

FESTIVAL  
**INSIGHTS**  
THE KNOWLEDGE HUB OF THE FESTIVAL INDUSTRY

PRESENTS...



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## **WELCOME...**

To the second edition of the Festival 250, a new annual project from Festival Insights that ranks the world's top festivals in terms of size and commercial success. We'll be releasing this year's listings in batches of 50 over the course of the next few weeks, so be sure to keep an eye out to see who's made the cut for 2016.

The data used to determine the rankings was sourced and analysed by the renowned business intelligence consultancy CGA Strategy during the 2015 season, and was based on such metrics as duration of the event, ticket revenue, capacity, and sponsorship estimates.

Each entry on the list is accompanied with a short bio, and I hope that you enjoy reading through and gaining a little insight into some of the history and unique characteristics of these eminent events. Next year's edition will maintain the same format, and will also demonstrate whether festivals have moved up or down in the league table.

In the meantime, please enjoy the inaugural list and feel free to provide any feedback that you think will help to refine and improve the initiative.

**Cheers,**  
**Michael Baker**  
**Editor, Festival Insights**

## 200. INCHEON PENTAPORT ROCK

INCHEON, SOUTH KOREA



The only Korean festival to make this list, Incheon Pentaport Rock fuses homegrown talent with established Western stars. Not literally.

## 199. UNDERNEATH THE STARS

BARNSELEY, UK

A collaborative venture between Barnsley singer-songwriter Kate Rusby, her family production team Pure Records, and Cannon Hall Open Farm, Underneath the Stars aims to showcase a mix of music including folk, swing, rock, jazz, and world music as well as arts, crafts and cultural activities.

Each stage is sheltered and comes with seating, so music fans can stay dry and comfortable no matter how vengeful the sky is feeling. Embracing the relatively recent festival phenomenon of hospitality, its facilities include hot showers, glamping options, and the ability to park next to your tent.



## 198. PITCHFORK MUSIC FESTIVAL

CHICAGO, USA



As you might expect from a festival curated by a longstanding musical trendsetter, Pitchfork Music Festival shifts tickets exclusively on its expertly selected line-ups. This year's programme includes Anderson Paak & the Free Nationals, Beach House, FKA Twigs, Jlin, Kamasi Washington, Brian Wilson, Julia Holter, Neon Indian, Car Seat Headrest, Blood Orange and more.

## 197. SECRET SOLSTICE

REYKJAVIK, ICELAND

Secret Solstice is an Icelandic music festival that takes place during the 24-hour daylight of the nation's famous summer solstice. Perhaps the most notable performance of this year's edition was Deftones frontman Chino Moreno's acoustic set within the Thrihnúagigur volcano. A mere 20 guests, who reportedly paid north of \$1300 for the privilege, witnessed the intimate subterranean performance.

Secret Solstice is also a perpetually shining light in terms of sustainability, having recently received CarbonNeutral certification. In 2016, all of the festival's CO2 emissions from supplier and organiser travel, as well as event waste, were compensated for via the purchase of high quality, verified carbon offsets from the rainforest conservation project Makira REDD+ in Madagascar. Furthermore, 100% of Secret Solstice's power requirements are fulfilled through geothermal energy.



Photo: Vlad Solovoy



## 196. ILOSAARIROCK

JOENSUU, FINLAND

Founded in 1971, Ilosaarirock is a lakeside festival within the Finnish city of Joensuu. The three-day festivities begin with two separately sold club nights on the Friday, followed by a two-day unified programme on the main site. The five stages therein host more than 60 artists, and the event also features film screenings, DJ sets, table tennis and more.

Aside from entertainment, Ilosaarirock's primary areas of focus are food, drinks and relaxation. The organisers pride themselves on the festival's ecological and ethical considerations, manifested in its extensive use of renewable energy and through the partial donation of its proceeds to local music projects. With over 50,000 annual guests, Ilosaarirock is one of the largest festivals in Finland. The event is organised by Joensuu Pop Musicians' Association, a non-profit association founded with the express purpose of supporting live music.



Photo: Arttu Kikkonen

## 195. AMERICANA INTERNATIONAL FESTIVAL

NEWARK, UK



[www.americainternationalfestival.com](http://www.americainternationalfestival.com)

For several decades now, Americana International Festival has been the UK's leading celebration of music, food, automobiles and culture from across the Atlantic.

