



September – 2020

We're Going Live

How consumers are living vicariously through live-streamed events in the time of COVID-19

About VAB

VAB is an insights-driven organization that inspires marketers to reimagine their media strategies resulting in fully informed decisions.

Drawing on our marketing expertise, we **simplify** the complexities in our industry and **discover** new insights that **transform** the way marketers look at their media strategy.

Simplify

We save you time by bringing you the latest data & actionable takeaways you can use to inform your marketing plans.

Discover

We keep you one step ahead with the latest thinking so you can create innovative, forward-looking strategies.

Transform

We help you build your brand by focusing on core marketing principles that will help drive tangible business outcomes.

What You'll Learn...

- ▶ Despite the cancellation of almost all live events, **livestream** has quickly been adopted by countless fans looking for an **alternative form of live entertainment** during this time of isolation due to the pandemic and the social unrest the country is facing
- ▶ As with all streaming entertainment, **content** is a key factor for viewers; if the right content is available, they will tune-in and engage through social media with entertainers and brands, creating their own **virtual communities**
- ▶ Livestream events provide unique and creative **opportunities for marketers** to reach consumers virtually through these “live events”

Methodology

VAB commissioned *Lucid* to conduct an **online survey** between 6/23/2020 – 6/30/2020. The results are based on **1,000** adult 18+ U.S. respondents in households with access and have viewed content on streaming services within the past seven days. The respondents cover all age groups, races and ethnic backgrounds.



What is Livestreaming?

By **‘livestreaming’**, we are referring to streaming a program online **live as it happens** (e.g., Concert - One World: Together at Home, Sporting Event - Virtual NFL Draft)

Of the many lessons learned during the COVID-19 pandemic, from a media perspective three stand out: Zoom, Smart TV & Livestream

% of respondents who agree with the statement
P18+



66%

“I am more open to trying new types of media”
(e.g. new streaming services, podcasts, social media platforms, etc.)



54%

“I have learned how to use more features on my smart TV or a TV related device/platform”



31%

“I have livestreamed concerts/events during quarantine”

Source: VAB / Lucid 'Media Usage In The Time of COVID-19 Survey,' April 2020. Survey base: P18+ & household subscribes to cable, telco, internet TV or satellite TV (n=1,004). Q9: Thinking of your behavior during the COVID-19 Pandemic, please indicate below how much you agree or disagree with the following statements.; Source: VAB / Lucid 'COVID-19 Streaming Behavior Survey,' June 2020. Survey base: P18+ in households with access to streaming services and have viewed content on streaming services within the past seven days (n=1,000). Q14. When thinking about livestreaming, by which we mean: streaming a program online live as it happens (e.g., Concert - One World: Together at Home, Sporting Event - Virtual NFL Draft) - which of the following statements do you feel apply to you?

Since the pandemic began, the elimination of large gatherings has forced big-name artists to **cancel major tours and in-person performances**

billboard

Justin Bieber Postpones Entire 2020 Tour Due to Global Health Crisis

billboard

BTS Cancel 2020 Map Of The Soul World Tour Dates Due To COVID-19 Restrictions

billboard

Elton John Postpones Farewell Yellow Brick Road Tour Amid Coronavirus Quarantine

People

Niall Horan Cancels World Tour Due to Coronavirus Outbreak: 'I Cannot Wait to Be Back'

RollingStone

Rolling Stones Postpone North American Tour Dates Due to Coronavirus Worries

billboard

2020 Eurovision Song Contest Canceled Over Coronavirus Concerns

billboard

Camila Cabello Postpones Tour Due to Coronavirus

billboard

Watch a Very Bummed Out Alicia Keys Avatar Announce the Postponement of Her ALICIA World Tour

However many organizers have moved to **modify and stream** their events online instead of canceling them completely or rescheduling them to a later date

Los Angeles Times

Coronavirus crisis forces Burning Man to move from desert to online

THE VERGE

Microsoft's biggest event of the year goes virtual due to the coronavirus spread

Hollywood REPORTER

Disney, Hulu, CBS, NBC, CW, Fox, WarnerMedia, Discovery Forgoing Live Upfronts for Video Presentations

TC TechCrunch

Google cancels Cloud Next because of coronavirus, goes online-only

VULTURE

WrestleMania Set to Stream Live With No Audience



DOT ESPORTS

Fortnite World Cup 2020 canceled, all events to be held online

The New York Times

With No Kentucky Derby, Live and Virtual Substitutes Emerge

DAILY NEWS

After closing for coronavirus, Metropolitan Opera will offer free streams from its live performance archives

