

## **"What single invention or idea would you like to see happen in the next ten years?"**

If you would like to send feedback, comments or suggestions for future Your Shout topics, please email: [info@iq-mag.net](mailto:info@iq-mag.net)



### **TOP SHOUT!**

**Jens Michow – IDKV**

I dream about the future every night and I'm aware that ideas and inventions take time to become reality, but I'm pretty sure that by 2020 we'll see the following:

- The interest of the European promoters associations will be represented by a single Pan-European umbrella association, with a professional managing director.
- Because the last reasonable tax revenue in most European countries comes from live entertainment,

governments will have made desperate efforts to fund all areas of this market.

- European promoters will be free to choose any European performing rights organisation and will not be tied to associations in their own country.
- Waves of authors will leave European PRS companies and because income from mechanical and airplay rights is less than marginal anyhow, they will clear the relevant performing rights income with the promoter directly.
- Withholding taxes will be abolished.
- The recording industry will be fully controlled by the promoters.
- The unequal Social Security for artists in countries like Germany will be abolished.

Unfortunately, when I wake up, I realise it was just a dream...

**Tim Clark  
and David Enthoven  
– IE Music**

Collective licensing of all recorded music.

**Roger Edwards  
– Palladium Dubai**

There is no substitute for the live experience, being with like-minded people; technology and inventions will never change that. However, I would wish for truly bottomless pockets to meet car park and bar costs.

**Rob Holden – IHT Records**  
Inflatable backline.

**John Gammon – Pollstar**  
A faster keyboard. Typing stories takes up far too much of my time.

**Mark Harding – Showsec**  
An outdoor-festival morning de-grumpifier with priority given to those who stayed up too late on the first night of the event.

**Andy Lenthall – PSA**  
A humourtron-automated *Your Shout* response device.

**Ed Grossman – MGR**

I would like to see a holographic 'Gigcaster' machine invented, in 2, 3 or even 4D.

It would have access to every gig that ever took place. You would choose the concert you wanted to be at and it would beam itself into your 'gig room' at home.

So for example, if you wanted to see The Three Tenors, they would all appear life-size and complete with orchestra. Personally, I would choose the 1990 World Cup event as it was their first gig. And for an extra monthly payment, the Gigcaster can beam the audience to you as well.

Promoters can choose to make deals that only allow a Gigcast, say, three months after the show or tour or sooner if they wish.

4D is required if a festival is being beamed. The 4th D allows the smell, the taste, the weather and perhaps the food to be enjoyed. Imagine having John Lennon sitting at your piano singing *Imagine* or Fred Astaire dancing next to you.

**Bryan Grant  
– Britannia Row**

A new, digital, give-a-toss meter because mine's broken already.

**Martin Goebbels  
– Apex Insurance**

There becomes a "secondary insurance policy market" which raises prices as high and as quickly as it has tickets. I own the rights to the idea so can retire to a sunny beach (one which has been saved from sinking or burning up with global changes by a fantastic new invention....or perhaps a simple one such as "care") and watch Chelsea games beamed live to my iPod while you all discuss at every conference panel for the next ten years.

The conference will of course take place via satellite links so saving flights and gasses, and keeping my beach even safer! Happy days!

**Kari Pössi  
– Blue Buddha Agency**

I want to see a new email system that is very

similar to the old-style telephone: eg one email at a time. Only once you've answered it do you get the next one. That way there's no stress anymore!

**Rense van Kessel  
– Friendly Fire BV**

I'd prefer warping (like in *Star Trek*)... would save a hell lot of time...

**Gus Gómez – LD Eventos**  
I'd love to see wireless power distribution. How much easier our lives could be!

