

Supplementary Table 2. SoundrenAline concert from 2002-2016

Year	Concert	Title/theme	Venue	Notes
2002	A Mild Live SoundrenAline	Experience 'Em All	Jakarta	First concert - audience of 45,000
2003	A Mild Live SoundrenAline	The boldest Music Act	Medan, Bandung, Jakarta, Bali, Surabaya	Held in several cities for the first time
2004	A Mild Live SoundrenAline	Make Music Not War	Malang, Padang, Makassar, Jakarta	First time to feature international artist
2005	A Mild Live SoundrenAline	Reborn Republic	Bali, Surabaya, Bandung, Semarang, Palembang	Encouraged Indonesians to revive
2006	A Mild Live SoundrenAline	Rock United	Banjarmasin, Makassar, Pekanbaru, Medan, Jakarta	A Mild live concert encouraged music maniacs to unite
2007	A Mild Live SoundrenAline	Sounds of Change	Padang, Palembang, Bandung, Surabaya, Bali	Best band to be given an international trip as a prize
2008	A Mild Live SoundrenAline	Free Your Voice	Prambanan, Batam, Medan, Pekanbaru, Malang.	Best band to be given an international trip as a prize
2009	A Mild Live SoundrenAline	Lead The Beat	Bali	An "A" Experience SoundrenAline, held in several cities; 3 winners to perform in Bali
2010	NO CONCERT			
2011	A Mild Live SoundrenAline	Make Yourself Heard	Pekanbaru	Inspire fans to be bold to show creative ideas align with Go Ahead Spirit; Held in 10 cities
2012	A Mild Live SoundrenAline	Rhythm Revival	Tangerang/Jakarta	"Road to SoundrenAline Rhythm Revival 2012" in 4 cities
2013	A SoundrenAline	A Journey of Rock Harmony	Yogyakarta	Celebration of 10 years of success Road to SoundrenAline in 4 cities involving local artists from each city
2014	SoundrenAline	Voice of Choice	Surabaya, Medan	Engage people to select one album from the performing bands through GoAheadPeople.com. Top album will be performed at the concert
2015	SoundrenAline	Change The Ordinary	Bali	SoundSAtion; Road to SoundrenAline Tour of famous

				national artists in 15 cities
2016	SoundrenAline	Louder Than Ever	Bali	- Multi genre music; engage through market place, interactive booths
2017	SoundrenAline	United We Loud	Bali	<ul style="list-style-type: none"> - SoundsAktion: The Tour, featuring Barasuara, a rising Indie Band, commenced in Surabaya (4/3/17), the title: <i>"Berisik Gue Berisi"</i> (Noisy but full), - Photo booth with new Sampoerna slogan <i>"nanti juga Lo Paham"</i> (later/eventually, You will understand)"