creative; 800 employees

UNITS TOURING: 3 – Raw, SmackDown, NXT

NO. OF SHOWS IN 2015: More than 350 live events

AVERAGE NORTH AMERICAN LIVE EVENT TICKET

PRICE: \$44.05

GROWTH PLANS: Summer Slam, set for Sunday, Aug. 21 at Barclays Center, Brooklyn, N.Y., WrestleMania 33 will be Sunday, April 2, 2016, at Camping World Stadium [formerly known as the Citrus Bowl] in Orlando, Fla.

Source: Venues Today Research

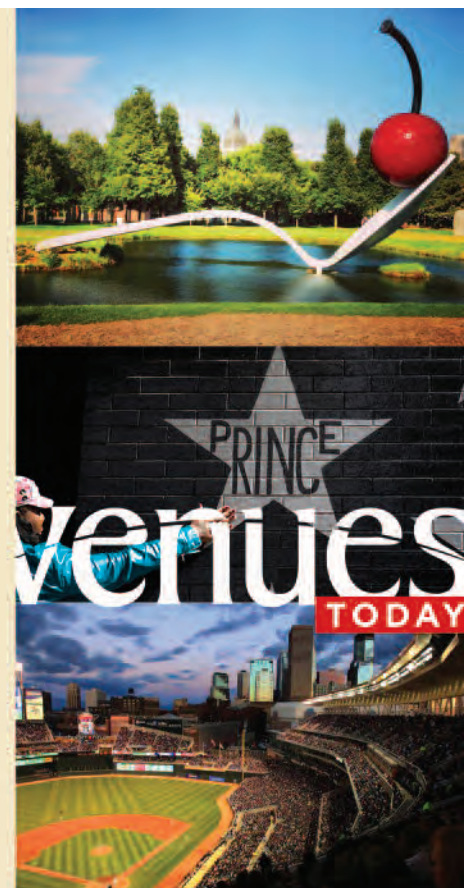
STARS ON ICE PLANS 40 SHOWS IN THE U.S., CANADA, AND JAPAN IN 2017, WITH AN EXPANDED TOUR TO COME FOR THE 2018 OLYMPIC SEASON.

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HOTTICKETS

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Based on concert and event grosses from March 16, 2016 – April 15, 2016 as reported to Venues Today.

