crowdconnected
2017 FESTIVAL INSIGHTS

At Crowd Connected we put location intelligence into practice for music festivals across the globe. Our Colocator software platform delivers real-time location-based insight and services using data crowd sourced from mobile phones. By turning the crowd into a huge connected sensor network, we accurately and reliably map the crowd's movement. As a result we collect an awful lot of data. Here's just a flavour of what we learnt in 2017...

BIG INSIGHT THINGS WE LEARNT IN 2017

STANDING, SITTING, SWAYING, DANCING, MOSHING...

4H 27M
THE AVERAGE FESTIVAL GOER SPENDS PER DAY IN THE AUDIENCE FOR LIVE MUSIC.

IN THE SAME TIME THEY COULD WATCH 60% OF GOT SEASON 7.

4 SETS PER DAY
THIS MEANS THEY CAN ATTEND APPROXIMATELY

WHICH CAN EQUATE TO AS LITTLE AS
10% OF THE ACTS AT A LARGER FESTIVAL, PERHAPS NO SURPRISE GIVEN THE WEALTH OF OPTIONS.

STRIDING OUT...

4.5 MILES
COVERED BY THE AVERAGE FESTIVAL GOER PER DAY EXPLORING A FESTIVAL SITE.

90%
OF YOUR TARGET 9,000 FITBIT STEPS FOR THE AVERAGE PERSON PER DAY.

38 MINS
PER DAY BUYING FOOD AND DRINKS. THAT'S NEARLY.

4X
LONGER THAN THE AVERAGE 10 MINS BRITS SPEND EATING AT HOME.

...OR STAYING PUT
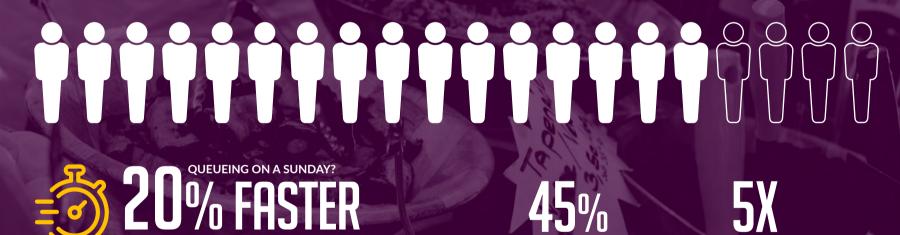
Festivals are increasingly reliant on sponsorship as a revenue stream. Ever growing sponsor activations have become key features on festival sites. And it seems all this brand exposure goes down well with the punters who spend on average

45 MINUTES
A DAY LOITERING IN SPONSORED AREAS.

WHICH HAPPENS TO BE THE MAXIMUM PLAYTIME OF A GOOD OLD VINYL ALBUM.

ALL THAT ACTIVITY REQUIRES REFUELLING

20% FASTER
QUEUING ON A SUNDAY? THAN THE QUEUES ON A SATURDAY...

45%
OF THOSE GUZZLING FOOD AND DRINK MAKE THREE TRIPS OR MORE PER DAY FOR REFILLS. BUT NOTHING COMPARED TO THE...

5X
PER DAY OUR AMERICAN COUSINS MAKE TO REPLENISH THEIR BURGERS, BEER OR OTHER SUCH NOURISHMENT.

BIG DATA

OUR PLATFORM HAS PROCESSED IN EXCESS OF
1,200,000,000
DATA TRANSMISSIONS
FROM OVER **1,000,000** MOBILE PHONES.

IN 2017 WE HARVESTED LOCATION DATA FOR A TOTAL OF
3,840 HOURS
IN THAT TIME YOU COULD HAVE BEEN TO THE MOON AND BACK ALMOST 30 TIMES

1M = APPROX. POPULATION OF SAN JOSE, CALIFORNIA. 'THE CAPITAL OF SILICON VALLEY'. 10TH LARGEST CITY IN THE USA.

BIG COVERAGE

WE WORKED WITH
30 DIFFERENT APP DEVELOPERS FROM AS FAR AFIELD AS CANADA AND JAPAN, WHO HELPED US DELIVER

1,000,000
GEO-BEHAVIOURAL PUSH NOTIFICATION MESSAGES TO FESTIVAL GOERS.

JAPAN IS HOME TO FUJI ROCK, ASIA'S BIGGEST MUSIC FESTIVAL, WHERE OUR TECHNOLOGY WAS DEPLOYED IN 2017.

OUR PLATFORM WAS USED AT
50+ EVENTS
IN
13 COUNTRIES
WITH OVER 2,500 DIFFERENT USER-DEFINED REGIONS DRAWN UP, COVERING AN AGGREGATE AREA OF 300KM².

PAR ROCK FESTIVAL, MALTA.

THAT'S PRETTY MUCH THE EQUIVALENT SURFACE AREA TO MALTA, LARGER THAN 29 OF THE WORLD'S COUNTRIES.

colocator
by crowdconnected