

## Music is big money!

Dutch music isn't only popular inside the Netherlands. In 2011 Dutch music artists earned over 100 million euros outside the Netherlands. Most of the money is coming from the USA.



Armin van Buuren



Tiesto



Afrojack

Within one year 23% more money is earned by making music. The export of music is growing for 8 years in a row. Most earnings come from techno- and dance music. Artists like Armin van Buuren, Tiesto, Afrojack bring in 76% of the profit. We are top of the bill in the dance-scene.

But be aware: the money is earned the hard way: they have to work for it. Very hard. The list below shows how many gigs the DJs make each year. I suppose they have to work much more hours next to the performances to make sure new material, new music will be produced.

1. Chuckie (202)
2. Tiesto (186)
3. Afrojack (175)
4. Laidback Luke (151)
5. Hardwell (133)
6. Dash Berlin (121)
7. Fedde Le Grand (113)
8. Sidney Samson (113)
9. Sander van Hoorn (113)
10. R3HAB (112)
11. Bingo Players (110)
12. Armin van Buuren (109) = the man to beat, he is world's best DJ 2012.
13. Ferry Corsten (104)
14. Sander Kleinenberg (100)
15. Bart B More (100)

Most performances are in the USA, Belgium and Germany. But Latin-America is booming the last few years.

There is another Dutch artist who is world famous in his genre: popular classic music. He travels all over the world performing together with his own orchestra. And be aware this isn't a band of 5 people, he employs dozens of musicians. His name: Andre Rieu. In 2009 he sold nearly 1.000.000 tickets making 64 million US dollars! He closed 2009 ranking 6 place of best-selling music artist. Maybe Madonna and Britney Spears are more popular by the paparazzi, but this quite Dutch man is making much more money! In 2011 he dropped a few places (15<sup>th</sup>) but actually he was making more money that year (67 million \$).



We like to continue our position in the top. New young talent is already knocking at the door to storm the charts: Eric van den Boom. 14 years of age. At the age of 13 he started studying physics at the university! He was the one to perform during a welcome party of the Olympic sportsmen and –women coming back to the Netherlands (given by our Queen!!).



Student, teenager but most of all dj.

Just YouTube a bit and you will find lots and lots of music from these guys. Have fun.

ProHolland motor vacations.