

Evaluating MTV  
EMAs 2011 with  
Belfast Music Week



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BELFAST MUSIC WEEK



# The week the world came to Belfast

Belfast Music Week featuring the MTV EMAs 2011

The 2011 MTV EMAs, alongside Belfast Music Week, was a landmark event for Belfast - placing the city firmly on the world musical stage. And as is only fitting for a world class event, the figures are pretty impressive:

- **1.2 billion** - the number of people who watched the MTV EMAs across the globe
- **669 million** - the number of media news opportunities generated
- **£22 million** - the total economic impact for Belfast
- **£10 million** - the amount of additional tourism revenue for the city
- **8,000** - the number of room nights booked in Belfast hotels
- **2,399** - the number of media articles released
- **100%** - the percentage of people who would recommend attending Belfast Music Week events
- **33,500** - the number of people who attended Belfast Music Week
- **170** - the number of gigs during Belfast Music Week

The EMAs brought the biggest international acts to Belfast. The 'who's who' of the pop world, including Coldplay, Lady Gaga, Bruno Mars, Queen, Jessie J and Justin Bieber all appeared at the city's Odyssey Arena.

Meanwhile, local heroes Snow Patrol played a free open-air gig in front of Belfast City Hall to over 15,000 fans and Red Hot Chili Peppers rocked a packed Ulster Hall - the first time that the awards had broadcast from multiple venues.

The people of Belfast welcomed MTV with open arms. Here was their chance to showcase their great city - the people, the landmarks and of course the craic - it was an opportunity that they were determined to make the most of.

And it wasn't just the people of Belfast who were inspired by the EMAs. The world's media arrived at our door expecting the professionalism associated with such a high profile event. Once again we did not disappoint. The enthusiasm of Belfast's people was felt around the globe through press articles, webcasts and television broadcasts.

Belfast extended a world class welcome to the MTV EMAs and in return the MTV EMAs opened a worldwide window of opportunity for Belfast to show exactly what this city has to offer. As we plan for Belfast Music Week 4-11 November 2012 we're determined to build on this success and take our place centre stage again.





# That was some craic!

phrase: Belfast vernacular meaning 'That was really good fun.'

## Belfast played host to the 18th annual MTV EMAs alongside Belfast Music Week.

Events kicked off on 30 October, culminating with the MTV EMAs on 6 November 2011.

Disney Princess Selena Gomez hosted the EMAs, which saw international acts including Coldplay, Lady Gaga, Bruno Mars, and Justin Bieber take to the stage at the city's Odyssey Arena. Meanwhile, local heroes Snow Patrol played a free open-air gig in front of Belfast City Hall to over 15,000 fans and Red Hot Chili Peppers rocked a packed Ulster Hall.

The night was a huge success, with the show being broadcast live to a global audience of over 1.2 billion people. In the UK, the Belfast EMAs achieved the event's highest viewing figures in eight years, with over 306,000 people tuning in to watch the ceremony. The red carpet show before the main event saw a 400% increase

in ratings and online coverage was up 530% on 2010 figures.

The MTV EMAs was the grand finale of Belfast Music Week with MTV 2011. From 30 October to 6 November, Belfast was bursting with music gigs and events. Over 170 live performances took place in 45 venues across the city, and bands, creative entrepreneurs and music fans took part in a packed programme of industry workshops, seminars and networking events.

Belfast Music Week brought an estimated 33,500 people into the city, 73% of whom would not have come to Belfast that day had the events not been staged. Some were local residents, some were from other parts of Northern Ireland, and some had travelled from other parts of the UK and Europe.

When surveyed, 96% of visitors rated the event positively, with 100% saying they would recommend

attending similar events – a resounding endorsement from our audiences.

It is estimated that the MTV EMAs generated over £10 million in additional tourism revenue for the city, with Belfast Music Week bringing in a further £1.86 million. The total economic impact of Belfast Music Week and MTV EMAs is estimated at almost £22 million when we include the PR value of media coverage, hotel sales, and expenditure of MTV in the city.



“

Belfast is a great party city. It's a great place for a night out, all the big tours go there now and it's known to be artist friendly. It was an easy choice for us.”

