



Association of
Professional Wireless
Production Technologies

Starlight Express without Sound?

Bruno Marx, Vice President APWPT
EMR Workshop 25.09.2012

Europe-wide Events: Eurovision Song Contest 2011



- 115 million TV-viewers
- Largest LED screen ever
- Total of 273 PMSE links over 2 weeks
- Major trade fair directly adjacent

„Coordinating the logistics of ESC and Interpack is a nightmare I don't want to relive.“

Ian Hume, Messe Düsseldorf



Picture: Matthias Fehr

Eurovision Song Contest PMSE growth



Growth of PMSE links used only by Song Contest performers

1998	Birmingham / UK	40 ch Mic	+	2 ch IEM
1999	Jerusalem / Israel	42 ch Mic	+	6 ch IEM
2000	Stockholm / Sweden	48 ch Mic	+	16 ch IEM
2001	Copenhagen / Denmark	48 ch Mic	+	16 ch IEM
2002	Tallinn / Estonia	54 ch Mic	+	16 ch IEM
2003	Riga / Latvia	54 ch Mic	+	16 ch IEM
2004	Istanbul / Turkey	54 ch Mic	+	16 ch IEM
2005	Kyiv / Ukraine	54 ch Mic	+	16 ch IEM
2006	Athens / Greece	54 ch Mic	+	16 ch IEM
2007	Helsinki / Finland	58 ch Mic	+	16 ch IEM
2008	Belgrade / Serbia	58 ch Mic	+	16 ch IEM
2009	Moscow / Russia	56 ch Mic	+	16 ch IEM
2010	Oslo / Norway	72 ch Mic	+	32 ch IEM
2011	Düsseldorf / Germany	82 ch Mic	+	40 ch IEM
2012	Baku / Azerbaijan	104 ch Mic	+	80 ch IEM

Global Events: Olympic Games in London



- Several billion viewers worldwide
- Biggest most impressive games ever
- Hundreds of PMSE links in use for over 7 weeks
- Live events, only once in a lifetime



Entertainment: U2 360° world wide tour



- 10 million watched a live stream on YouTube
- 83 wireless microphones and in ear monitors
- Album sales ↓, Tour productions ↑

“The wireless thing has been a battle here in Barcelona which is a notoriously bad city for RF, with things flying about all over,”
Dave Skaff, audio engineer



Picture: U2

Musicals: Starlight Express

- Without PMSE, no Starlight Express
- 27 PMSE links used 6 days a week
- Since 1988, a job motor

Superfan Andrea Rau
has seen Starlight Express
More than 900 times.



Starlight Express GmbH

News Events/Elections: German Federal State elections



- Enormous coordination effort
- Up to 400 PMSE links used simultaneously

Freedom of Press is a national concern:

According to the Press Freedom Index 2010, Finland has the greatest freedom of the press.



Picture: Matthias Fehr

Corporate Events: IAA Motor Show, Frankfurt



- Hundreds of PMSE links in use over 7 days
- PMSE = source of income for many

We've heard that the next Mondial De L'Automobile in Paris will be using 90 PMSE links during it's opening ceremony.



Autoplenum.de

Conclusions



- PMSE has greatly influenced the way the Culture and Creative Industry has grown and prospered.
- PMSE effects everybody's lives.
- APWPT is engaged in continual growth and diversity of the European Culture and Creative Industry.

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