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Rock in Rio: The Festival

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Introduction

With its first edition in 1985, *Rock in Rio* transformed the cultural and art scene in Brazil. Before it, the country was not well regarded by artists and their international managers. Thirty years later, *Rock in Rio* is one of the largest festivals in the world with successful editions being held in several countries.

Since its creation, Roberto Medina has understood the importance of the public in ensuring the success of the event. For him, “the stage was the heart, but the audience was the head, legs and arms... It was all part of the *Rock in Rio* body and every organ should receive equal treatment” (Carneiro, 2011: 42).

The success of the festival can also be explained by the professionalism, determination and efficiency of its implementation throughout its history. This chapter shows how *Rock in Rio* has become one of the largest festivals in the world and details the strategy behind the actions that have helped the festival achieve this.

How it all started

Rock in Rio is a significant milestone for several generations of fans and also for Brazilian show business, placing Brazil in the spotlight on the global entertainment scene. In commemorating its 30th anniversary in 2015, *Rock in Rio* has many other reasons to celebrate, namely being one of the most valuable brands in the world of entertainment, playing a critical role in the professionalization of the major events in the country, and having opened the country to international artists.

Sixteen other editions have been held: in Rio de Janeiro, Lisbon, Madrid and Las Vegas (2015). Taking into account all Brazilian, Portuguese, Spanish, and American editions, more than 7.7 million people have attended the event which has been broadcast to 1 billion viewers worldwide (by TV and internet). Over 1,359 musical acts have performed on the event stages, totaling 1,200 hours of music. In the 2013 edition 185 countries received the festival, and it was covered by 500 journalists (Teresa-Levin,2015a).

The first edition of the festival began on 11 January 1985. The difficulties were monumental and impressive. Nonetheless, its statistics are quite magnificent. The place chosen for the construction of the first City of Rock was an area that needed 77,000 trucks with earth to level the marshland and tons of manure to