Richard Godfrey  
Executive Producer  
of 2011 MTV EMAs

“

We are absolutely delighted with the success of this year's EMAs. The overwhelming response to the show – coupled with today's ratings – perfectly demonstrates to audiences around the world that the UK, and specifically the beautiful city of Belfast, was the perfect choice to continue the EMAs legacy.”

Kerry Taylor  
SVP, Director of Television, MTV UK & Ireland

# The craic's ninety!

phrase: Belfast vernacular meaning 'This is great'

**Belfast placed itself on the world stage when it welcomed the MTV EMAs in November 2011. The city played host to hundreds of international TV crews, journalists, and celebrities across the week.**

In the region of 130 national and international press attended the 2011 EMAs, with journalists travelling from as far afield as China and the United Arab Emirates to experience all that Belfast has to offer.

On Saturday 5 November, the Northern Ireland Tourist Board programmed a showcase of local music in the Harland & Wolff Drawing Offices where Titanic was designed, with delicious tasters of local produce on offer. Visiting journalists left with a very positive view of a city which has a tremendous sense of history, coupled with future potential, as demonstrated by the recently opened Titanic Belfast visitor attraction and the neighbouring Paint Hall Studios, where HBO are currently filming the blockbuster 'Game of Thrones'.

During the red carpet show on MTV Europe, viewers saw a feature on Belfast in which a presenter took a journey around some of Belfast's most iconic sights. Tracks from Snow Patrol's live gig in front of Belfast City Hall were beamed in live to the ceremony which was broadcast to millions of viewers. A short film showing RISE, Belfast's new public art landmark by the artist Wolfgang Buttress was also screened to the assembled audience during the gig.

The Ulster Hall's grand organ also featured during Red Hot Chili Peppers' live performance, broadcast during the EMAs ceremony.

The British Council dedicated a two hour radio show to Northern Irish music on their internet station 'Selector', which goes out to an audience of over 3 million people in more than 30 countries. Presenter Goldierocks waxed lyrical about Belfast Music Week, and played tracks from local talent including And So I Watch You From Afar, Cashier No.9, Robyn G Shiels, Yes Cadets and Boxcutter. The show also featured a session from A Plastic Rose, and an exclusive mix from David Holmes, showcasing the best that Northern Irish music has to offer to a huge audience.

MTV Canada ran a three minute feature on Belfast Music Week during their hourly news bulletin. They also broadcast a 30 minute programme on Belfast Music Week in December 2011, which was viewed by an audience of over 6 million.

As expected, Belfast and its people rose to the MTV challenge and more than proved itself as a choice host city, earning widespread praise for its accommodation, nightlife, pubs, eateries, and world famous warm welcome.

MTV's Carol Brock described Belfast fans as "the best in the history of the EMAs". She was responsible for casting the event, filling the floor space at the Odyssey Arena with music fans who would respond well to the live acts on the night. "The energy and enthusiasm of all the contestants was absolutely incredible. Everyone got into the spirit – and we were thrilled by Belfast's support for the show. We would have loved to have cast everyone who came to take part."

Over 1,000 working crew travelled from outside Northern Ireland and stayed a minimum of five nights. An additional 4,200 visitors stayed a minimum of three nights. MTV ran competitions which meant that hundreds of competition winners from around the world travelled to Belfast to attend the event.

MTV alone booked more than 8,000 room nights for crew, artists, and VIP guests across a total of 40 hotels. This translated to an average

“

Belfast was just insane. The most joyous I've ever seen it. The spotlight shone positively... It's been an amazing experience.”

Gary Lightbody  
Snow Patrol

“

Belfast and its wonderful and welcoming people have raised the bar so high that we will be facing yet another challenge for next year's event.”

Robert M Bakish  
President and CEO  
Viacom International Media Networks





“

Belfast has been showcased like never before to a worldwide audience of millions and we should all be proud.”

Arlene Foster  
Tourism Minister for Northern Ireland

additional net profit of £393 over the three day period for each available hotel room, equating to an estimated £1.21 million in additional sales at hotels across the city.

