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CONCERT WHERE ATTENDEES DECIDE THE TICKET PRICE UPON LEAVING



PUBLISHING & MEDIA

Spanish promoters, Caravana de Emerxencia, let punters choose their price at the end of the event.

Concerts have always been a popular way for music lovers to spend their hard-earned money, and as demand has surged so have the ticket prices. This often means that fans can't afford to see the bands they love. Spanish promoters [Caravana de Emerxencia](#) have recognized this problem and addressed it through their upcoming gig, where attendees can decide the price of the ticket when they leave. The concert is taking place on April 4 at Sala Capitol in Santiago, northern Spain. Four bands will be playing on the night – [Skarallaos](#), [Chotokoeu](#), [Skarnivals](#) and [Swingdigentes](#). At the end of the evening attendees can pay whatever price they think the event deserves. High ticket prices can sometimes leave fans disgruntled when a concert doesn't meet their expectations, so could this new enterprise provide a model for future events? Bands such as Radiohead have already used the pay-what-you-want model for an album release. Could we see this consumer-led approach spread across the rest of the music industry? Spotted by: Leticia Pérez Prieto

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