Unfortunately, the 36th anniversary of the festival was cancelled in 2016 due to unforeseen problems with the owner of its site. However, the organisers have since announced that the event is still alive and will continue after they decide upon a new location.

## 194. NATURE ONE

KASTELLAUN, GERMANY

In early August, 65,000 visitors converged on the Pydna missile base near Kastellaun for Germany's largest electronic music festival, Nature One. Robin Schulz, Paul van Dyk, Sven Väth, Adam Beyer, Laidback Luke, Chris Liebing and Sander van Doorn are just some of the acts that performed over Nature One's four days and three nights. All in all, the event hosted 350 DJs and live acts across 23 stages in 2016.



## 193. SUNBURN

GOA, INDIA



In 2015, Insights interviewed Shailendra Singh, 'The Inceptor' of Sunburn Festival. The EDM titan claimed its place as the most successful dance music festival in Asia as far back as 2013. Since 2007 it has grown from a 10,000-capacity gamble to an absolute certainty, now attracting 150,000 digital dreamers to Goa every year for the parenthetical holiday stretch of December 27 - 30. Its avoidance of Christmas and New Year's isn't accidental; Singh knew that detracting from the local economy – rather than enhancing it – would cripple the event before it had legs.

Through its plethora of national and international incarnations, plus its extensive experiential programming, Sunburn has effectively transcended the reductive moniker of 'music festival', as Singh attested.

"Sunburn is a lifestyle product rather than just an event," he said. "We're running a marathon in which we want to incorporate the entire culture surrounding music. Since our inception in 2007 we've consciously dedicated 50% of the programme and the venue space to experiences, including painting areas, tarot card readings, astrology, educational and artistic installations, conference panels, a flea market, a massage centre, volleyball, table tennis, basketball, a rock-climbing wall, an art gallery and more."

## 192. MYSTERYLAND

HAARLEMMERMEER, NETHERLANDS

The SFX owned Mysteryland combines both hyper mainstream and under the radar electronic music with an extensive arts and culture line-up. With over 350 acts spanning house, techno, disco, African beats, vinyl-only, hardstyle, hip-hop and feelgood bands, this year's line-up includes everything from commercial sensations Diplo, Martin Garrix, Sam Feldt and Afrojack to underground stalwarts such as Seth Troxler, Dave Clarke, Detroit Love, Green Velvet, Karenn, and Tom Trago.

Plus there's theatre, movies, street performers, and art installations from revered artists such as Kate Raudenbush, best known for her work on Burning Man; and Robert Bose, famed for his Balloon Chain at Coachella.



## 191. CAVENDISH BEACH MUSIC FESTIVAL

CAVENDISH, CANADA



What was once a cow pasture in Cavendish, Prince Edward Island, is now the home of the largest multi-day outdoor music festival in Atlantic Canada: the Cavendish Beach Music Festival. More than 70,000 fans annually flock to the festival for dining, camping, and the biggest names in country music. Its core offerings are rounded out with a variety of peripheral experiences, including interactive songwriters circles, sampling sessions and food demos.

Cavendish Beach is committed to protecting the PEI coastline, limiting its carbon footprint and abiding by self-imposed environmentally conscientious practices such as having a full onsite recycling programme, encouraging the use of public transit and carpooling, and using renewable energy.



## 190. NORTHWEST FOLKLIFE FESTIVAL

SEATTLE, USA

For four decades, the year-round institution of Northwest Folklife has been strengthening communities through arts & music, with core values of participation, free expression and inclusiveness. The epitome of these continual efforts and a distillation of its grassroots ethos is the free Northwest Folklife Festival, which attracts around 250,000 revellers each Memorial Day Weekend in Seattle for a celebration of roots music, hip-hop, poetry, spoken word, philanthropy, and togetherness.



Photo: Piper Hanson

## 189. PARKLIFE

MANCHESTER, UK



Photo: Daniel Watson

Parklife is a two-day festival whose expansive line-ups blur the lines between hip-hop, house, techno, indie and electronica. Owing to its parentage from The Warehouse Project and Live Nation, it regularly scores a smorgasbord of innovative international talent.

## 188. POHODA FESTIVAL

TRENCIN, SLOVAKIA

Pohoda celebrated its 20th anniversary this year with The Prodigy, Sigur Rós, PJ Harvey, James Blake, Flying Lotus, Parovoz, Nina Kraviz, The Vaccines, Gogol Bordello, Savages, Odesza, and many more.

