

EUROPE'S LEADING FESTIVAL FOR NEW MUSIC

THE GREAT ESCAPE

10TH – 12TH MAY 2012

EVENT OVERVIEW

FESTIVAL INTRODUCTION

Since being founded in 2006, The Great Escape has been firmly established internationally as the leading showcase event for new music talent.

Co-Founders Jon Mcildowie and Martin Elbourne set up the event with a view to giving bands and businesses the chance to escape their market place and reach new audiences.

Taking place annually in Brighton, The Great Escape festival features shows from over 300 of the world's best new artists in 30 walk-able venues, with a total attendance of 15,000 people over 3 days in 2011.

In addition to pre publicised performances, impromptu street gigs spring up all over town with festival goers directed to them by text just one hour before.

The Hub, The Alternative Escape, flash mob style performances, club nights, label parties, industry showcases and unique collaborations all add to the festival experience.

As part of the MAMA Group, The Great Escape bookers also promote across other MAMA venues and festivals throughout the year.

'This three day music festival and industry conference is Britain's answer to Texas' SXSW.'

Time Out



The HUB

Launched in 2011 The Hub is based in the centre of Brighton at Jubilee Square and is the first TGE venue all 12,500 festival goers visit in order to collect their wristbands. From then on it becomes a great meeting place throughout the festival.

As well as the wristband exchange, we run a licensed bar at The Hub and an open air stage which is programmed with live music and DJs throughout the day. We provide deck chairs for attendees to lounge on, while enjoying the shows and the atmosphere.

The Hub has become a key part of the TGE experience and provides a fantastic additional showcasing opportunity for TGE artists. As well as TGE festival goers, many consumers passing by were also welcome to join the festivities.



PREVIOUS PERFORMERS INCLUDE:



2006

Bat For Lashes
British Sea Power
Cribs, The
Fratellis, The
Futureheads, The
Get Cape.Wear Cape.Fly
Gossip, The
Guillemots
Holy Fuck
Hot Club De Paris
Klaxons
Kooks, The
Maccabees, The
Midlake
Mystery Jets
Paolo Nutini
Richard Hawley

2007

Adele
CSS
Dykeemienies, The
Enemy, The
Foals
Friendly Fires
Gallows
Jack Penate
Kate Nash
Late Of The Pier
Laura Marling
Lethal Bizzle
Magic Numbers, The
Noisettes, The
Pigeon Detectives
Scouting For Girls
These New Puritans
Whip, The

2008

Beach House
Black Mountain
Bombay Bicycle Club
Bon Iver
Cage The Elephant
Crystal Castles
Example
Friendly Fires
Glassevegas
Iron & Wine
Ladyhawke
Mumford & Sons
Santigold
Ting Tings, The
Vampire Weekend
Yeastayer
Wombats, The
XX, The

2009

Ben Kweller
Chew Lips
Dananananaykroyd
Holy Fuck
Joy Formidable, The
Kasabian
Little Boots
Metronomy
Noah And The Whale
Pains of Being Pure
At Heart
Patrick Wolf
School of Seven Bells
Speech Debelle
Slow Club
Temper Trap, The
We Were Promised Jet
Packs

2010

Angus & Julia Stone
Big Pink, The
Blood Red Shoes
Broken Social Scene
Chapel Club
Chase & Status
Cribs, The
Crystal Castles
Darwin Deez
Delphic
Ellie Goulding
Everything Everything
Groove Armada
Marina & The Diamonds
Tinie Tempah
Warpaint
Wild Beasts

2011

Anna Calvi
Antlers, The
DJ Shadow
Ed Sheeran
Factory Floor
Foster the People
Frank Turner
Gang Gang Dance
Oh Land
James Vincent McMorrow
Joy Formidable, The
Katy B
Naked & Famous, The
Sufjan Stevens
The Vaccines
Twin Shadow
Villagers

THE GREAT ESCAPE FESTIVAL MAP 2011

Gig Venues

- 1 Audio + Above Audio
- 2 Brighton Coalition
- 3 Brighton Dome
- 4 Concorde 2
- 5 Corn Exchange
- 6 Digital
- 7 Festival Hub
- 8 Wristband Exchange
- 9 Green Door Store
- 10 The Haunt
- 11 Hectors House
- 12 The Hope
- 13 Jam
- 14 Komedia Studio Bar
- 15 Komedia Downstairs
- 16 Komedia Upstairs
- 17 Life
- 18 The Loft
- 19 Pavilion Theatre
- 20 The Prince Albert
- 21 Queens
- 22 St Marys Church
- 23 Unitarian Church

Alternative Escape Venues

- 22 Beyond Retro
 - 23 The Fish Bowl
 - 24 Fitzherberts
 - 25 Latest Music Bar
 - 26 Magnum Opus Tattoo
 - 27 Pav Tav
 - 28 Playground Pop-Up
 - 29 Shipwrights Yard
- Full listings on page 60



CONVENTION OVERVIEW

The Great Escape Convention takes place under one roof in The Brighton Dome. The programme runs daily between 10am and 5pm and consists of panels and debates for experienced music industry delegates, new music entrepreneur presentations, high end key note interviews, short Q&A sessions, case studies and educational workshops for new entrants to the industry.

