

# FORTUNE

## CLASSIC ROCK

SAVIORS

THE DIGITAL AGE HAS DONE A NUMBER ON THE MUSIC BUSINESS, BUT OLD ROCKERS—FROM RUSH TO ROD—HAVE BROUGHT MILLIONS BACK INTO THE WORLD'S CONCERT HALLS. A FORTUNE PICTURE PORTFOLIO.

BY KATIE BENNER



**IF THERE'S BEEN ANY GOOD NEWS** from the music industry in recent years, it's the revival of the live concert business led by some of rock's oldest acts. And 2007 has been among the best. Classic rockers like Rod Stewart and Lynyrd Skynyrd dominate the top-grossing-tour lists. The Police reunion has already pulled in \$108 million and could become one of the biggest of all time. And Roger Waters of Pink Floyd fame has sold more than a million tickets, one of the few acts to do so this year. "Touring used to be the bastard stepchild," says Gary Bongiovanni of music magazine *Pollstar*. "But classic-rock shows mean sales without the cost of recording and promoting new material."

As for the bands, life's never been better. "Let's face it," says Rolling Stones keyboardist Chuck Leavell, "we all have to make a living. What do they want us to do? Go gently into that good night? Hell, no!" Join us for a look, in pictures and words, at some of the year's tours.