Michal Kašák, CEO of Pohoda, told Insights: "Our main goal is always to make the festival better than it was a year ago. It was the same with the anniversary. We didn't want to do some retrospective edition or an ego trip celebration. The philosophy was 'no fireworks, but more art, better service and a more exciting experience'. It was the best birthday party I can imagine, with the best guests on the planet."



Photo: Martina Múčka

## 187. ROCKLAHOMA

PRYOR, USA



Photo: Jason Squires

Rocklahoma celebrated its 10th year in 2016 with a personal record breaking 70,000 attendees. America's biggest Memorial Day Weekend party featured a line-up of contemporary rock artists and classic bands, including Scorpions, Disturbed, Rob Zombie, Five Finger Death Punch, Megadeth, Chevelle, 3 Doors Down, Collective Soul, Sebastian Bach, and many more at 'Catch the Fever' festival grounds just outside Tulsa, Oklahoma. The three-day camping festival featured music on three stages each day, as well as premium onsite camping amenities and unparalleled VIP packages, living up to its motto of 'Life, Liberty & the Pursuit of Rock.' In addition, the Rocklahoma charity guitar auction raised over \$72,000 for local causes.



## 186. GREENBELT FESTIVAL

KETTERING, UK



Greenbelt's remit strikes at the intersection between justice, faith and the arts – exploring the Christian and humanitarian issues alongside comedy showcases, literature, and child-friendly performances. The festival's promotion of Christian scripture – however gentle – may be off-putting to the average festival loving hedonist, but the broad appeal of its entertainment and decidedly inclusive attitude prove that a fundamentally Christian event needn't be one solely for Christian fundamentalists.

## 185. ARENAL SOUND

VALENCIA, SPAIN

Clocking in at just shy of a week, the beach based Arenal Sound brings 55,000 'sounders' to its annual Mediterranean gathering to enjoy a line-up composed of acts like The Hives, Steve Aoki, Crystal Castles, Crystal Fighters, Two Door Cinema Club, and Kodaline, amongst others.



## 184. MAIN SQUARE FESTIVAL

ARRAS, FRANCE



Live Nation founded the Main Square Festival in 2004, and this year invited Odesza, Editors, The Offspring, Flume, Boys Noize, Ellie Goulding, Disclosure, Iggy Pop, Birdy Nam Nam and more to perform during its three-day festivities.

## 183. NIBE FESTIVAL

NIBE, DENMARK

Deliberately limiting its capacity to 9,000 to foster its guiding principles of 'presence' and 'intimacy', Nibe Festival shares its host town's quaint and hospitable atmosphere. Amongst its litany of impressive attributes, Nibe claims to spend an inordinate amount of money on the comfort of its guests, more so than most other festivals. Furthermore, the proceeds of its four-day festivities go towards promoting cultural life in Aalborg, and the festival shares a similarly conscientious attitude towards the environment.





**182. RAINFOREST WORLD MUSIC FESTIVAL**

SARAWAK, MALAYSIA



The Rainforest World Music Festival is an annual three-day event celebrating the manifold permutations of world music. Owing to its daytime music workshops, cultural and craft displays, food stalls, and main stage evening concerts, it is now one of the largest music events in Malaysia with a total weekend audience approaching 30,000.

**181. LA ROUTE DU ROCK**

BRITTANY, FRANCE

La Route du Rock is a biannual music festival that entered its 26th year in 2016. Its most recent summer edition had a particularly weird and wonderful line-up, including the ethereal and eccentric Julia Holter, downtempo producers Gold Panda and Pantha Du Prince, returning champions of sampling The Avalanches, and seething polemicists Sleaford Mods.

**180. 80S REWIND (SCOTLAND)**

PERTH, UK



The three 80s Rewind festivals treat their atavistic attendees to overwhelmingly nostalgic line-ups, a human carwash disco, posh food, a funfair, and firework displays. Rick Astley, Adam Ant, Marc Almond, and Erasure's Andy Bell were amongst the acts at this year's festivals.

**179. BEAUREGARD FESTIVAL**

NORMANDY, FRANCE

Beauregard Festival is one of France's biggest rock, pop and indie events. Taking its name from the incredible château whose grounds it stands on, Beauregard has amassed a huge, loyal fanbase since making its debut in 2009.