“There has been a significant occupancy increase. Bars and restaurants that we are associated with have had pre and post awards parties and that has provided significant cash income for them.”  
Adrian McLoughlin, General Manager, The Merchant Hotel

Booking website Hotels.com reported an increase of 300% in searches for ‘Belfast’ by German tourists compared to the same period in 2010. The site also released figures to show that search queries for Belfast were up 200% in France, 61% in Britain, and 17% in the USA.

The hospitality trade also benefited from the event, reporting an overall average increase of 300% on normal trading for the same period in previous years. One bar reported an approximate increase in trade of over 430%. Belfast Music Week contributed significantly to increasing trade in this area, with £188,169 spent by attendees on eating out.

Belfast Welcome Centre reported an average increase in visitors of almost

63% across Belfast Music Week and the EMAs, with the month of October showing a significant increase in footfall, counter visits, and social media, email, phone, post and fax queries.

Alan Clarke, Chief Executive, Northern Ireland Tourist Board: “The city has earned credibility. Belfast has done it differently. We’ve had Belfast Music Week in the run up, as well as the City Hall and Ulster Hall concerts. Previous cities have only had the awards; we’ve created a sense of place in Belfast.”

Janice Gault, Chief Executive of the Northern Ireland Hotels Federation agreed, saying: “With MTV, it is an event of world standing, so you have the added bonus of getting seen on the world stage. That’s part of the normalisation process, where people see Belfast as a normal place to come, where events take place, and not some war-torn, tragic environment.”

Andrew Irvine, Belfast City Centre Manager, said there was a “... palpable sense this will change a world view of Belfast.”





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“Music is a key driver of cultural tourism. Our traditional and contemporary musical strengths can be a global calling card for the region, as the star-studded MTV EMAs clearly demonstrate.”

Carál Ni Chuilín,  
Culture Minister for  
Northern Ireland



# In the spotlight

The MTV EMAs created a media spotlight which shone brightly on Belfast and Northern Ireland in the run-up to the event. 2,399 articles appeared about the EMAs via media outlets locally in NI and around the world, generating £132 million advertising equivalent in coverage. The city of Belfast was mentioned in the majority of these articles with an OTS (opportunity to see, hear or read about) the EMAs of 2,408 million. National and local radio and television coverage amounted to 9.8 hours on air, with almost three quarters of that on radio. The television coverage alone had an equivalent value of almost £3 million across all the main channels, including BBC 1, ITV1, Channel 5, UTV, Sky News, and CNN.

Ninety print media titles contributed 455 mentions of the event. Getting in on the act were Metro London, The Sun, Daily Mail, The Sunday Express, The Sunday Times Style Magazine, Daily Record, and the Belfast Telegraph, as well as magazines like Grazia, Now, OK!, and Heat.

Across 120 websites including major players like Yahoo!, The Telegraph, The Sun, Hello! and Heatworld, there were 1,108 mentions of the Belfast MTV EMAs.

BBC NI's Across the Line became a lead partner in the programming of Belfast Music Week and the Belfast Telegraph, The News Letter, and The Irish News all ran stories in the run up to the event, reporting on the frenzied rumours being circulated about stars spotted around the city.

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Some people said he [Bruno Mars] was even better than our usual pianist, though I'm not sure I could afford him on a residency.”

Howard Hastings  
Managing Director, Hastings Hotels



Adele and Beyoncé were reportedly spotted at Belfast City Hall and Victoria Square, despite the fact they weren't at the awards, while there were reported sightings of Lady Gaga in many of the city's fish and chip shops! Sightings of Justin Bieber caused Victoria Square shopping centre to almost grind to a halt on Saturday 5 November, as any boy bearing a passing resemblance to the international teen sensation became the focus of crazed teenaged fans' attention.

The Belfast Telegraph revealed the true story that Bruno Mars played piano at the Culloden Hotel on the Thursday before the ceremony, accompanied by a wry comment from hotel owner Howard Hastings: “Some people said he was even better than our usual pianist, though I'm not sure I could afford him on a residency.”

