



## Increased EDM/DJ Music Trend

by Bob Galombeck

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Electronic Dance Music (EDM) is increasingly growing in the Indian gaming industry. What first started as simple DJ work playing self-chosen cover music and taking customer requests has expanded into full blown concerts with video, dancers, special effects, fog machines, complex digital audio, and producer/DJ’s performing live at the same time. The number of EDM artists on the scene has become very significant in a short period of time. And pricings are just as widespread as what we see with musical acts.

EDM music is generally a broad range of percussive electronic music produced for a mix of seamless playback by DJ’s. Many of these DJ’s are experienced producers as well as songwriters. The younger generation of concertgoers love the continual beat and groove accompanied by all the lights and video. And many of the DJ’s behind the electronics help encourage the experience with a whole lot of energy through their own onstage live entertaining through rapping, singing, dancing, sampling live, etc., as well as playing guitars, keyboards, etc., at the same time. It is no longer a static artform of simply spinning pre-programmed, pre-planned music. These are loud and large entertaining dance parties and all the ingredients are meshed together into an impressive experience.

The number of genres within EDM and their respective subgenres reads like a whole new language. Dub, house, trance, techno, hardcore, breakbeat, and so on. The subgenres are many for specific branding within each. This has been growing at a rapid pace right underneath our noses, and only for the past 10+ years. Its evolution can be partially attributed to the hip hop and disco 70s eras of music.

Much of the EDM performances can be found in larger capacity clubs and at festivals. Festivals are widespread throughout Europe and there are several significant festivals in the U.S. Electric Forest, TomorrowWorld, Electric Zoo, are just some of the names we have seen here in the states. TomorrowWorld had over 140,000 people attend in its first year (five years ago) and had over 300 EDM artists performing on eight different stages. Many do not have curfews and music runs all day and night.

Many of the EDM performers are extremely unique in putting together their artform. They know how to get your attention. Marshmello, an EDM producer and DJ, is very

successful, and just this past year had one of his original songs chart on the Billboard Hot 100.

Many casinos haven’t explored EDM music much up to this point. There is still a wealth of musical artists and other entertainment such as comedians making themselves available to casinos to keep the showroom schedules full for quite some time. Young country headliners and support acts are very attractive to millennials (born roughly between the early 1980s and the early 2000s). But, at some point, exploring this newer musical entertainment concept may be beneficial. It will potentially draw that younger millennial crowd, which is a very predominant discussion at today’s casino marketing conferences. This crowd will more and more become the mainstream crowd looking for how to spend their entertainment dollars, and you want to be able to attract them to your property.

How to introduce and present EDM at your property could be a challenge. If your main concert option is stationary seating, that won’t work. This is a crowd that wants to be on their feet. Using a ballroom or bingo hall with a decent capacity is possible, or doing an outdoor event to present an EDM event can work, but maybe not with the same ambiance as these concertgoers would prefer. A club-like setting with easy access to drinks and food, maybe even attached suites, is all very attractive to this demographic. It’s something to consider for the future with any remodels that could be in the planning stages. You can certainly test the waters with an inexpensive EDM artist and see what the results are.

The other question becomes whether this demographic will engage in gaming once on site. We really don’t know the answer to this as yet, but we do know that they are unlikely to sit and play slot machines for hours and hours on end. They want interaction in all they do. They like things fast and now. Some of the newer and more intriguing electronic games that cater to this crowd may also be an important part of any future planning.

EDM is growing rapidly and there are many artists on the scene now. It is not going away. If your venue wants to capture this demographic as part of your future traffic, preparing for the EDM crowd may be something to consider. ♣

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