



Christina Bilde, Roskilde Festival

AUDIENCE COMMUNICATION

8 days

9 stages

180 acts.

100.000 guests

Ticket price: 1,995 DKK.

Arranged by:

The Roskilde Festival
Society and app. 30,000
volunteers.



LCD
SOUNDSYSTEM
WIZ
KHALIFA
TENACIOUS D
TAME
IMPALA
RED HOT
CHILI PEPPERS
MACKLEMORE
& RYAN LEWIS
25 JUNE - 2 JULY
ROSKILDE
FESTIVAL
2016
MO
NEIL YOUNG
+ PROMISE OF
THE REAL
NEW
ORDER
PJ HARVEY

ACTION BRONSON • AT THE DRIVE-IN • BIFFY CLYRO • BOMBA ESTÉRO
BRING ME THE HORIZON • CHVRCHES • DIZZY MIZZ LIZZY • FOALS
FUTURE • GHOST • GOJIRA • GRAMATIK • GRIMES • JAMES BLAKE
KVELERTAK • THE LAST SHADOW PUPPETS • M83 • MAC DEMARCO
MIKE SNOW • THE ORCHESTRA OF SYRIAN MUSICIANS • DAMON
ALBARN • GUESTS • PEACHES • SANTIGOLD • SAVAGES • SIVAS
SKEPTA • SLAYER • SLEEP • STURGILL SIMPSON • TIKEN JAH FAKOLY
YOUNG THUG

ALEX VARGAS • ANA TIJOUX • ANDERSON .PAAK • ANDROMEDA MEGA EXPRESS ORCHESTRA
ANNA VON HAUSWOLFF • AURORA • BABA COMMANDEANT • THE BANDINGO BAND
BABBADNOTGOOD • BALANI SHOW BUSINESS DE BAMAKO • BIRDY NAM NAM • BISSE
BLACK BREATH • BLAUE BLUME • BLICK BASSY • BLOOD ORANGE • BLOOD SPORT • BLUES PILLS
C'MON TIGRE • CALYPSO ROSE • CAR SEAT HEADREST • CATE LE BON • CATTLE DECAPITATION
CHOIR OF YOUNG BELIEVERS • COLIN STETSON & SARAH HEUFELD • COURTNEY BARNETT
DAMILY • DANKO JONES • DAVID AUGUST • DAWN • DESTROYER • DILLON • DIAT • DJ PAYPAL
DUSKY • ELF KID • ELLE KING • THE ENTREPRENEURS • EX EYE • EXEC • FLOATING POINTS
FOX MILLIONS DUO • FRANK CARTER & THE RATTLESNAKES • FREDDIE GIBBS • FOLLAKZOID
GAYE SU AKYOL • GRAVEOLA • GUARDIAN ALIEN • HALSHUG • HAYDEN JAMES
HELLO PSYCHALEPPO • HIGHASAKITE • HINDS • HO9909 • HURRAY FOR THE RIFF RAFF
IMCHRAE • JACOB BELLENS • JONAH BLACKSMITH • JUNIUS MEYVANT
KAITLYN • AURELIA SMITH • KAKKNADDAFAKKA • KALASCIMA • KARL HECTOR & THE MALCOUNS
KHUN MARIN'S ELECTRIC PHIN BAND • KUEDO • LARS VAULAR • LETLIVE • LIGHTWAVE EMPIRE
LISS • LITTLE SIMZ • LOS PIRANHAS • THE MINDS OF 99 • MUELLER ROEDELIOUS • MURA NANA
MUTOID MAN • ODESZA • OFFICERFISHDUMPLINGS • PAPER • PAT THOMAS & KWASHIBU AREA BAND
PROTOMARTYR • QWANQWA • RANCHO APARTE • RECONDITE • RISING • SCARLET PLEASURE
SHADES • SILVANA IMAM • SLEAFORD MODS • SO PITTED • STORMZY • SUMAC • TAL NATIONAL
TSJUDER • TUSKEGEE (SETH TROXLER & THE MARTINEZ BROTHERS) • UNCLE ACID & THE DEADBEATS
VASSVIM • VINCE STAPLES • WHITNEY

COUNTDOWN / RISING / STREET - 26-28 JUNE

BABY BLOOD • BERSERK • CHILDRENN • CHINAM • DEADPAN INTERFERENCE • DREAM WIFE • EMILIE RAMIREZ • F.M.K.
FIRST RATE • FOR AKIA • GENTS • GUNDELACH • GUNS • HAVE YOU EVER SEEN THE JANE FONDA AEROBIC VHS?
HOCKEY SMITH • IAN MRS. KALAM • KASSO • KATIE MAROTT • KATINA • KAYAKERS • KID 27 • KILLAZ
MASAGOLD • NEUDOZA • NIKKYWHILE • NIVUANA • ONDI BLOD • ORN • PALACE WINTER • PHLAKE • THE POWPOW
REYKJAVIKURDÄTUR • SAVEVS • SHY SHY SHY • SOHO REZANEJAD • SOLEIMA • SUDAKISTAN • VIRGIN SUICIDE
WHY BE • YAST

DON'T MISS THE FULL EXPERIENCE
MUSIC ARTS FOOD SUSTAINABILITY FREEDOM CAMPS
AND KICKING IT WITH MORE THAN 100,000 NEW FRIENDS IN THE FESTIVAL CITY

TUBORG MUSIC

2016

NON-PROFIT
SINCE 1972

The Roskilde Festival Society

The purpose of The Roskilde Festival Society is to support initiatives benefitting children and young people and to support humanitarian and cultural work. The society's work is independent of party politics and has no geographical borders.

Since 1971 more than € 26.4 million has been donated to Doctors without Borders, Amnesty International, Save the Children, The World Wildlife Fund (WWF) and many more organisations.

A young woman with blonde hair, wearing a dark jacket, is smiling and raising her arms in a crowd. She is holding a white cloth or bag in her right hand. The air is filled with a large amount of white confetti or streamers, creating a festive atmosphere. Other people are visible in the background, also appearing to be part of the celebration.

***We want to develop openminded,
playful and socially enganged people***

The 4th largest city in Denmark



A city of app. 130,000 inhabitants

... one of the biggest festival in Northern Europe

... and one of the biggest 8-days festivals in the world



THE ROSKILDE AUDIENCE



The volunteers





















Five Communication Strategies

Co-responsibility Strategy

MAKE THEM FEEL CO-RESPONSIBLE

Involvement Strategy

ENGAGE THEM

Response Strategy

SHOW THEM

Information Strategy

TELL THEM

Tacit Strategy

SAY NOTHING

X



