

11/08/09 - Let me entertain you!

It has been quiet around Robbie Williams for a long time. But now he's back! And he does so with a strategic innovation.

On October 20, he will perform a European tour...with a single concert. His opening of the BBC Electric Proms will be shown in nearly 200 cinemas across Europe, followed by screenings in Australia and South Africa in November.

This broadcast has major implications on the business model. It's a (1) new channel to reach the customer, (2) a new way of generating additional revenue from fans, but also from a new type of customer, (3) namely cinemas, which so far have been an untapped market for the music industry. This new channel might maybe compensate for a part of the decline in CD sales. Cinemas not doing so well either, might welcome this new market as well.

More at <http://www.robbiewilliams.com/electricproms>

Additional thoughts (November 08 2009):

- additional revenue streams for Robbie Williams through the sales of additional tickets in the cinemas.
- new customer segment: people that enjoy live music, but would not go to a stadium.
- additional revenue for the cinemas through a new type of offering. Potentially also a new customer segment for the cinemas and a new revenue stream.

Note to US readers: Robbie Williams is not really known in the US, but in Europe he's the kind of artist filling stadiums with 50000 people.