

Amsterdam Dance Event breaks all records

The world's most important event for electronic music underlines Dutch success

The Amsterdam Dance Event (ADE), the world's leading event for electronic music looks back at another record breaking edition. The 17th edition of ADE, an initiative of Buma, took place in the city of Amsterdam from October 17 to 21. For five full days Amsterdam turned black and yellow, the distinctive colors of the ADE, and the city was taken over by 200.000 music lovers and 3.800 music professionals from all around the world. With this record breaking edition the ADE underlines its leading position in the world of electronic music and the success of the entire Dutch dance sector.

The ADE has been the biggest international club festival and the world's most important music conference for dance and electronic music for many years. The last edition is one in which the scale increased even further, with performances from 1.700 national and international artists, spectacular keynote speakers from around the globe, 350 special events for the most diverse audiences and a record number of 75 clubs & venues. New this year was the addition of ADE Playground, a special program for festival- and conference visitors at 20 locations with a broad program of film screenings, discussions, showcases, product presentations and in-store events.

Official numbers

200.000	festival visitors
3.800	conference visitors
1.700	artists
75	clubs/venues
350	journalists & media

Economic value of Dutch dance sector half a billion euros

The big international successes of the Dutch DJs and the dance scene were highlighted in a report about the economic value of the Dutch dance scene, which was presented during the ADE. The report revealed that over half a billion euros (587 million) is generated in the sector every year. The full report is available for download at the ADE website.

Dutch DJs well represented in DJ rankings

During the DJ Mag Top 100 award ceremony, it was emphasized that the Dutch DJs play a prominent role in the ranking of best DJs. The big winner is Armin van Buuren, who managed to win his fifth victory after a year of absence. Furthermore, half of the top 10 consists of Dutch DJs, and there are 22 Dutch DJs in the full top 100. Also notable is the rise of the harder dance styles, which are ranked 9 times this year. The full DJ Mag Top 100 can be found on the ADE website.

The ADE took place from October 17 - 21 and is organized by Stichting Amsterdam Dance Event, an initiative of Buma.

For more information: www.amsterdam-dance-event.nl