

	Woodstock 1969 (the original)	Woodstock 1994 (25th anniversary)	Woodstock 2013? (the possibilities)
Dates	Aug 15-18 1969	Aug 12-14 1994	Variable
Number of Days	4 days	3 days	Variable
Location	600 acre dairy farm in Bethel, NY	840 acre farm in Saugerties, NY (the original considered site from 1969)	Single or multiple geos. Physical and digital spaces.
Music Acts	32 music acts – professionally booked	More than 60 acts – professionally booked	Professional booked and “crowd-sourced”
Stage(s)	Single stage	Two stages with Jumbotrons	Multi-location plus virtual.
Paid Attendees	100,000	350,000	Multi-tier Freemium model. Global access.
Actual Attendees	500,000 estimated	More than 350,000	Multi-tier Freemium model. Global access.
Press Coverage (during event)	Few reporters from outside the immediate area were there	Significant news and entertainment coverage onsite including MTV and CNN (satellite trucks)	MSM, bloggers, curators. At site and remote. Audience as story creators and distributors.
Official Media (post event)	“Woodstock” documentary 1970 directed by Michael Wadleigh, edited by Schoonmaker & Martin Scorsese	Live concert segments on MTV as well as post event packages	Focus on online and mobile delivery of Freemium elements
Brand Sponsors	None	Pepsi as major overall sponsor via onsite logos, product placement and concessions , and cable TV sponsorship.	Physical and digital packages. Possibilities from overt ads/sponsorship to deep contextual content.
Digital Technology	None (unless you count 8-tracks and PA systems)	Most technology in hands of “pros” with limited access to “crowd.” Walkie talkies, basic cell phones, consumer camcorders, early digital still cameras. Pros had higher end betacams.	Hardware: smart phones, tablets, laptops, digital video cameras, GoPros, DropCams. Platforms/networks such as: Twitter, YouTube. In hands of everyday people & mainstream media
Internet Connectivity	Didn’t exist	None to the public. Brought into the “Woodstock News” production area with limited distribution of text reporting out to a just emerging public Internet	General population Internet access from 13% in Africa to 74% in Europe (2011 stats).
Geographic Limits	Limited to people at the event site only, until they traveled home.	Largely limited to people at the event or with cable subscription (MTV), with limited Internet text publishing.	Geographic boundaries broken. Comparable experiences to those at the event, as well as to almost anywhere on planet., real-time.
Digital Media Produced	None	“Woodstock News” - 2/day video production–created almost exclusively using consumer digital media tech in onsite production facility (tent). Distributed via Jumbotrons.	Fast, real-time and ubiquitous from both the pros and the audience. Range of production values and impact.

