

MTV Europe Music Awards Edinburgh 6 November 2003

The City of Edinburgh Council

Thursday 13 November 2003

Purpose of report

- 1 To report on the impact and benefits accruing from the MTV European Music Awards hosted by the City on Thursday 6 November 2003 at the Leith Arena and Princes Street Gardens.

Main report

- 2 MTV Edinburgh 2003 was the tenth anniversary awards show and put Edinburgh as a host city in the company of previous host cities such as Berlin, Paris, London, Milan, Dublin, Stockholm, Frankfurt and Barcelona. It is important to recognise that the event was primarily an awards ceremony for the music and media industry and not a public event.
- 3 MTV estimate that the awards ceremony was broadcast to 377m households in 166 countries with a potential viewing audience of one billion people. Based on this audience reach VisitScotland and the Edinburgh and Lothians Tourist Board have capitalised on marketing opportunities to project Edinburgh to key target markets for the City.
- 4 MTV Europe committed a significant investment to stage the awards ceremony in Edinburgh. Initial estimates of the immediate economic benefit from spend in the city is circa £4.5 million.
- 5 Approximately seven hundred and fifty representatives of the world's media attended the awards ceremony with media coverage significantly raising Edinburgh's profile as a creative city and a contemporary "must see" visitor destination. Edinburgh has enjoyed extensive exposure on MTV Europe Channels in the build up to and during the Awards Ceremony. It has been estimated that this exposure has been equivalent to £2.2 million worth of advertising.
- 6 MTV experienced unprecedented interest from Scottish suppliers in contracting for work associated with the ceremony. Fifty percent of suppliers used were from Scotland (some 33 companies) with an estimated three hundred Scottish company employees working on the site during the ceremony.

- 7 The creative industries in Edinburgh employ 21,000 people in 2,500 companies and generate £1.5bn annually for the Edinburgh economy. The awards ceremony has helped profile this sector locally and Edinburgh's creative industries profile internationally. This was achieved through the production of a promotional welcome pack that was placed in hotel rooms occupied by MTV visitors and business workshops. MTV are providing a guest speaker for the December 2003 Edinburgh Lectures event.
- 8 The Edinburgh Convention Bureau estimate that 8,000 bed spaces in thirty one hotels were booked, worth £1.5m to the city, in the days before and after the ceremony and many other venues, restaurants, clubs and pubs received spin off business. A survey of Edinburgh's Principal Hotels Association members show high occupancy rates over the week of the MTV Europe Awards. These were compared to the same week in 2002. Overall occupancy levels on the night of the awards were 98%, as compared to 75% on the same night last year. The percentage of occupied rooms during the week of the awards was up by 22% on the year previously, at 92%.
- 9 Some 14,000 people experienced the event at Leith and in the Princes Street Gardens. The free concert in Princes Street Gardens was a first for MTV and was seen as a thank you from MTV to the host city. The vast majority of the 8,000 tickets for this event went to Edinburgh young people.
- 10 Around 1,000 Edinburgh young people were actively involved in rehearsals, the "red carpet" and the actual awards ceremony. Participants came from local schools (principally Drummond High, Leith Academy, Trinity Academy and Broughton High), Colleges, Universities and Drama Groups.
- 11 MTV adopted the One City trust as its official local charitable organisation raising the profile of this new charity significantly. MTV will also be making a donation to the One City Charity.
- 12 MTV gave tickets for the awards ceremony at Leith to a number of local charities including Leith based Children with Cancer and Leukaemia Advice and Support for Parents (CCLASP) and the Sick Children's Hospital.
- 13 MTV produced a thirty minute promotional film profiling the city, which was broadcast on several occasions in advance of the event and held a number of music events in London, Birmingham, Manchester, Newcastle and Glasgow as part of the "Road to Edinburgh" build up. The Edinburgh and Lothian Tourist Board and VisitScotland used these events to promote Edinburgh and Scotland with the websites *eventfuledinburgh.com* and *visitscotland.com* being heavily promoted.
- 14 Edinburgh's hosting of the MTV awards ceremony further confirms the city's position as the festival and events capital of the United Kingdom and will assist the city working with Event Scotland in attracting future international events to the city and Scotland.
- 15 Brent Hansen, President and Chief Executive of MTV Networks Europe in the Sunday Herald (02/11/02) stated: "***Edinburgh is a majestic city, visually stunning, culturally diverse – and we are very, very proud to be here.***"

Feedback from MTV staff involved in the project is that they have not previously experienced such a positive and productive working relationship with key city agencies in any of the previous host cities. In my view, this is due in no small part to the extensive experience and expertise which Council staff and staff in partner agencies have in events management. I wish to place on record my appreciation for their hard work in helping to make the event such a success.

- 16 A full economic impact assessment drawn from data being gathered on expenditure and sample visitor surveys and debrief sessions with MTV staff is being undertaken and will be complete in December.
- 17 For those who missed the broadcast on MTV on 6 November 2003 the show will be broadcast on terrestrial television (Channel 4) on Saturday, 15 November 2003. An anticipated 1.2 million audience in the UK is expected to view this broadcast.
- 18 It has been reported that MTV intends to present an award to the city in recognition of a very successful event.

Recommendations

- 19 It is recommended that the Council:
 - notes the benefits through the extensive audience reach, high profile and positive media coverage of the awards ceremony, and their presentation of the image of Edinburgh on a world wide basis as a 'cultural and creative city' and 'contemporary must visit destination' arising from hosting the MTV Europe Music Awards Edinburgh 2003;
 - notes the significant local involvement of Scottish companies and local young people in the event; and
 - notes the immediate and direct local economic benefit calculated at circa £4.5 million from expenditure associated with the awards ceremony and the anticipated additional impact from visitor and other spend yet to be fully qualified.



TOM AITCHISON
Chief Executive

Appendices	None.	10/11/03.
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Wards affected	All	
Background Papers	"MTV Euro Awards Edinburgh 6 November 2003 Update". Executive of the Council 9 September 2003.	