The beginnings of overseas interest in the Chinese Electronic Music are now evident

DJ Magazine

Myst Club in Shanghai enters DJ Mag Top 100 Clubs 2015 just over a year after opening

International Collaboration...

Tiesto & Jane Zhang produced updated version of ‘Change Your World’ in August 2015

TV Talent Show

China version of ‘Remix’ TV talent show commissioned in July 2015

Source: Industry Press
Four events in Greater China over the past five months have showcased 5 of DJ Mag top 10 DJs

#9

#7

#8

#10

Source: DJ Mag Top 100 2014, Club websites
High-level estimate suggests Electronic Music event capacity has grown 30% pa since 2011

Greater China Electronic Music Event Capacity (Estimate 2011-15)

- Between 2011 and 2015 estimates suggest capacity has almost tripled
- This has been driven by a proliferation of club nights and festivals
- Intro music festival returned in 2015, David Guetta played the Great Wall and the first Ultra event was held in Macau
- Storm has also expanded from 16k in 2013 to a two location event in 2015 with 30-40k capacity

Source: A2 Live, Industry Press, IMS Analysis
Domestic ticket buyers have helped drive significant attendance growth at Storm festival

**Storm Festival Attendance**


**Storm Festival Social Media Fanbase**

- Facebook: 6k likes (Dec '14), 8k likes (Sep '15), +35%
- Weibo: 18k fans (Dec '14), 21k fans (Sep '15), +18%

Source: Storm website, industry press
When compared to the USA, however, the festival market in China has huge potential for growth.

If penetration in China reached just a quarter of that in the USA, it would be equivalent to 40 new festivals the size of Storm (1.5m capacity).


IMS Business Report 2015: China edition by KevinWatson.net
DJ Wordy from China has built a significant fan base on local and international social networks, despite the regional challenges of such platforms.

Source: Topdeejays.com, Facebook, Soundcloud, Twitter, YouTube, DJ Mag;

133k views on YouTube
17k Weibo fans
3x China DMC Champion
2011 first featured in Creators Project
Global Electronic Music industry worth $6.9bn; China music sales growing Vs global decline

Electronic Music Industry
Annual Value (2012/13-14/15)

INDICATIVE

$bn

2012/13 2013/14 2014/15
4.5 6.2 6.9

+37% +12%

China Record Industry Statistics
(2014)

Overall Music Sales = $105m
A YoY Increase of 5.6%

Third consecutive year of
growth Vs global decline

China represents c.1% of
global record sales

Global record sales ranking
China = #19

Beatport Streaming ranking
China = #17

Source: IMS Business Report 2015, IFPI, Beatport industry press
Chinese Electronic Music industry is at the early stages of the growth cycle with huge potential

1. Overseas interest in the Chinese Electronic Music industry is growing

2. The World’s most popular DJs are now playing in China on a regular basis

3. Event capacity growth is reflecting this change – up c.30% pa since 2011

4. It is domestic fans who appear to be driving the growth more than international attendees

5. Huge opportunity for growth in festivals – penetration is currently 1/90th of that in the USA

6. Chinese music sales across all genres grew 6% YoY in 2014 compared to a global decline
Want to find out more? Contact us using the info below

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The sources used in this report & other industry insight
Danceonomics.com