**178. NASS****SOMERSET, UK**

Aside from its music programme – which incorporates everything from drum ‘n’ bass to hip-hop, grime, and techno – NASS most interestingly centres much of its entertainment on high-octane sports. In addition to hosting the IBMXFF World Championships this year, the event also featured more participatory elements such as skateboarding, freestyle mountain biking, and rollerblading. Beyond that, a wider sense of hip-hop culture is represented through street art, DJ & MC workshops, and B-boy dancing.

**177. LOVE SUPREME JAZZ FESTIVAL****BRIGHTON, UK**

Taking its name from John Coltrane’s magnum opus *A Love Supreme*, the UK based festival is presented by Jazz FM, and was founded in 2013 by Neapolitan Music, Ingenious Media and Serious. Although the event is still in its infancy, its alumni already includes the Robert Glasper Experiment, Bryan Ferry, Chic and Nile Rodgers, De La Soul, Jamie Cullum, Snarky Puppy, Gregory Porter, and Laura Mvula.

**176. WORLDWIDE FESTIVAL****SETE, FRANCE**

Conceived by British DJ, record aficionado and Brownswood label boss Gilles Peterson, Worldwide Festival began as a modest seaside weekendender that now resides in a converted shipyard. Peterson’s erudite and intimate knowledge of international music ensures that the line-ups are tastefully programmed, epitomised this year with acts like Anderson Paak, Kamasi Washington, and Four Tet.

**175. FREEDOM FESTIVAL****HULL, UK**

Hull’s flagship arts festival, Freedom, was founded in 2007 to commemorate anti-slavery pioneer William Wilberforce. The three-day event illuminates the City of Culture’s streets with theatre, music, dance, and spoken word. This year the festival anticipates that a horde of 100,000 will come for its diverse family-friendly programme, which includes renowned international musicians, local talent, comedy, and even some aerial acrobatics.



**174. FEEST IN HET PARK**

OUDENAARDE, BELGIUM



Feest in het Park is a four-day music festival held in Oudenaarde, Belgium since 1996. Last year's line-up included Band of Skulls, Claptone, and Girl in Hawaii. It is unclear whether the organisers have plans for a 2016 iteration of the event.

**173. COCOON IN THE PARK**

LEEDS UK

Launched in 2009, the single-day Cocoon in the Park has become a prominent fixture of the UK's house and techno scene, ushering in legions of four-to-the-floor fanatics to the stately grounds of Temple Newsam each July for some of those sweet, sweet, sweet repetitive beats they all crave.

**172. URBAN ART FORMS FESTIVAL**

WIENER NEUSTADT, AUSTRIA



Founded in 2004, Urban Art Forms Festival has become one of Austria's largest electronic music festivals.

**171. LOKERSE FEESTEN**

LOKEREN, BELGIUM

Lokerse Feesten is organised by the independent non-profit organisation Lokerse Events, and depends almost entirely on its team of around 40 volunteers to operate. The line-up is a broad church, housing everyone from thrash metal pioneers Slayer to Norwegian EDM producer Kygo.