Post awards, the local press were uniformly congratulatory, reflecting on how the event had put Belfast and Northern Ireland on the worldwide stage as a must-see destination. Many commented on the phenomenal success of the Snow Patrol gig at Belfast City Hall, while others reported on the glamour of the awards ceremony and how the music industry was “singing the city's praises after the EMAs.”

Taking into account the online coverage, print mentions, and on-air minutes across TV and radio, it is estimated that there were 669 million opportunities to see or hear a comment, news story, or broadcast about MTV in Belfast.

MTV estimates that the total equivalent PR value of this combined coverage is £10.9 million.

# Delivering the goods

**A huge number and variety of organisations, venues, suppliers, businesses, volunteers and individuals worked together to help make Belfast Music Week and the MTV EMAs a success. Belfast City Council, the Northern Ireland Tourist Board and the Odyssey Trust worked closely with Viacom International and MTV to bring the event to the city.**

Belfast City Council was overwhelmed by the support from our city's venues, promoters, managers, labels and bands to showcase the best Belfast has to offer during Belfast Music Week. Co-ordinated by the Oh Yeah Music Centre, our partners included NITB Northern Ireland Tourist Board, Tourism Ireland, Invest Northern Ireland, the Department of Culture, Arts and Leisure and the European Regional Development Fund under the European Sustainable Competitiveness Programme for Northern Ireland.

Tourism Minister Arlene Foster said she would "personally like to thank the Northern Ireland Tourist Board and Belfast City Council for their hard work in ensuring the awards were such a success."

MTV elected to work with local suppliers and businesses. As well as the 40 hotels used by the company, they also recruited local runners, backstage co-ordinators, production managers, event staff, security, catering, sound crew and riggers.

Local companies provided internet access and ISDN lines, as well as photocopier hire, portacabins,

fencing, branding, furniture, and food. Taxi and chauffeur businesses also benefited, with one executive travel company saying "The city has a lot to feel proud of. VIPs from all over the world came to Belfast for the weekend, and everyone left with an excellent impression."

Of the £8 million invested by MTV in the event, £2.13 million went to Belfast suppliers.

Other organisations like the Police Service of Northern Ireland also played a huge part in making sure that the event passed safely. Lord Dunleath of Ballywalter Estate, which hosted a number of VIP guests during the event, said that the MTV "head of security...told us that he had never ever had such co-operation as he had from PSNI. He said that he had always thought the NYPD were good, but the help he had here was in a different league."

Councils across Northern Ireland congratulated Belfast City Council and NITB on bringing such a major event to Northern Ireland. Fermanagh District Council released a statement saying that "major events of this nature are of immense benefit to Northern Ireland". And Craigavon Borough Council's Chief Executive Theresa Donaldson said that the success of the awards ceremony "has paid dividends with the amount of positive publicity that this event brought, not just to Belfast, but to Northern Ireland as a whole."

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The city was fantastic in talking to us and putting a marvellous pitch together. That was what swung it really, combined with a world-class venue, great hotels, and the infrastructure that can support it.

Local suppliers are critical not only for their expertise, but they also help us reflect the spirit of the host city. The professionalism in the Northern Irish marketplace is outstanding.”

Richard Godfrey  
Executive Producer  
of 2011 MTV EMA

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The 2011 MTV EMAs were an overwhelming success on every level. From a host city perspective, Belfast proved to be one of the best ever. Our partners at Belfast City Council and the Northern Ireland Tourist Board were second to none with a 'can-do' attitude that made operating in the city as smooth as possible. Also, the spirit of the community was overwhelming – the atmosphere throughout the weekend sizzled with excitement which enhanced the entire show experience from a talent, hospitality and sponsor perspective.”

David Lynn  
EVP & MD of Viacom International Media Networks UK & Ireland





# Belfast Rocks

**Belfast Music Week 2011 was the second annual celebration of the variety of talent, live venues, hospitality and creative energy that exists in the city. The event began on 30 October and successfully built up to the grand finale on 6 November, the MTV EMAs, hosted at the city's Odyssey Arena.**

There were more than 170 live performances in 45 venues all over the city. By the end of the week, over 33,500 music lovers had witnessed Belfast at its best, thanks to the proactive collaboration between local artists, promoters, media, entrepreneurs and many other stakeholders. These creative talents, business people and city representatives came together with a huge amount of effort and goodwill, as well as a collective intention to highlight Belfast as a significant musical city, with a strong legacy and an exciting future.

