



How technology is pushing DJs to extinction

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Facing increases in duty on beer, competition from supermarkets, changes in social trends, it's hard to escape the facts that 1,000's of pubs and club venues have closed over the last few years. Recently, it was announced that 11 pubs per week are closing across London and many more will undoubtedly close in the future.

Venues are fighting for their survival and looking towards ways of saving money as well as generating custom. Little surprise then, that venues have turned to companies which offer solutions to save them money yet still allow the venue to offer a variety of entertainment in the form of a 'management system', which can be used every night and effectively costs less than most Jukebox only hire schemes and of course, DJs.

Electronic entertainment management systems are not new, but the level of sophistication, quality and support today is impressive.

Instead of a venue manager paying more than £80.00 for ONE NIGHT's entertainment, he or she can pay £80.00 a WEEK for a system which will provide 24/7 entertainment - every night of the week ranging from race nights to bingo to Karaoke, etc. So, if the manager uses the system in some capacity every night, it will cost £80.00, so divided by 7 = £11.43 per night. That's £48.57 cheaper than Sixty Quid Sid!

Can you hire out your mobile disco, karaoke or video disco for £11.43 per night, because technically, this system will do exactly the same! And it can feed up to 10 Plasma displays! They come loaded with THOUSANDS of licensed video and music tracks right up to the latest top 10, and do not require an experienced DJ to operate!

The DJ sector should be afraid....very afraid.

The hospitality magazines, pub and club trade publications already feature ads for such systems, add to that exhibitions at G-Mex, Olympia and NEC and the rest, as they say, is not rocket science!

Of course, Pub DJ's will have a choice! They can work for less than £80.00 or get replaced by one of these systems. Basically, if venue owners are spending more than that on a DJ / Karaoke or Band, then they'll SAVE money by installing one of these systems.

Technology has certainly had an impact across the music and entertainment industry. The market for DJs is becoming increasingly smaller, and with these systems already in operation in 1,000's of UK venues, little surprise that the diary is going to look emptier and emptier!

By the time you've read this article, another venue will probably be considering moving towards technology based entertainment management, adding to the thousands of satisfied customers up and down the country reaping its rewards. These customers seem to think so:

- Butlins
- Cavalier
- Enterprise Inns
- Greene King
- Honeycombe Leisure PLC
- Inspired Inns
- IMP
- John Barras
- Pontins
- Punch
- Scottish & Newcastle

Of course for a long time, the hospitality and entertainment sectors have complimented one another. Yet in spite of this long 'relationship' promoting trade in the local community, we are seeing respected hotel businesses evidently running at a loss and pushing the £999 wedding packages. If these hotel companies with teams of qualified marketing executives can't make the wedding business pay without offering cheesy 'Tesco style value packages', what hope has the average DJ? No surprise then that the Pub DJ market is also going to receive its fair share of misfortune.

Already, the £80.00 per week media system is proving its role in helping to kill off the Pub DJ. As well as offering bundle wedding packages, Hotels are also installing these systems.

DJs will increasingly find it harder to compete against these systems because 'non-price benefits of service' will barely fair against offering (and not limited to) background music, Jukebox, Video Disco, Disco, Karaoke, Theme Nights and Advertising, plus Race Nights, Quizzes and Traditional pub games for just £11.43 a day.

Technology could be pushing 'Dj'ing' to the brink of extinction. The unemotional automated software and hardware tech-fusion allows anyone to DJ, and that includes anyone with a smart phone and applet these days! In fact, 'Dj'ing' is probably more fun and rewarding in the mediocrity of the phone applet or console game. Technology has certainly assimilated DJ'ing. "Resistance is futile..."

If you are interested in investing your annual profits into taking advantage of one of these expandable systems (plus support and music updates), below is a very basic comparison chart:

NAME	Touch Screen	mp3	Karaoke	Videos	Free Music Updates	*Basic System			
The Entertainer	Y	Y	Y	Y	Y	£ 99.00	based on a weekly rental price		
The Touchmaster	Y	Y	Y	Y	Y	£ 79.00	based on a weekly rental price		
OODJ	Y	Y	Y	Y	N	£ 2,300.00			
Protouch Allure	Y	Y	Y	Y	N	£ 1,623.00			
Protouch 1700	Y	Y	Y	Y	N	£ 1,545.00			
Battalion 101 CZ-10	Y	Y	Y	Y	N	£ 1,202.01			
Sony Vaio VGN-NR32L	N	Y	Y	Y	N	£ 340.00			
Toshiba Satellite L30 - 10Y	N	Y	Y	Y	N	£ 300.00			
*price excluding VAT									

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