

Burgeoning EDM Industry is Valued at \$20.0 Billion

Written by Australian Business

LOS ANGELES, Sept. 16, 2013 /PRNewswire/ -- *Electronic Dance Music (EDM): The Digital Pangaea*, the first annual Massive White

Paper written by Wall Street veteran

John Langdon

and his company Massive Advisors, LLC, examines the current reach, influence and true value of the global EDM Industry. It's an econometric market study of the global electronic dance music market and culture, an industry that has recently found mainstream success.

(Photo: <http://photos.prnewswire.com/prnh/20130916/PH80556>)

Despite its growing popularity, studies on the macroeconomic impact of EDM are rare. For the first time, Langdon presents a comprehensive report that combines public and proprietary data to show the true figures of the industry.

The findings of the Massive White Paper show the EDM industry still is often completely ignored or misunderstood by governments and businesses worldwide -- from traditional music distributors, to apparel brands, to acoustics manufacturers.

The EDM market is a \$15.0 to \$20.0 billion global industry, with the major players in the global festival market achieving \$4.5 billion in sales for 2012. Digital music revenues grew an impressive 9.8% in 2012. This compares to a 17% increase in festival attendees at five top global festivals and an increase of 33% in the total number of festivals thrown yearly worldwide. The attendance at 20 top global festivals evaluated by Massive Advisors, LLC increased from 1.9 million in 2009 to over 3.4 million in 2013.

Langdon and representatives of Massive Advisors will serve as panelists at the Amsterdam

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Dance Event Radio Forum speaking alongside the world's top DJ Armin Van Buuren (Amsterdam, October 16 – 20). They will discuss the state of the dance music industry, production, and technology and the future of dance music.

Langdon has over 23 years of middle-market private equity experience on Wall Street, and most recently was Managing Director of the \$2.8 billion private equity fund Platinum Equity, as co-head of PLMM, Platinum lower middle market investment group.

An excerpt from the White Paper can be viewed at <http://www.massiveadvisors.com>.

About Massive Advisors, LLC

Massive Advisors, LLC is a management consulting and advisory firm positioned to provide business advice and counsel to high net worth individuals and companies. Massive Advisors applies its financial, functional, and industry expertise to identify clients' highest-value opportunities, address their most critical challenges, and transform their enterprises.

Contact: Anneli Werner The Jake Group 202.333.2850 awerner@thejakegroup.com

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