GROSS SALES	EVENT	VENUE	ATTENDANCE	PROMOTER	TICKETS	DATE	SHOWS
> 15,001 OR MORE CAPACITY							
1. \$9,329,256	Adele	The O2 Arena, London	79,287	ITB	\$136.90-\$50.44	March 16-22	5
2. \$6,522,267	Muse	The O2 Arena, London	73,349	SJM	\$108.08-\$64.85	April 11-15	4
3. \$6,265,076	Guns N Roses	T-Mobile Arena, Las Vegas	28,849	AEG Live	\$350-\$79.50	April 8-9	2
4. \$6,076,677	Madonna	Qudos Bank Arena, Sydney	25,472	Live Nation	\$381.22-\$76.18	March 19-20	2
5. \$4,365,483	Justin Bieber	Staples Center, Los Angeles	41,445	AEG Live	\$126-\$50.50	March 20-23	3
6. \$4,044,538	Men's Frozen Four	Amalie Arena, Tampa, Fla.	48,456	NCAA	\$215-\$55	April 7-9	3
7. \$3,941,985	David Gilmour	Madison Square Garden, New York	28,159	Live Nation	\$185-\$70	April 11-12	2
8. \$3,725,690	Adele	The O2 Arena, London	31,670	ITB	\$136.90-\$50.44	April 4-5	2
9. \$3,575,139	Anthony Joshua - A Night of Championship Boxing	The O2 Arena, London	15,412	Matchroom Boxing	\$1,441.10-\$57.64	April 9	1
10. \$3,298,986	Red Sox vs. Blue Jays	Olympic Stadium, Montreal	98,788	evenko	\$67.01-\$14.03	April 1-2	2
11. \$2,346,928	Monster Jam World Finals	Sam Boyd Stadium, Las Vegas	25,265	Feld Inc.	\$180-\$27.50	March 18-19	2
12. \$2,179,446	Toruk - The First Flight	Amalie Arena, Tampa, Fla.	27,699	Cirque du Soleil	\$140-\$40	March 17-20	7
13. \$1,844,555	Bruce Springsteen & the E Street Band	American Airlines Center, Dallas	14,544	Live Nation	\$160-\$65	April 5	1
14. \$1,653,569	Little Mix	The O2 Arena, London	30,860	SJM	\$142.67-\$36.03	March 27	2
15. \$1,636,915	Bruce Springsteen & the E Street Band	Rose Quarter, Portland, Ore.	12,368	Live Nation	\$150-\$65	March 22	1
> 10,001-15,000 CAPACITY							
1. \$2,319,360	Madonna	Brisbane (Australia) Entertainment Centre	12,488	Live Nation Global Touring	\$378.77-\$75.83	March 16-17	2
2. \$1,154,574	Justin Bieber	Save Mart Center, Fresno, Calif.	11,874	AEG Live	\$116-\$50.50	March 26	1
3. \$1,138,065	Elton John	Van Andel Arena, Grand Rapids, Mich.	11,270	Live Nation	\$154-\$29	March 23	1
4. \$1,120,203	Justin Bieber	Valley View Casino Center, San Diego	11,571	AEG Live	\$116-\$50.50	March 29	1
5. \$997,233	Sunrise Avenue	Hallenstadion, Zurich	9,500	MAAG Music Hall & Arts Gadget	\$122.89-\$51.14	March 18	1
6. \$943,487	UFC Fight Night	Brisbane (Australia) Entertainment Centre	9,228	Zuffa	\$455.43-\$37.95	March 20	1
7. \$676,344	Carrie Underwood	Save Mart Center, Fresno, Calif.	9,534	AEG Live	\$76-\$46	April 5	1
8. \$666,656	Carrie Underwood	Chaifetz Arena, St. Louis	9,626	AEG Live	\$76-\$46	March 24	1
9. \$552,900	Carrie Underwood	Stockton (Calif.) Arena	8,145	AEG Live	\$76-\$46	April 12	1
10. \$494,374	Zac Brown Band	Intrust Bank Arena, Wichita, Kan.	7,016	Madison House Presents	\$79.50-\$39.50	April 2	1
11. \$455,773	NCAA Division 1 Men's Ice Hockey Northeast Regional	DCU Center, Worcester, Mass.	10,836	NCAA	\$46.80	March 25-26	2
12. \$397,888	Fall Out Boy	Intrust Bank Arena, Wichita, Kan.	8,365	Mammoth Live, DCF Concerts	\$69.50-\$29.50	March 22	1
13. \$256,649	Tobymac	Denver Coliseum	7,604	Awakening Events	\$60-\$12	March 18	1
14. \$254,968	The Avett Brothers	DCU Center, Worcester, Mass.	5,353	Live Nation	\$57.50-\$27.50	April 10	1
15. \$252,157	Brantley Gilbert	Giant Center, Hershey, Pa.	6,572	Frank Productions, NS2, CMoore Live	\$39.75-\$34.75	April 14	1

VT

HOT TICKETS

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Based on concert and event grosses from March 16, 2016 – April 15, 2016 as reported to Venues Today.