Targeted networking sessions, parties and sponsored lunches are run every day giving delegates plenty of opportunities to form new business relationships and to catch up with established partners. Over five years our delegation has grown from 650 to 2,500 people.

Speaker highlights have included:

- | | |
|------------------|------------------------------|
| Andrew Dubber | Bandcamp |
| Anthony Volodkin | Hype Machine |
| Clive Dickins | Absolute Radio |
| Colin Greenwood | Artist, Radiohead |
| Daniel Ek | Spotify Founder |
| DJ Shadow | Artist |
| Eric Garland | Big Champagne |
| Francis Keeling | VP Digital, Universal |
| Ian Rodgers | Topspin |
| John Leckie | Legendary Producer |
| John Niven | Novelist 'Kill Your Friends' |
| Michael Evis | Glastonbury Festival |
| Nathan Lovejoy | Limewire |
| Nick Kent | Author / Music Journalist |
| Patrick Walker | Google / You Tube |
| Paul Epworth | Producer |
| Seymour Stein | Sire Records |
| Simon Fox | CEO HMV |
| Tony Wadsworth | BPI / Brits Trust |
| Will Page | PRS for Music |





FESTIVAL DEMOGRAPHIC

Attendance: 12,500 people visited our gig venues and dedicated festival Hub every day

Gig venues: 24

Alternative Escape venues: 8

Participants: 300+ new bands (2,100 band & crew members)

Street Gig attendees: 3,000+ with 11,000 exposed to street gigs via social media and TGE text service

Origin: 42% from London & Brighton 48% rest of the UK, 10% International

Age: Predominantly 18 - 24 yrs

Sex: 54% male vs 46% female.

DELEGATE DEMOGRAPHIC

Attendance: 2,000 delegates

Participants: 100+ industry speakers

Age: Predominantly 22 – 48 yrs

Origin: 30% from outside of the UK. 8% from Brighton and 62% from the rest of the UK.

Trade: 64% buyers vs. 36% sellers

Industry Sector: Agents, Broadcasters, Colleges, Composers, Digital or Online Companies, Distributors, Event Organisers, Export Offices, Festival Bookers, Festival Organisers, Financial Advisors, Labels, Lawyers, Managers, Merchandisers, Music Publishers, Producers, Promoters, Sales, Sponsors or Brands, Trade Bodies, Venue Operators and more.

MEDIA / MARKETING REACH

Media Attendance: 500

International Media Reach: 45 million

Marketing: 8 month international campaign

Festival Programme: 15,000

Conference Programme: 5,000

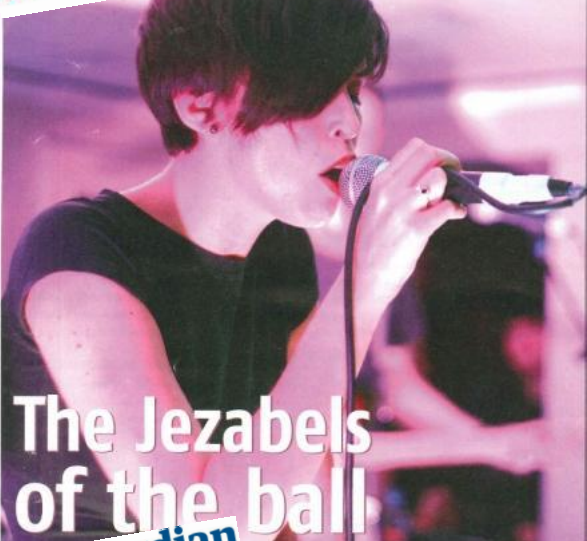
Industry Database: 65,000+

Website impressions: up to 500,000 pr month (41,000 unique in May)

Texting / Social Media: 11,000

MEDIA COVERAGE INCLUDED.....

MusicWeek



The Jezabels of the ball

the guardian

The Great Escape festival – review

Various venues, Brighton
★★★★★

Alexis Petridis
guardian.co.uk, Sunday 15 May 2011 16.59 BST
Article history

The Great Escape, Brighton's bold attempt to come up with something roughly equivalent to South By Southwest, needs established names to pin in the crowds. But while there is nothing wrong with Katy B or Sufjan Stevens packing out the Dome – the former confirming her ascendancy to clubstaple to pop star, the latter causing a frisson of controversy with his swerve into electronic textures and costumes – The Great Escape's USP is new music. So for the real spirit of things, you are best off haunting the smaller venues.

MUSIC WEEK BREAKOUT STAGED 11 ACTS last week by swiftly following a successful event on Wednesday in London with curating a stage at The Great Escape Festival in Brighton on Friday.