With 130 visiting press in the city, from national and international outlets, plus 23 film crews covering the lead-up to the MTV EMAs, media attention on Belfast Music Week was at maximum level. This provided us with a significant opportunity to highlight the many delights of our vibrant metropolis and its value as one of the hottest weekend destinations in Europe.

Belfast Music Week originated in September 2010, as a response to the city's first MTV event when Mark Ronson's Waterfront gig was recorded for broadcast on MTV. With very little time to prepare, the local music industry and Belfast City Council pulled

together to programme over 100 gigs in 30 venues. The keynote speaker was Nile Rodgers, a giant in the world of music production, the man behind Chic, and confidante of David Bowie and Michael Jackson. The success of the 2010 event highlighted the potential of an annual Belfast Music Week and prompted its return for 2011.

Once the city had secured the 2011 MTV EMAs, there was a little more breathing space for advance planning for a Belfast Music Week which would lead up to the big event in style. While the wealth of our youthful, exuberant music was an obvious fit with the MTV brand, we were also keen to showcase the sheer diversity of music available

in the city, as well as our undeniable music legacy and culture. And so we made sure to include jazz, blues and roots music in the Belfast Music Week schedule of events. The Ulster Orchestra featured, as did Belfast Music Society, celebrating its 90th anniversary. There was enthusiastic input from Fáilte Feirste Thiar, resulting in a series of west Belfast events, whilst the fledgling East Belfast Arts Festival delivered music at Connswater Shopping Centre and the Longfellow Bar. A bluegrass festival at the Spectrum Centre on the Shankill Road was also promoted during Belfast Music Week.





**A legendary venue**

With so much music history attached to The Ulster Hall, it seemed only right that a series of gigs there should form the backbone of Belfast Music Week.

Monday 31 October brought a live concert, curated by teenage promoters, Volume Control. The gig was broadcast by BBC Radio Ulster and streamed live by BBC Northern Ireland, providing an excellent showcase for local talent like A Plastic Rose, Rainy Boy Sleep, Silhouette, Axis of, and Colly Strings. This event provided an opportunity for younger music fans to attend one of Belfast Music Week's events as it was promoted as an 'all-ages' gig.

Tuesday 1 November was a chance for the troubadours to shine, as Foy Vance curated his 'Hoedown' with the help of singer-songwriters Katie Richardson, Anthony Toner, Rams Pocket Radio and Ben Glover. As well as playing their own individual sets, the artists collaborated with each other on stage, creating unique special moments for the audience to enjoy.

Wednesday 2 November saw the inaugural Northern Ireland Music Awards bring some showbiz glamour to the Ulster Hall. This was proof of a maturing industry, prepared to recognize its achievements and celebrate new talent. Stiff Little Fingers collected their Legend award and headlined a memorable night that also featured up-and-coming names like

Cashier No. 9 and General Fiasco.

On Thursday 3 November two of Northern Ireland's most prolific and celebrated songwriters, Tim Wheeler from Ash and Neil Hannon from the Divine Comedy, came together with their respective bands for a special fundraiser. Both men have experienced the effects of Alzheimer's in their families, and so chose to benefit the Alzheimer's Society. They were joined by The Undertones and John D'Arcy, as well as 1,740 fans, who experienced one of the most intensely memorable and emotional gigs of the year. Almost £30,000 was raised, and the Alzheimer's Society was given an important chance to raise their profile, with support from local actor James Nesbitt.



It was all about rock on Friday 4 November, with joint headliners The Answer and Therapy? playing the iconic Ulster Hall stage. Elsewhere in the city, Belfast clubs joined in with an imaginative spread of late night events.

Kasabian and rising NI stars The Japanese Popstars, played the Ulster Hall on 5 November, whilst Red Hot Chili Peppers played an exclusive one-hour set at the legendary venue the following evening, excerpts of which were broadcast live on MTV during the awards ceremony.



