



bandsintown

LIVE STREAMING DATA | AUGUST 2020

Context

THE SHOW MUST GO ON

With 530,000 artists registered to its platform, most of them losing the entirety of their touring revenues, Bandsintown bears a special responsibility to support artists during this challenging period.

As early as March 10th, we identified live streaming as a way to keep artists and fans connected.

So we launched the Bandsintown LIVE channels on Twitch, turned the Bandsintown apps and sites into the hub for live streams discovery by adding the WATCH LIVE and NOTIFY ME buttons for artists to list and promote their live streams,

Our fans watched 40,000 shows over the since March 25th out of which Bandsintown LIVE booked, produced and streamed over 500 shows itself, becoming one of the most active live stream events producer in the US.

Live Music Streaming Data

BY THE NUMBERS

43K

LIVE STREAMS

14K

ARTISTS

75%

LESS THAN 10K TRACKERS

2.7K

LIVE STREAMS
PROMOTED DAILY

62%

ARE BROADCASTED
IN THE U.S.

3M

FANS HAVE USED THE
'NOTIFY ME' BUTTON

Live Music Streaming Survey

WHAT OUR FANS & ARTISTS SHARED

We recently conducted a survey amongst our artists and fans. Here are the main findings:

The overall consensus about live streams from fans was that they love it, beyond their initial feeling that live streaming was a substitute to live shows during confinement. The key finding is that fans acknowledge that this is a new form of entertainment which is meant to stay, beyond the pandemic :

- They love watching their favorite artists in a more approachable, less produced format which makes them feel more authentic.
- They enjoy being able to **watch streams from around the world**, no longer limited to only bands that stop in their area.
- They feel that they can be a part of shows they **otherwise would not be able to** due to financial strain, location, or disabilities that would normally make attending difficult.
- Fans have **embraced live streaming** as a means to get their live music fix while also supporting their favorite artists. **Since the last survey we conducted in April, more fans have indicated that they are willing to pay for streams to help artists earn revenue.**

In our previous survey from April, 65% of fans indicated that their **eagerness** to attend shows was not affected by the pandemic. That number **holds true** even four months later, with 66% of respondents saying they would attend a live concert (especially with safety protocols in place) even if there was not a vaccine widely available yet.

Live Music Streaming Survey

WHAT OUR FANS & ARTISTS SHARED

Artists shared **they enjoy engaging with their followers and share this mutual love for live music**.using live stream . They now clearly recognize that this is a new form of entertainment and connection with the fans, which will not replace live shows but which will stay beyond the pandemic.

Since our last survey in April, there has been **an increase of 30%** in the number of artists performing an online show, indicating that not only fans are more likely to watch live streams, but **musicians are betting on this medium as well.**

Some of the reasons artists told us why these events were a success are:

- Live streams provide a **closeness and community feeling**, making both parts feel connected and much closer than a real physical show. It has helped artists **gain more followers** on their social media handles and increase exposure.
- It's an **alternative revenue stream** that has helped them weather the storm with tip jars, donations and ticket sales.
- Artists have the chance to **approach viewers around the world**, who they would probably not reach otherwise, helping **grow their audience and fanbase** across different channels.



Fan Survey

Key Takeaways

70%



For Nearly **70%** of fans, they learn **FIRST** about a live stream thanks to Bandsintown. .

60%



60% would like to continue watching live streams even after large gathering bans are lifted.

80%



More than **80%** of users would be willing to pay for a live stream in order to help their favorite artist (**15%** more than last April).

73%



73% of respondents say they have tuned into a live stream - that's up almost **23%** from a previous survey.

Fans' Comments



“

Bandsintown is a great resource to keep me informed about my favorite artists. Thank you for all you do!

“

“

I miss live music, but I am happy to support my favorite bands by paying for live streams.

“

“

I am so glad that I have the Bandsintown App! (...) I appreciate that you are helping me get some good Rock & Roll in my home since so many shows have had to be cancelled.

“

“

More live streams! :)

“



Artist Survey

Key Takeaways

75%



In April, 45% of artists had performed a live stream. On this survey this number has increased to **75%**.

30%



More than **30%** of artists are planning to live stream at least once a week in the upcoming future.

70%



70% of artists plan to increase the number of live streams they perform over the next 6 -12 months.

22%



More than **22%** of artists have already asked fans to pay to watch their live streams, whether by tips or tickets sold.

Artists' Comments



“

You guys have been great! Just keep doing what you are doing!

“

“

Thanks for worrying, together we are stronger. Love you guys.

“

“

I like how Bandsintown were quick to support live streaming and it has helped me promote my gigs a lot - so thanks!

“

“

Thank you for the support!

“



Thank you!
