

2019 Annual Report

Movement Entertainment are glad to share with their supporters the results obtained in 2019, a year marked by the extraordinary recognition of the DJ Awards to KFF as best International Music Festival.

Productions and cultural activity

4 Festivals have been produced in 2019 (Movement Torino 14th edition, Kappa FuturFestival 8th edition, InDepenDance 5th edition, Movement Croatia 4th edition), together with 10 Cultural happenings e 50 Clubbing “episodes” managed by Audiodrome live Club, counting overall more than 150k attendees during the year.

Movement Entertainment renewed the collaboration with some of the most important local cultural institutions of the municipality such as: Fondazione CRT, Fondazione Links, the Environmental Museo, the Museum of Saving, Politecnico di Torino, University of Turin.

The partnership with 19 leading industrial groups has been consolidated: BasicNet Group, Campari, CGT-Caterpillar, Flixbus, GEDI Gruppo Editoriale, GTT, JTI, L’Oreal, Monster-Energy, NH Hotels, Peroni, Pioneer DJ, Platinum Group, Publicis, Reale Group, Sagat-Torino Airport, TicketOne, Unilever, Volkswagen Group.

Movement Entertainment hosted 180 international artists and over 1.4k people were employed with a full-time equivalent of 50 employees.

Tourism and economic outcome on the territory

Movement Hospitality System® promoted 17k overnight stays in partner hotels (+6%) and over 15k rides with their Mobility Partner (intercity buses, bike sharing, taxis and local transport service).

The positive economic outcome on the territory has been estimated in 34 million euros.

Innovation

Movement Entertainment is among the few European companies in the live electronic-dance music industry that has established its own cashless circuit: the digital payment method through a loyalty card that reduces the circulation of cash, improved the accounting procedure and grants commercial and institutional partners a unique platform to interact directly with the Festivals’ audience.

Multimedia

International media partners have promoted Movement Entertainment’s productions, with a media campaign valued around 3 million euros, placing the city of Turing and Piedmont at the centre of their editorial focus. The group’s Facebook pages register 371k followers (+15%), while Instagram 167k (+40%) unique visitors and 790k viewed pages. Social media overall reach is 27 million users*.

* the number of people reached by contents produced and published on Movement Entertainment’s pages.