# LIVING ON THE FLY

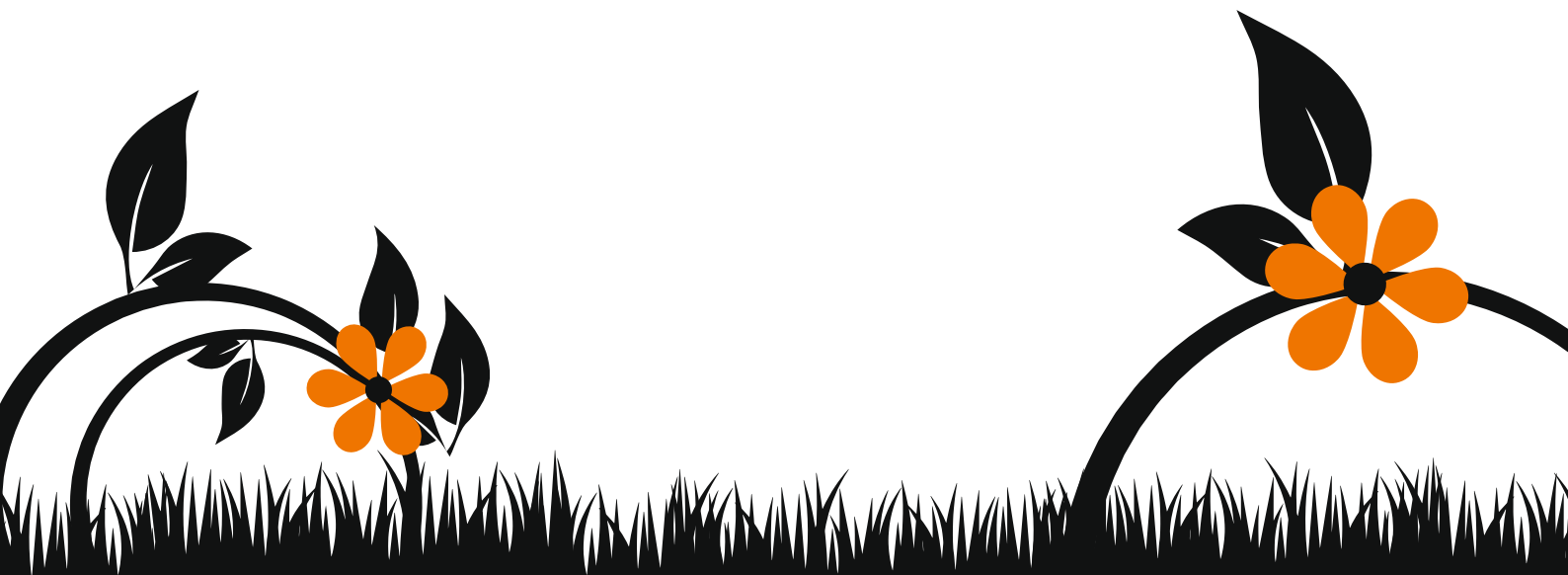
## HOW LAST MINUTE PURCHASING BEHAVIOUR AFFECTS THE FESTIVAL INDUSTRY

We have all been there. Your weekend plans are sorted and your friend cancels on you last minute. So, now you need to figure out what to do with your weekend. When you're stuck in this situation, you may turn to some old favourites – your local pub, your favourite restaurant or you may just spend the weekend inside your flat with your old friend, Netflix.

But, what if you want to switch off that Game of Thrones marathon and get off the sofa to experience something fun and exciting? Is it too late to snag tickets to a festival that weekend? No, it's not! At StubHub, we are seeing that more and more people want to buy tickets at the last minute, which we classify as the last 72 hours before event time.

Over the past three years, last minute purchases on StubHub have increased from 12% in 2013 to 18% so far in 2016, and a lot of these purchases happen over the summer. Last year, July, August and September saw the highest percentage of last minute purchases on StubHub - 17% of all StubHub sales in 2015. So far this year, fans of all types of festivals including: Eastern Electrics, Wireless Festival, Standon Calling, We are FSTVL and Capital Summertime Ball have all benefited from being able to buy and sell tickets at the last minute.

For festival organisers, it is important to understand the purchasing behavior for fans in this increasingly social and mobile world. Fans clearly want to be able to buy and sell tickets to festivals whenever it suits them and if something





crops up meaning that they cannot go, they need a safe and secure place to sell those tickets to someone else.

But, why do fans want to plan their festivals so last minute? Friday is the most popular day of the week for last minute purchases, indicating that people are not planning their weekends as far in advance anymore.

The famous British summer weather also comes into play when booking festival tickets. Some fans may be waiting to see what the forecast is before buying event tickets. If it looks to be a nice weekend, consumers may decide to take advantage of the weather and enjoy a festival. Equally, fans who have already bought tickets may find that they do not like the look of the forecast for the following

weekend. So they will then want to resell their ticket to someone who is willing to brave the weather to see their favourite act live on stage. This is where StubHub comes into play.

We allow fans to buy, sell and collect their ticket whenever it's convenient for them, even right up to show time. We have a last minute services office located on Charing Cross Road in the heart of London, along with smaller offices across the UK. We also sometimes set up pick up points at the event so that fans can collect their tickets from the event site.

**BY: ANTONIO VALERO, HEAD OF NEW BUSINESS MODELS, STUBHUB**  
**ANVALERO@EBAY.COM**



## 170. BEAUTIFUL DAYS

DEVON, UK



Beautiful Days is the Levellers' family music festival, organised by DMF Music and set at Escot Park in Devon. It boasts six stages, onsite art, a huge children's area, comedy, theatre, family camping, licensed real ale bars from Otter Brewery, and a wide array of food and craft stalls.