**Developing a Belfast music industry**

With so many leading lights of the American and European music business in the city, our burgeoning music industry was able to benefit from their expert advice and insights through a week of specially organized panels and workshops. These helped our singers, writers and performers make new contacts and increase their profile, whilst gaining invaluable knowledge on how to expand their businesses on an international level. Over 550 people attended the music industry

panels, which included sessions on recording, making a living from music writing, music synchronisation, production, management, marketing, and licensing from some of the leading figures in the industry. Speakers included Grammy and Recording Academy member, Jonathan McHugh, who was Senior Vice President of Film and TV at Island Def Jam Music Group and founding member of the Guild of Music Supervisors. Leading music supervisor Amine Ramer who works with film and television heavyweights Lions Gate, HBO, Showtime, MTV, The Style Network, Comedy Central and NBC also shared his expertise.

Music marketing legend Jason Spitz was also in attendance. He made his name running the official online store for The Grateful Dead, developing new merchandise lines for Dead Heads, and helping to release CDs, DVDs, and box sets of live recordings from the band's vault. He has also worked on web stores for the Frank Sinatra Estate and Rhino.Com.





### Small venues, big talent

Smaller venues embraced Belfast Music Week with vigour. Pubs, clubs, and venues such as The Mandela Hall, The Limelight, Spring & Airbrake, Duke of York, Crescent Arts Centre, Black Box and The Oh Yeah Music Centre all hosted gigs at which bands played to audiences including visiting managers, label bosses, and industry scouts.

Local bands secured places on festival bills like Eurosonic in The Netherlands, and won places on a showcase EP which was put together by Green Room Artist Development and Engine House Music, and launched in Los Angeles and the South by Southwest Music Conference in March 2012.

The Belfast Urban Affinity Festival enabled 190 young people aged 12 and over from all across the city to experience the music industry for a day. Supported by Belfast City Council's Community Festival Fund and the JP Getty Jr Charitable Trust, and endorsed by urban star Tinchy Stryder, the festival allowed the young people to participate in a series of workshops led by key figures from Belfast's music scene. COOL FM DJs gave tips on DJing and radio, while local music photographer Carrie Davenport gave budding photographers advice on how best to capture the excitement of live gigs. Local musicians were on hand to give instruction on songwriting and playing guitar, and there were also dance workshops, and the opportunity to record in one of the Oh Yeah music studios. The day ended with a live performance from rising act 'Fugative', a 17 year old rapper and producer from Essex.

It was so successful that they plan to run it annually, with a longer and more varied programme of events in 2012.



The Beyond Borders project combined the talents of Belfast techno DJ and producer Phil Kieran, and Swansea electronic outfit White Noise Sound. Three pieces of music were created in collaboration, with each act taking a pre-existing idea from the other and turning it into a new piece of work. This was followed up by live performances of the new music in Belfast and Swansea, and accompanied by a CD release of the new compositions.

### Looking to the future...

**By attracting so many fans into the gigs, sessions, industry panels and workshops, nurturing fledgling music businesses, and focusing on the huge amount of talent in the city, foundations were firmly laid for an annual event, which can continue to celebrate everything this unique city has to offer the world of music, long after MTV has rolled out of town.**

Every statistic that emerged was encouraging. Of those surveyed at live events, 73% were in Belfast purely because of Belfast Music Week. The positive rating was 96% and 100% said they would recommend an event. The attendees spent £188,169 eating out.

From the beginning, the local media understood the distinction between Belfast Music Week and the MTV EMAs. Even better, the sense of civic pride and achievement was palpable. A Belfast Telegraph headline of 27 October summed up much of this feeling, stating: "Ulster's Rock Music Scene Has Never Been More Vibrant."

Belfast Music Week was achieved on a modest budget, but the return on that investment proved immense.

Belfast City Council's website saw an increase in traffic of 70% during October and 56% in November on 2010 figures, and this is attributed largely to Belfast Music Week and MTV.



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**"This event will give young people from across the city the opportunity to become involved and get an insight into the music industry. And who knows, maybe we'll even discover some future talent and stars in the making."**

The Right Honourable,  
The Lord Mayor of  
Belfast Councillor Niall Ó  
Donnhaile (2011/2012)





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