	GROSS SALES	EVENT	VENUE	ATTENDANCE	PROMOTER	TICKETS	DATE	SHOWS
> 5,001-10,000 CAPACITY								
1.	\$2,732,174	Pitbull	The Axis at Planet Hollywood, Las Vegas	26,549	Caesars Entertainment, Live Nation	\$376.05-\$37.06	March 12-26	7
2.	\$927,870	David Gilmour	Radio City Music Hall, New York	5,903	Live Nation	\$185-\$85	April 10	1
3.	\$787,290	Journey, Santana	Mohegan Sun Arena, Uncasville, Conn.	6,878	CAA	\$120-\$90	April 15	1
4.	\$768,297	Ludovico Einaudi	Eventim Apollo, London	10,597	Serious	\$98.37-\$41.75	March 16-19	3
5.	\$690,740	Music of David Bowie	Radio City Music Hall, New York	5,929	Michael Dorf Presents	\$160-\$40	April 1	1
6.	\$629,892	Carrie Underwood	PPL Center, Allentown, Pa.	9,012	AEG Live	\$76-\$46	March 19	1
7.	\$613,706	Yanni	Microsoft Theater, Los Angeles	9,403	Goldenvoice, AEG Live	\$185-\$49.50	March 16-18	2
8.	\$542,490	Carrie Underwood	The Broadmoor World Arena at Colorado Springs	7,935	AEG Live	\$76-\$46	March 29	1
9.	\$505,200	Earth, Wind & Fire, Chicago	Mohegan Sun Arena, Uncasville, Conn.	6,852	CAA	\$80-\$60	April 9	1
10.	\$492,360	Carrie Underwood	Covelli Centre, Youngstown, Ohio	6,645	AEG Live	\$76-\$46	March 17	1
> 2,001-5,000 CAPACITY								
1.	\$8,044,957	The Lion King	Durham (N.C.) Performing Arts Center	105,606	PFM/ Nederlander Presentations (New York)	\$179-\$33	Feb. 16-March 20	40
2.	\$4,924,530	Rod Stewart	The Colosseum at Caesars Palace, Las Vegas	36,716	Concerts West, AEG Live, Caesars Entertainment	\$250-\$49	March 19-April 5	9
3.	\$1,815,107	The Phantom of the Opera	Tennessee Performing Arts Center, Nashville	38,193	In-house	\$150-\$50	March 9-20	16
4.	\$1,811,410	Prince	Fox Theatre, Atlanta	9,022	Rival Entertainment	\$346.50-\$96.50	April 14	2
5.	\$1,785,766	Kinky Boots	Fox Theatre, Atlanta	27,443	Broadway Across America	\$150-\$30	March 29-April 3	8
6.	\$1,183,448	Rogers and Hammerstein's Cinderella	Orpheum Theater, Omaha, Neb.	17,765	Omaha Perf. Arts Presents, Broadway Across America	\$125-\$30	March 15-20	8
7.	\$888,481	Jerry Seinfeld	The Colosseum at Caesars Palace, Las Vegas	7,570	Concerts West, AEG Live, Caesars Entertainment	\$165-\$82.50	April 8-9	2
8.	\$864,582	Joseph & The Amazing Technicolor Dreamcoat	Orpheum Theatre, Minneapolis	13,951	Hennepin Theatre Trust	\$130-\$21	March 29-April 3	8
9.	\$831,460	Motown The Musical	Wharton Center for Perf. Arts, East Lansing, Mich.	14,892	In-house	\$125-\$38	March 15-20	8
10.	\$751,057	Cabaret	Peace Center, Greenville, S.C.	9,786	In-house	\$85-\$25	March 15-20	8
> 2,000 OR FEWER CAPACITY								
1.	\$345,622	Oh, Hello	Athenaeum Theatre, Chicago	6,180	Jam Productions	\$58-\$29	March 18-24	7
2.	\$264,359	Donny & Marie	The Showroom at The Flamingo, Las Vegas	2,599	Caesars Entertainment	\$286-\$104.50	March 22-26	5
3.	\$191,028	Million Dollar Quartet	Van Wezel Performing Arts Hall, Sarasota, Fla.	3,370	In-house	\$75-\$35	March 26	2
4.	\$172,004	Saturday Night Fever	Van Wezel Performing Arts Hall, Sarasota, Fla.	3,210	In-house	\$75-\$35	March 16	2
5.	\$161,724	John Mellencamp	Sangamon Auditorium, Springfield, Ill.	1,873	AEG Live	\$100-\$48	April 10	1
6.	\$151,610	Gabriel Iglesias	Holland Performing Arts Center, Omaha, Neb.	1,891	Icon Entertainment Group	\$331-\$38	April 14	1
7.	\$141,940	Sophia Loren	Van Wezel Performing Arts Hall, Sarasota, Fla.	1,220	In-house	\$255-\$35	March 31	1
8.	\$140,262	John Mellencamp	Lied Center, Lawrence, Kan.	1,761	AEG Live	\$115-\$39.50	April 9	1
9.	\$133,427	Tiffany Haas	Holland Performing Arts Center, Omaha, Neb.	2,971	Omaha Symphony Orchestra	\$90-\$19	April 2-3	2
10.	\$129,211	Joanna Newsom	Orpheum Theatre, Los Angeles	3,058	Goldenvoice	\$44.50-\$34.50	March 25-26	2