Winner of the Grass Roots Festival Award at the UK Festival Awards in 2015, Beautiful Days has no sponsorship or branding and does not advertise. The 13th, star themed edition of the festival hosted headliners Leftfield, James, and Levellers, plus Afro Celt Sound System, The Coral, The Proclaimers, Mariachi el Bronx, Gentleman's Dub Club, Reef, Sharon Jones and the Dap-Kings, Terrorvision, and Billy Bragg.

## 169. FALLS FESTIVAL

NEW SOUTH WALES, AUSTRALIA

The near-simultaneous trinity of events that fall under The Falls' Music & Arts Festival umbrella – situated in Lorne, Marion Bay and New South Wales – all play host to the same diverse styles of hip-hop, downtempo, indie rock, disco, and whatever else that's good.



## 168. OPENAIR ST. GALLEN

ST. GALLEN, SWITZERLAND



OpenAir St.Gallen is one of the oldest outdoor festivals in Switzerland. The campsite is included within the festival arena, removing the barriers from where you dance and where you sleep. If you're lucky, you'll be able to see your favourite band perform on-stage while you're relaxing in front of your tent. This is one of the traits that make OpenAir St.Gallen special, besides its unique flora-adorned setting in the valley of the river Sitter.



## 167. BOSTON CALLING

BOSTON, USA



Photo: Mike Diskin

The biannual Boston's Callin's line-up is co-curated by Aaron Dessner of The National. Performers of past Boston Callings have included The National, Beck, My Morning Jacket, Of Monsters and Men, Kendrick Lamar, Passion Pit, Vampire Weekend, and Modest Mouse.

Boston Calling was held on City Hall Plaza from 2013 to 2016, and in 2017 it is expected to move to Harvard University's athletic fields in Allston. There are two performance stages, notably featuring non-overlapping sets, festival-wide beer experiences, and a food pavilion. The festival is produced by Crash Line Productions, a Boston-based entertainment production company that also produces Eaux Claires Music & Arts Festival in Eau Claire, Wisconsin.

## 166. SW4

LONDON, UK

For 12 years, SW4 has welcomed the world's very best DJs and live electronic acts, evolving into one of Europe's most respected music festivals. Last year's edition marked its most ambitious extravaganza to date, by offering more headline talent than ever before and unveiling a colossal 10,000 capacity indoor main stage, the biggest ever indoor structure erected on Clapham Common.

Following on from what the organisers describe as the best SW4 in its illustrious history, 2016's event eclipsed all that has gone before it as it continued its quest to deliver the UK's finest inner city electronic music festival. Headliners for 2016 were The Chemical Brothers, Dizzee Rascal, Andy C, Knife Party, Carl Cox, Above & Beyond, and Paul Kalkbrenner.



## 165. DIGITAL DREAMS

TORONTO, CANADA



Set against the iconic skyline of Toronto, Bud Light Digital Dreams Music Festival offers partygoers a sophisticated experience supposedly unlike any other in the Canadian music landscape.

## 164. HIGHFIELD FESTIVAL

GROSSPOSNA, GERMANY

The newly relocated Highfield provides plenty of room for its three-day festival, which features live performances from national and international acts.



Photo: Dario Dumanec



**163. DAS FEST**

**KARLSRUHE, GERMANY**



Das Fest plucks its artists from the regional scene and further afield in equal measure, and since 1991 has hosted a separate stage for theatre, a children’s playground, and a youth-focused hip-hop and techno stage.

**162. WICKERMAN FESTIVAL**

**GALLOWAY, UK**

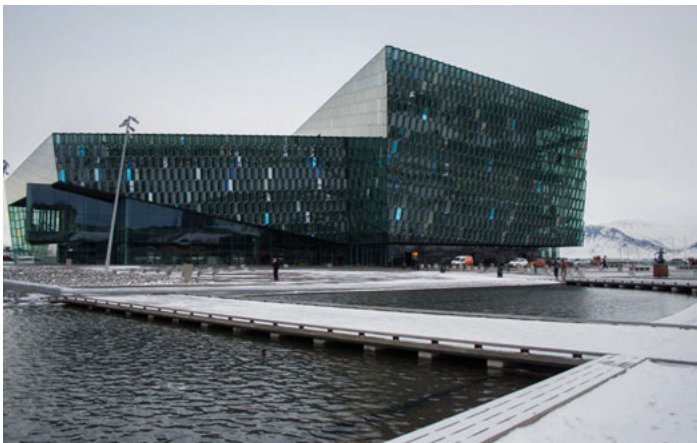
As Wickerman’s name suggests, the festival climaxes with the ritualistic immolation of a colossal wicker effigy, possibly with Nicolas Cage trapped inside.

