

DICE × NEWPORT FESTIVALS FOUNDATION

FESTIVAL CASE STUDY

How Newport Festivals Foundation modernised their iconic festivals

Since the 1950s, Newport’s Jazz and Folk festivals have been defining moments in live music – from Miles Davis’s solo on ‘Round Midnight’ to Dylan going electric, they have a significant place in history. These family festivals are deeply rooted in their community and attract thousands of fans from around the world every year.

THE LOWDOWN

100%

of tickets sold on the on-sale date for Newport Folk Festival

0

fraudulent tickets presented at 2022 Festivals

29+

countries had ticket purchases from more than 1K fans



Credit: Cory Wong



DICE works with the world’s best venues, artists and creators to get people out more

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Credit: Brian Lima

Brief

Newport Jazz Festival and Newport Folk Festival® are both large events that bring in 10K fans a day, which means they need simple, effective ticketing and onsite management to run smoothly. After years of paper ticketing, Newport Festivals Foundation was ready to modernise the fan experience and switch to entirely digital ticketing, which would remove any chance of fans buying fraudulent paper tickets, while also making the ticket-buying process much easier.

Strategy

- With many existing Newport Festivals fans being used to paper ticketing, it was important to provide guidance and support to the festivals as they got started with digital ticketing. The Fan Support team at DICE were on hand to answer questions and troubleshoot as fans downloaded the app and purchased tickets.
- For years, Newport Folk Festival has consistently sold out on its on-sale day – the DICE app would make it easier and fairer for real fans to get tickets by cutting out resellers without affecting the speed of sales.
- Fairness and equity for fans have always been essential values for Newport Festivals Foundation. With DICE’s Waiting List, fans could return their tickets to be sold to other fans at face value without unfair prices from touts.
- Effective reporting and regular catch-ups with an account manager kept every part of the event lifecycle easy for the Newport Festivals Foundation team.

Results

Both Newport Folk Festival and Newport Jazz Festival reported that no fraudulent tickets were spotted: fans had successfully avoided the secondary market through the DICE app.

New fans found the festivals on their Home feeds, with 10% of transactions powered by DICE’s personalised recommendations.

Existing fans were more likely to be used to paper ticketing, but they were able to adapt to DICE well, encouraging each other online about how to use the app and espousing the community

spirit that’s kept the festival alive. International fans travelled from 29 different countries, including Australia and France, with over 1,000 tickets purchased. The festivals have retained their fan-first principles, delighting hundreds of thousands of people with a smooth festival experience.



Credit: Brian Lima

“A whole new ticketing system that was completely digital for fans was intimidating at first but festival-goers engaged well with DICE. The most important thing to us is fan experience, and to see fans of all ages using the app quickly was great. Eliminating ticket fraud was also an important piece of the puzzle, and after reporting zero fraudulent folk tickets this year, we’re very satisfied with our new ticketing partner.”

DEB GIRARD, Director of Ticketing & Administration, Newport Festivals Foundation