Compiled by Monique Potter, HotTickets@venuestoday.com



VT TOPSTOPS 05 | 16

Based on concert and event grosses from March 16, 2016 – April 15, 2016, as reported to Venues Today.

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
> 15,001 OR MORE CAPACITY				
1. The O2 Arena, London	20,000	\$31,902,294	365,687	26
2. Madison Square Garden, New York	20,000	\$11,474,184	100,751	7
3. Qudos Bank Arena, Sydney	20,997	\$9,274,390	63,201	6
4. Amalie Arena, Tampa, Fla.	21,500	\$7,349,921	93,044	11
5. T-Mobile Arena, Las Vegas	20,000	\$7,238,700	43,083	3
6. Staples Center, Los Angeles	20,000	\$5,044,388	55,127	4
7. American Airlines Center, Dallas	20,021	\$4,928,901	49,309	4
8. Bell Centre, Montreal	21,500	\$4,260,725	69,468	12
9. Olympic Stadium, Montreal	67,800	\$3,298,986	98,788	2
10. Pepsi Center Arena, Denver	18,650	\$3,031,454	36,248	3
11. Sam Boyd Stadium, Las Vegas	45,000	\$2,346,928	25,265	2
12. Oracle Arena, Oakland, Calif.	19,200	\$2,264,121	24,603	2
13. BOK Center, Tulsa, Okla.	19,199	\$1,925,170	25,046	2
14. Rose Quarter, Portland, Ore.	20,580	\$1,891,056	18,111	2
15. Toyota Center, Houston	19,000	\$1,748,242	21,137	2
> 10,001-15,000 CAPACITY				
1. Brisbane (Australia) Entertainment Centre	13,500	\$3,262,847	21,716	3
2. Jacksonville (Fla.) Veterans Memorial Arena	15,000	\$2,961,045	60,407	15
3. Save Mart Center, Fresno, Calif.	14,883	\$1,830,918	21,408	2
4. Hallenstadion, Zurich	13,000	\$1,480,824	16,838	3
5. Van Andel Arena, Grand Rapids, Mich.	12,000	\$1,355,605	19,250	4
6. Valley View Casino Center, San Diego	14,000	\$1,120,203	11,571	1
7. Intrust Bank Arena, Wichita, Kan.	15,000	\$1,036,675	20,392	3
8. DCU Center, Worcester, Mass.	15,000	\$835,586	20,152	5
9. Budweiser Gardens, London, Ontario	10,200	\$804,076	21,521	6
10. Stockton (Calif.) Arena	11,193	\$671,083	13,751	4
11. Chaifetz Arena, St. Louis	10,600	\$666,656	9,626	1
12. USF Sun Dome, Tampa, Fla.	10,400	\$462,328	10,844	3
13. Denver Coliseum	11,500	\$256,649	7,604	1
14. Giant Center, Hershey, Pa.	12,500	\$252,157	6,572	1
15. Ford Center, Evansville, Ind.	11,000	\$227,923	10,292	3

FROM THE TOP >> Margaret Cho brings the laughs to Sound Board at MotorCity Casino Hotel, Detroit, on April 17. (Photo by Andrew Potter)

Pentatonix takes over at Moda Center at the Rose Quarter, Portland, Ore., on April 26.