Sadly the two-day event doesn’t actually involve Pagan-esque human sacrifice or Cage sprinting around in a bear costume and dropkicking people through walls. What it does involve – in addition to music – is aromatherapy, as well as yoga and qigong sessions.



**161. SÓNAR REYKJAVIK**

**REYKJAVIK, ICELAND**



The term ‘metropolitan festival’ is often a synonym for ‘multiple physically and stylistically-disparate venues temporarily united the same banner.’ Contrary to this trend is Iceland’s edition of Sónar Festival, whose entire proceedings occur in Reykjavik’s Harpa concert hall, the nation’s bastion of symphonic music.

Despite the literal transparency and openness of the public building, many young Icelanders apparently consider it relevant only to the interests of the aged and affluent. Sónar’s programme of predominantly future-cognisant electronic music does a great deal to offset this notion, and demonstrates how a prestige brand can redefine itself across smaller locations and venues.





## 160. SONNEMONDSTERNE

SAALBURG-EBERSDORF, GERMANY



Photo: Tony Guenther

After 2,500 people attended its inaugural event in 1997, SonneMondSterne has grown to annually bring 35,000 electronic music enthusiasts to Saalburg-Ebersdorf. Its bills chart pretty diverse territory, from South African rap rave duo Die Antwoord to wonky Brainfeeder signee Mr. Oizo and EDM antichrist David Guetta.

## 159. REGGAE SUN SKA FESTIVAL

BORDEAUX, FRANCE

Reggae Sun Ska became one of the French festival scene's eminent voices on sustainability after launching its Eco Sun Ska initiative with Meduli Nature in 2005. Each year the festival evaluates its environmental impact and accordingly adjusts its approach to transport, local partnerships, waste management and more.



Photo: Campagne Valentin

## 158. VOLT FESTIVAL

SOPRON, HUNGARY



Photo: szigetfestival.com/hit/0

Although Volt Festival draws over 100,000 fans each year, it prides itself on managing to maintain a close-knit and quintessentially family-friendly atmosphere. With around 10 stages, 150 performers and a number of quality lounges, bars, cafes, and restaurants – all built up in the middle of a green forest – Volt touts itself as a great place to meet open-minded and friendly music lovers.

## 157. BOSPOP

WEERT, NETHERLANDS

Bospop is a cosy, old-fashioned pop-rock festival that was held for the 35th time in mid July. What began in 1980 as a small festival for the region's amateur acts has become a platform for bands of international stature.



Photo: Maurice Moonen



## 156. BUMBERSHOOT

SEATTLE, USA



Bumbershoot began as a city-funded arts and music festival called Mayor's Arts Festival, held at the Seattle Center from August 13 - 15, 1971. Amidst the local economic depression triggered by the near collapse of Boeing, the event attempted to revive the optimism of its 125,000 local visitors, and was the largest event held in the Seattle Center since the 1962 World's Fair.

## 155. SUMMERJAM

COLOGNE, GERMANY

Summerjam annually gathers an audience of 30,000 reggae fans to celebrate Jamaica's most celebrated musical export. Over the years, it has hosted acts like Black Uhuru, Dennis Brown, Jimmy Cliff, Lee Scratch Perry, Maxi Priest, Shaggy, Beenie Man, Sizzla, and Sean Paul.



## 154. GROEZROCK

MILWAUKEE, USA



One of the world's most renowned punk, hardcore and metal festivals, Groezrock consistently brings together the scenes' collective veterans and newcomers, this year personified in part by Rancid, Less Than Jake, Sick of it All, Mad Caddies, Four Year Strong, Me First and the Gimme Gimmes, and Sum 41.



