

2019 OVERVIEW KEEPON LIVE VENUES & CLUBS (ITALY)

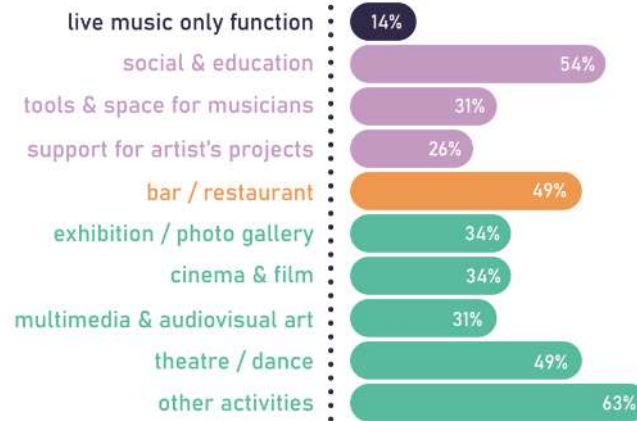
These figures represent 60 live music venues and clubs in Italy, which are part of the association Keep On Live.

Based on data (year 2019) of 35 Keep On Live music venues, collected during 2020-2022, and extrapolated to data of 60 KeepOn Live venues.



KeepOn Live venues are a mix of **private non-profit (56%)** and **private commercial structures (44%)**.

LIVE MUSIC PERFORMANCES, VISITS AND OTHER FUNCTIONS



In 2019, KeepOn Live music venues had a **median audience capacity of 400**. The music venues presented almost **10,700 artist performances**, which attracted well over **3.3 million visits**.

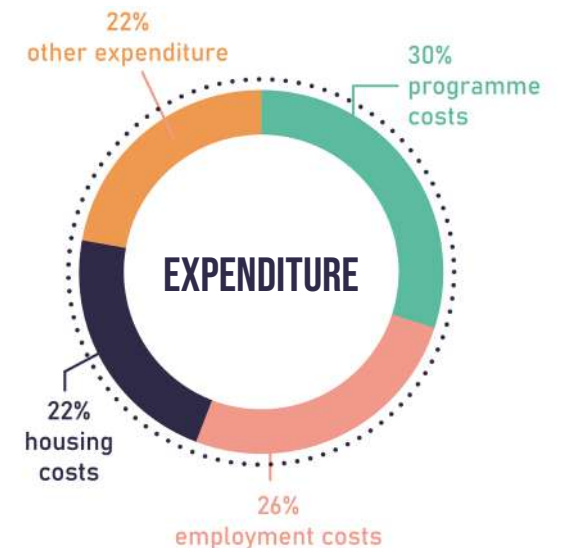
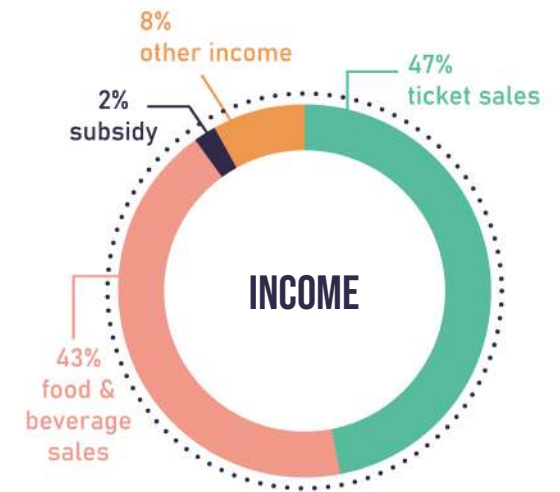
The venues were also involved in other functions than presenting live music, such as educational, social, artistic, culinary, and multi-disciplinary activities. **51%** of all KeepOn Live music venues also **organised festivals** in 2019.

WORKFORCE IN KEEPON LIVE LIVE MUSIC VENUES AND CLUBS



Over **1,900 workers** were involved in the KeepOn Live music venues in 2019, of which **83% paid workers** and **13% volunteers**. In total **79% of all working hours (FTE) was paid**.

36% of the workers was assigned as **gender female**.



In 2019 the KeepOn Live music venues had a **total income** of well over **37 million euro**. **Subsidy** was only **2%** of the total income of all venues. The venues generated most income from **ticket sales (47%)** and **food & beverage sales (43%)**.



2020 OVERVIEW KEEPON LIVE VENUES & CLUBS (ITALY)

Based on compared data (year 2019+2020) of 10 Keep On Live music venues, collected during 2020-2022.

To learn more about these venues visit www.keeponlive.com and/or contact KeepOn Live Survey coordinator Gaiane Kevorkian, gaiane@keeponlive.com

IMPACT OF COVID RESTRICTIONS

The pandemic restrictions imposed by the government had an enormous impact on the possibilities and income of performing artists, (hired) workers and suppliers of live music venues in Italy.

The government provided COVID support money to the KeepOn Live venues in 2020, which **covered only 3% of the lost income** (2020 compared to 2019) of the music venues. In addition the Italian government paid COVID support fund for employees' wages directly to part of the workforce of the KeepOn Live venues.