SMG staff present Gabriel Iglesias with a Hawaiian shirt chocolate cake before his show at Mohegan Sun Arena at Casey Plaza, Wilkes-Barre, Pa., on April 22. Pictured with Iglesias are General Manager Brian Sipe, Intern Lindsay Empfield and SMG Director of Sales and Marketing Steve Poremba. (Photo by Anthony Nunez)

George Strait kicked off the opening weekend of his Strait to Vegas special engagement performances on April 22 & 23 at T-Mobile Arena, Las Vegas. Pictured with Strait are Raul Gutierrez and Gina Rotolo of T-Mobile Arena, Mark Faber of AEG and Dan Quinn of T-Mobile Arena.



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Based on concert and event grosses from March 16, 2016 – April 15, 2016, as reported to Venues Today.

VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
> 5,001-10,000 CAPACITY				
1. The Axis at Planet Hollywood, Las Vegas	7,019	\$2,732,174	26,549	7
2. Mohegan Sun Arena, Uncasville, Conn.	10,000	\$1,999,348	25,362	4
3. Radio City Music Hall, New York	6,013	\$1,618,610	11,832	2
4. The Theater at Madison Square Garden, N.Y.	5,605	\$1,216,794	27,159	8
5. Eventim Apollo, London	5,300	\$1,184,224	20,170	7
6. State Farm Arena, Hidalgo, Texas	7,500	\$1,143,233	47,380	15
7. Mohegan Sun Arena, Wilkes-Barre, Pa.	10,000	\$1,140,048	18,145	3
8. Microsoft Theater, Los Angeles	7,100	\$997,004	13,373	3
9. Shrine Auditorium & Expo Hall, Los Angeles	6,300	\$644,101	11,248	3
10. PPL Center, Allentown, Pa.	10,000	\$629,892	9,012	1
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
> 2,001-5,000 CAPACITY				
1. Durham (N.C.) Performing Arts Center	2,800	\$8,473,164	110,878	42
2. The Colosseum at Caesars Palace, Las Vegas	4,148	\$5,813,011	44,286	11
3. Fox Theatre, Atlanta	4,678	\$4,345,151	48,967	14
4. Beacon Theatre, New York	2,894	\$2,975,392	49,368	18
5. Chicago Theatre	3,604	\$2,104,011	39,598	13
6. Tennessee Performing Arts Center, Nashville	2,472	\$1,862,541	39,631	18
7. Orpheum Theater, Omaha, Neb.	2,598	\$1,445,100	32,909	21
8. Adrienne Arsht Center for Perf. Arts, Miami	2,400	\$1,340,703	16,877	18
9. Wharton Center for Perf. Arts, E. Lansing, Mich.	3,763	\$1,221,579	22,165	14
10. Citi Wang Theatre, Boston	3,600	\$1,179,315	12,886	4
VENUE, LOCATION	NO. OF SEATS	TOTAL GROSS	ATTENDANCE	SHOWS
> 2,000 OR FEWER CAPACITY				
1. Van Wezel Perf. Arts Hall, Sarasota, Fla.	1,741	\$934,839	16,811	12
2. Holland Performing Arts Center, Omaha, Neb.	2,000	\$607,619	12,082	9
3. Wagner Noel Perf. Arts Center, Midland, Texas	1,819	\$372,863	7,469	9
4. Athenaeum Theatre, Chicago	985	\$345,622	6,180	7
5. Paramount Theatre, Cedar Rapids, Iowa	1,901	\$274,438	6,522	6
6. The Showroom at The Flamingo, Las Vegas	750	\$264,359	2,599	5
7. Parker Playhouse, Fort Lauderdale, Fla.	1,167	\$202,246	3,101	4
8. The Venetian Theatre, Las Vegas	1,815	\$193,796	2,703	2
9. Sangamon Auditorium, Springfield, Ill.	1,915	\$161,724	1,873	1
10. Sound Board at MotorCity Casino Hotel, Detroit	1,560	\$160,637	4,530	3