## 153. HEAVY MONTREAL

MONTREAL, CANADA

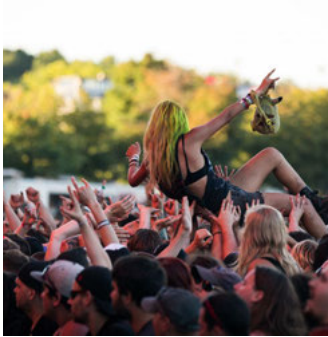


Photo: Tim Snow

Over the course of its lifetime thus far, Heavy Montréal has welcomed close to 300,000 fans to see the likes of Metallica, Iron Maiden, Megadeth, Slayer, The Offspring, Marilyn Manson, Mötley Crüe, Disturbed, Slipknot, Anthrax, System of a Down, Mastodon, Kiss, Alice Cooper, Avenged Sevenfold, Rob Zombie, Korn, and many more.

The festival is still organised by the same team who founded the festival in 2008, back when it was known as Heavy MTL. They pursue the mission of cultivating an unparalleled festival experience by producing Heavy at an ideal site just minutes from downtown Montréal; booking world-class artists from home and abroad; using only cutting-edge sound, lights, and staging; providing diverse food and drink choices; and executing all of the above with a microscopic attention to detail.

## 152. BILBAO BBK LIVE

BILBAO, SPAIN

Bilbao BBK Live treats its attendees to three days of popular music amidst the mountains and clear views of its eponymous Spanish host city. Coupled with a close proximity to the beach and city centre, the late start time of its entertainment and ease of access have seen its popularity spike as a viable sojourn for overseas patrons.



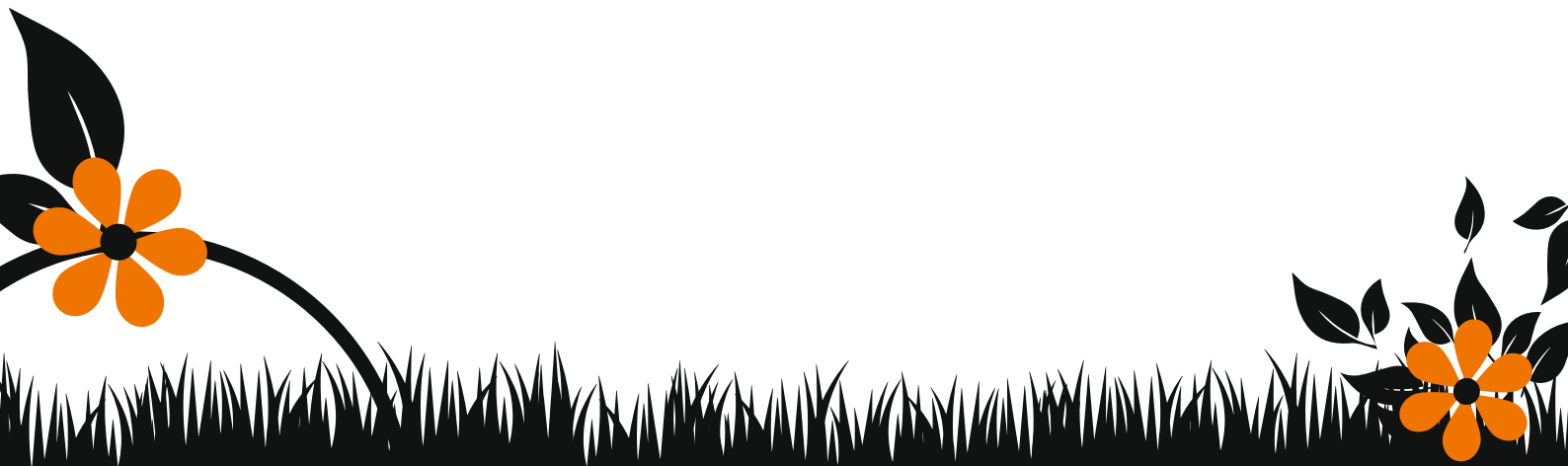
Photo: Javier Rosa

## 151. MADE IN AMERICA FESTIVAL

PHILADELPHIA, USA



Produced by Live Nation, the Budweiser-sponsored Made in America Festival was founded by very successful rapper, kind of unsuccessful TIDAL owner and self-proclaimed inventor of swag, Jay-Z. The line-up walks the line between hip-hop and radio friendly pop, with everyone from underground wunderkind wordsmith Earl Sweatshirt to RnB palm tree The Weeknd.



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