



Live, who promote the annual Jazz Open Festival in Stuttgart, which celebrated a record number of 36,000 visitors this year, twice as many as in 2013.

"We've worked on our profile over the years, linking jazz as the basis with neighbouring genres. The audience seems to like it. We were able to increase the quality of the line-up, as well as the capacities of the different stages," Schlenso explains. If you create an event that's popular with the people, you will also attract sponsors. "By now we make around 25% of the festival budget through sponsoring. It allows us to produce high quality."

Indeed, despite the turbulent experiences of Hurricane, Southside and Rock am Ring, the vast majority of Germany's music festivals continue to enjoy healthy visitor numbers, and even the city of Berlin – shunned by most festival organisers for its perceived cash-strapped population – will see the second edition of Lollapalooza in September, albeit at a new site, thanks to its initial home, Tempelhof Airport, now hosting thousands of refugees in a temporary village.

## Insurance

BERNHARD EBERHARD of insurance company Eberhard, Raith & Partner Assekuranz Makler (erpam) says: "We've always been concerned with the weather issue, and are in constant consultation with underwriters. If we look at the past 30 years (I've been in this business since 1985), then we're on the very safe side in absolute terms. On the other hand, the extreme weather eruptions, that only

seem to get more extreme, are daunting indeed. The frequency may not increase, but the impact does from year to year. Still, we're not yet at a point where one has to expect price increases.

"As far as terrorism is concerned, we in Germany are very relaxed, the clients as well as the underwriters. We've got our own terms, and we've always insured immediate terrorist attacks without surcharge. The loss ratio is 0.00%. That's a very good starting situation. We're offering the co-insurance of threats of attacks and/or terrorist attacks through a separate clause with a surcharge of 20%. The market in London rests at 0.50% and more. The tendency of underwriters to earn money with artificially induced fear is very limited in Germany. And the promoters do not tend to panic, which makes me personally very happy. The weather risks are much more important to them."

## Venues

WHEN IT COMES TO LARGE-SCALE VENUES, Germany boasts more arenas and stadiums capable of hosting concerts than anywhere outside of North America. Among the top-used facilities are Munich's Olympic Stadium, which has an official capacity of 70,000 (although played host to 80,000 Bon Jovi fans in 2006) and Frankfurt's Commerzbank Arena, which can hold 51,000 football fans or 44,000 concert-goers. Both stadiums have discovered the benefits of hosting multi-day events: DEAG promoted its twin rock festivals Rockavaria at the Olympic

KARSTEN JAHNKE KONZERTDIREKTION

### tradition into future

PETER GABRIEL	STICKY FINGERS	GO GO PENGUIN
AT THE DRIVE-IN	PUSH T	HIDDEN CHARMS
FUN LOVIN' CRIMINALS	IGGY AZALEA	BISHOP MERRU
BECK	GREGORY PORTER	JACO GALANTIS
AL JARREAU	PUBLIC SERVICE BROADCASTING	LUKAS RIEGER
LONG DISTANCE CALLING	JACK & JACK	PVRIS
CYPRESS HILL	PORTISHEAD	BOMBAY
NILS LANDGREN	WE ARE SCIENTISTS	NESSI
ERASURE	SEAN PAUL	LUCKY CHOPS
MONO	YOU AM I	LE BUTCHERETTES
PAT METHENY	SOLSTAFIR	MY BABY
GRACLES	PAOLO CONTE	DEMOB HAPPY
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