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FROM THE TOP >> A new banner hangs high above the Wells Fargo Center in Philadelphia commemorating 10 sellouts for Pearl Jam at the now-demolished Spectrum and Wells Fargo Center. In recognition, Pearl Jam opened the April 29 show with a complete run through of their debut album, "10." Native Colors Flag Company created the banner. (Photo courtesy of Comcast Spectacor)

AEG Facilities' Target Center, Minneapolis, hosts Brantley Gilbert on April 23. Pictured with Gilbert are David Schmid, director of Finance, and Andy Warg, director of Booking.

Carrie Underwood stops for a photo with Casey Sparks, assistant general manager; Eric Schleicher, Marketing manager; and Lon Rosenberg, SMG regional vice president, prior to her performance at BOK Center, Tulsa, Okla., on April 27.

History was made as the circus elephants took their final bow before retirement at the Dunkin' Donuts Center in Providence, R.I., on May 1. A Circus Prayer was presented to Roman Garcia, general manager of the Blue Unit with Feld Entertainment's Ringling Bros. and Barnum & Bailey by SMG's Lawrence Lepore and Cheryl Cohen.

PASSING THE... CONTINUED FROM PAGE 57

Patrol: Race to the Rescue live tour in partnership with Nickelodeon, which will kick off in October of this year. The tour, which will feature characters from the hit animated series, will visit 90 cities across the United States as well as Canada and Mexico.

“This is the first time we’ve had the honor to work with the Nickelodeon brand on a live tour,” said Kevin Kulas, senior vice president of marketing and booking for VStar. “We look forward to bringing our expertise to this tour and showcase the strength of our two entities in a production that is already generating a lot of excitement from Paw Patrol fans. The initial reaction to our tour announcement leads us to believe that this will be one of the strongest family show tours in 2016/2017.”

WHAT'S TRENDING

These days those who come to family shows want to be part of the family, so to speak.

“Through our research and years of experience, we have found that families and kids want shows that are more interactive,” Kulas said. “They not only want to see and hear the show, but want to be able to touch, feel and interact with the show. Meet and greet experiences with the character performers and post-show character parties are some ways our family shows like Sesame Street Live are delivering a more intimate, hands-on show element.

“Additionally, families and kids want to interact with the show on a digital and social level. For our Discover the Dinosaurs exhibit, we are exploring new ways to deliver this added experience through updated technology that is delivered to them at the show through the guest mobile device.”

Today’s youngsters thrive on social media and are introduced to the platform at younger and younger ages.

Technology is the trend, said Gilles Paquin, executive producer of Kobe Entertainment. “We are now using the newest and latest technology more than ever to keep audiences entertained and engaged. For example, the new CGI screen technology allows us to bring animation to life on the

stage and manipulate the appearance of the stage to produce a more dynamic show.”

Approaching its 50th anniversary, Feld Entertainment, Inc. now has the family’s third generation at the helm of the company. As chief operating officer, Juliette Feld underscores the importance of engaging audiences whenever any of the company’s shows are playing including Ringling Bros. and Barnum & Bailey®, Monster Jam®, Monster Energy Supercross, Nuclear Cowboyz®, AMSOIL Arenacross, Marvel Universe LIVE!, Disney

“Through our research and years of experience, we have found that families and kids want shows that are more interactive. They not only want to see and hear the show, but want to be able to touch, feel and interact with the show.” — Kevin Kulas

On Ice and Disney Live!

“Families who come to Feld Entertainment events are interested in even greater access and interactivity,” she said. “We are delivering that in many ways. At Ringling Bros. and Monster Jam, we offer events before the performances, the All Access Pre-Show and Party in the Pits, respectively, which bring families together with our drivers and performers.