Breakout On Tour featured four up and coming bands – CocknBullKid, The Jezabels, Various Cruelties and Hoodlums – which attracted a huge number of industry A&Rs and live agents as well as other delegates to their performances at The Queen's Hotel.

Billed as "Europe's Leading Festival For New Music", the sold-out three-day event attracted more than 3,000 delegates and 300 artists performing at some 30 venues. This was the first time Music Week has partnered with the festival to pull on live bands, and the venture was hailed as a resounding success by organisers.

There was particular interest for unsigned Australian alternative band The Jezabels (pictured) who recently signed with Imagin Music A&R manager Lucy Francis in the UK. The band also appeared at the monthly Breakout event with six other acts at Proud Galleries in Camden on Wednesday. Jezabels manager Dave Batty said, "To be able to come into the UK and have, as the band's first show, an event endorsed and run by Music Week, felt a real coup. It was a great night with all the 'right people' in attendance, so it's a great start."

SEE PAGE 2 FOR MORE ON BREAKOUT OR VISIT www.musicweek.com/breakout

POP
The Great Escape
Assorted venues, Brighton

THE INDEPENDENT

... was about showcasing new bands, though now, in summer festival style, it's wilfully drawing bigger crowds with established names. Hence, punters find themselves in the quandary of whether to follow the A&R trail and take a chance on the untried acts, or face the long and inordinately slow-moving queues in order to see the stars.

Attempting the former route, I found myself watching David J Roch at fresco in a windswept square and was rewarded with a series of vivid folk and blues songs about death and the devil, sung with a voice wrung out with fear and heartbreak. Further investigation reveals that his music is produced by Jim Salvavinos,

of Bad Seeds and Grinderman fame, and is championed by Richard Hawley, a man who knows soul when he hears it. Roch is also an undertaker by trade, which puts him at closer proximity to the devil than most.

If you're looking for the bands of the future, then Cloud Control would seem likely contenders. Already a big name in their native Australia, where they have bagged the Mercury Prize, they have taken his elegant folk harmonies of Fleet Foxes and Mumford & Sons, and given them a boot up the backside with great whooshes of psychedelia

and has a seemingly endless store of memorable pop songs. In a venue where the ceiling doesn't skim the top of her head, you imagine she would put on one hell of a show.

DJ Shadow's attempts to turn what is essentially a DJ set into a major event involves cramming himself into a white globe and projecting films on top of it. His sound – an aural collage of beats and samples – hasn't evolved much in the last 15 years, though he's a keasible host, exuding as much charisma as is possible for a man rapped in a large ping-pong ball.



Charisma: DJ Shadow at Brighton's Great Escape ANGELA LUTZ/AND

THE WHOLE MUSIC INDUSTRY DESCENDS ON BRIGHTON FOR THREE DAYS A YEAR. RADAR REPORTS BACK WITH THE TOP TEN BUZZIEST BANDS

NME
RADAR
THE GREAT ESCAPE Special



CHRISTIAN AIDS

AUDIO FRIDAY, 7:35PM

2 The packed-to-rattiers premiere Audio is high in expectation for Manchester's next, next big thing to deliver something beyond sensation. If the likes of Delphic and Everything Everything spanned the northwest's current breakthrough from the seemingly everlasting Oasis/Courteeners shitestorm, then, along with WU LYF, Christian Aids have appointed themselves the current pathfinders for the city's musical future. The two anonymous silhouettes are accompanied by a troupe of five deathly-still 'dancers' bearing black tees spelling out the slogan of their new single shirt-by-shirt: 'S-I-A-T-I-V'. There's no bullshit banter, no niceties to win over the suits – just a projector screening fuck-up film shorts, chopped dizzily into 25 minutes of pile-driving ethereal techno. It's chilling yet somehow pretty, and teamed with the enigmatic showmanship, this early doors club feels like a 4am Sonar headliner. MW

PRE-TGE:
POST-TGE:

The future of music looks kinda painful



FOSTER THE PEOPLE

COALITION SATURDAY, 9PM

3 Within about 10 seconds of supposed future FM dons Foster The People launching into their big moment – aka the ludicrously hummable 'Pumped Up Kicks' – it's obvious they've done all they need to win over tonight's audience. Having slayed SXSW a month or so ago, you're now clearly *au fait* with playing such titan Mark Foster they've got an blue-tage-strutting and already displaying the a-stuttering wreck. MW

MOJO

Brighton Rocks!

John Cooper Clarke, Anne Coyl and Guiltmares to play The MOJO Club at the Great Escape Festival.

IT'S A MOD WORLD!

MOJO ALSO VERY PROUDLY SUPPORTS LEAF RESPONSE 7

LIVE REVIEWS
THE GREAT ESCAPE
CLASH
WWW.CLASHMUSIC.COM
VARIOUS VENUES BRIGHTON



ShortList

● BRIGHTON
THE GREAT ESCAPE
Until 14 May at various venues; prices vary; escapegreat.com

MUSE NIGHT
13-15 May
prices vary
If you're hog

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Event Overview

Media Coverage

P.08