“We are also bringing the audience into the experience at Marvel Universe LIVE! via

our Lectro Link, a wearable tech gadget we introduced into Marvel lore that plays an important part in the show’s outcome and can be purchased by consumers. And at Disney On Ice presents Frozen, we have moments in the show that cue the audience to sing along to their favorite songs.”

Interactive music is also part of the formula at S2BN Entertainment, according to head of production Glenn Orsher, who knows about success after the Yo Gabba Gabba shows played to over one million people over the years in every major city in the U.S. and Canada.

“We always ignore the ‘fourth wall,’ particularly in our shows for pre-schoolers and younger audiences,” he said. “Interactivity and music are our two main ways of achieving this. Nothing speaks to audiences like great music. For example, Jack Antonoff of Fun composed the music for our Super WHY show. We encourage audiences to sing and dance along and we also use special effects to engage them – confetti, balloon drops and such.

“We also try to incorporate at least one moment where audience members get to come on stage and participate in the show in some way. Last year’s Alvin and the Chipmunks show featured a snowstorm of confetti, a food fight with rubber stress balls launched into the audience from stage, and a ‘guest’ drummer pulled from the audience to sit in with the Chipmunks for one song.”

If all of this makes it sound like audience members are treated like VIPs, then that is part of the desired goal.

“The VIP experience has become even more important,” said Greg Terlizzi, global head of publicity for Nitro Circus, which since its 2010 debut has played to over two million fans worldwide. “Audiences are looking for more exclusivity and value via special on-site experiences (such as athlete meet and greets and backstage tours) and amenities, like our ‘Best Seats in the House’ opportunity.

“The fan experience is one of our top priorities. We want fans to feel like they are a part of the show. Everything from high-end

IMAG screens that show detailed replays of tricks to athletes taking the time to high-five fans after the show, it is all to make sure that the audience feels that connection.”

Those younger fans are part of another trend cited by Jonathan Shank, senior executive producer with Red Light Management, which showcases Peppa Pig’s Big Splash and, this year, Octonauts.

“Traditionally network and cable TV would be the most significant drivers of viable touring shows in the family vertical, but YouTube and Netflix are now becoming indicators as well since children are consuming content digitally.

“At our shows, for any children’s production, we try to find ways to have the audience use their imagination and we also intertwine sing-alongs and encourage kids to get out of their seats and be part of the show.”

Fan engagement, of course, is a staple at a Harlem Globetrotters game. Buy a court-side seat and there is the strong possibility you might be dancing to “Sweet Georgia Brown” along with the players. Or you might be dodging confetti out of a bucket thrown by one of the players.

“Fan engagement is the definition of being a Globetrotter,” Smith said. “That’s how the organization was built and what distinguished it from other basketball experiences and other live experiences for so long.


“What’s unique about our show is that it is clearly rooted in a basketball experience but there’s an element of comedy at a Globetrotters’ game that is hard to translate from television. When you are there in the audience our stars have the ability to improvise on the spot. You never know what’s going to happen. It’s not a scripted show. This is a truly live experience where every show is different based on the audience and our stars.”

Byron Allen, producer of Stars on Ice, said that for events like his and the Globetrotters, where they may play only one night a year in a lot of places, it is just as important to engage fans through social media.

“You need to figure out how to engage your fans throughout the rest of the year if you possibly can to enhance their experience and their loyalty to your brand,” he said. “We try to create content which we can utilize throughout the rest of the year, sort of ever-green content, if you will, to provide experi-

ences via social media for our fans. That’s something which is certainly very new in the industry.

“But we do traditional things such as meet and greet with the cast. And at each show which we played this year, we took orders for next year’s show. We know approximately the time frame and a couple of our headliners to include on a flyer. We literally flyer the seats of the people who are there each night to have them buy tickets for the following year.”

Stars on Ice will play 27 shows between the U.S., Canada and Japan this year. Allen said that the challenge is greater for keeping front-and-center with fans in non-Olympic years. “When you’re in the non-Olympic years you’re more of a niche,” he said. 

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