VULTURE

Kiss Lollapalooza 2020 Good-bye

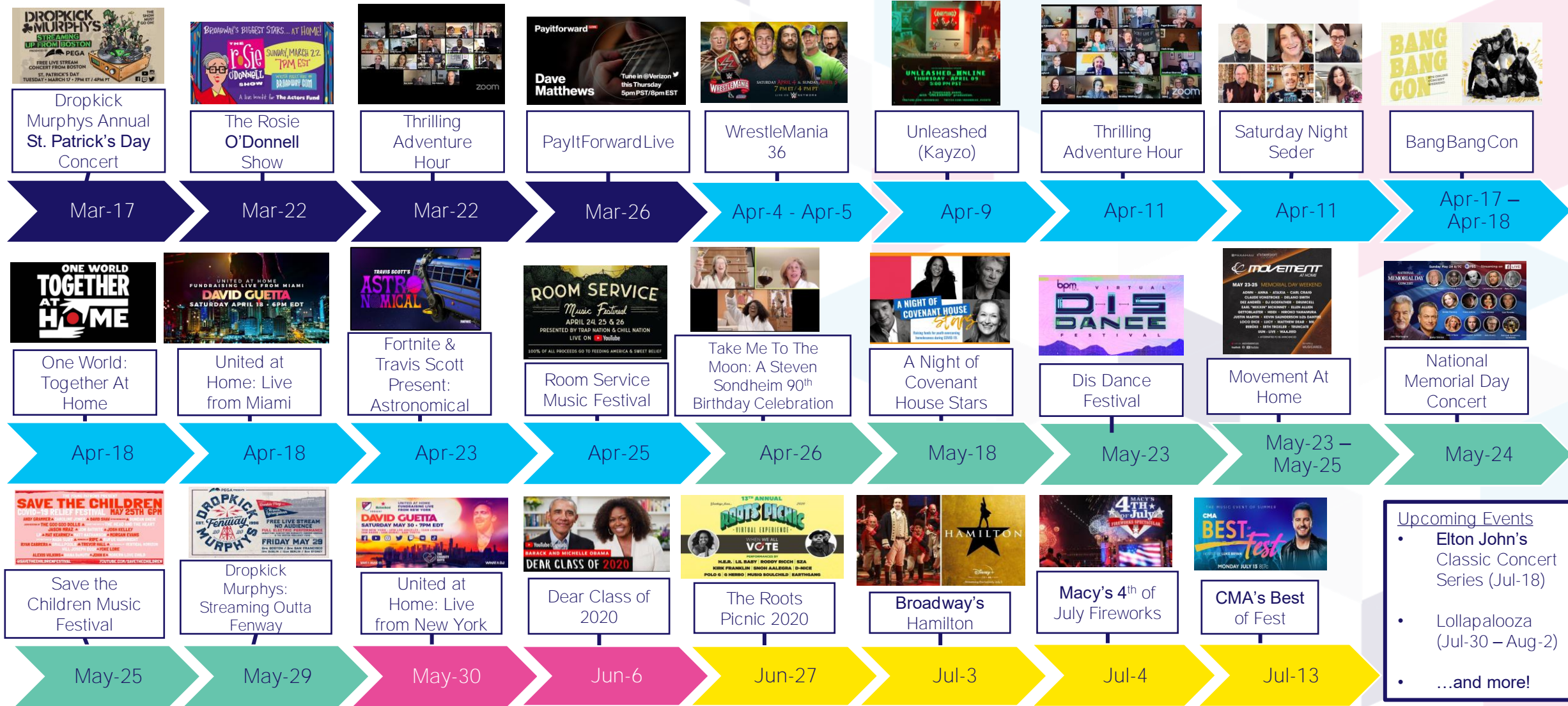
In place of the event, Lollapalooza will host a weekend-long livestream event

10 BOSTON

Streaming Up From Boston: Dropkick Murphys to Livestream Annual St. Patrick's Day Show

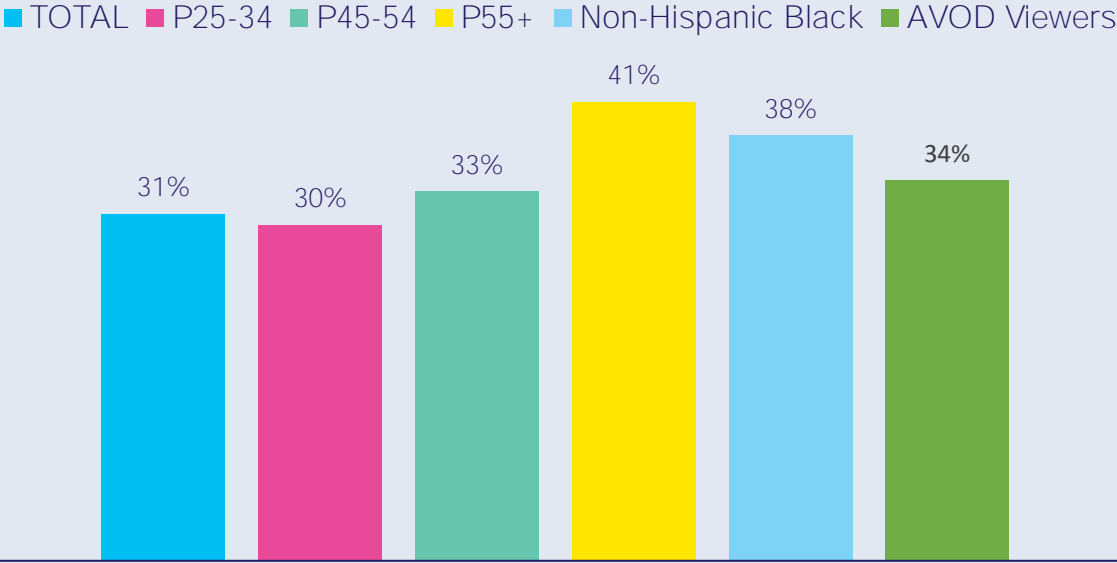
The Irish-punk band had to cancel six shows due to the coronavirus outbreak

Providing consumers with a **breadth of livestream events** to attend from the comfort of their homes including concerts, performances, pandemic-related fundraisers, graduation ceremonies, holiday events and more as time goes by



These livestream events are a good substitute to in-person events as fans crave performances from their favorite artists

“I believe livestreamed events are a good substitute if I can't attend in person”
% who agree



Source: VAB / Lucid 'COVID-19 Streaming Behavior Survey,' June 2020. Survey base: P18+ in households with access to streaming services and have viewed content on streaming services within the past seven days (n=1,000). Q14. When thinking about livestreaming, by which we mean: streaming a program online live as it happens (e.g., Concert - One World: Together at Home, Sporting Event - Virtual NFL Draft) - which of the following statements do you feel apply to you?

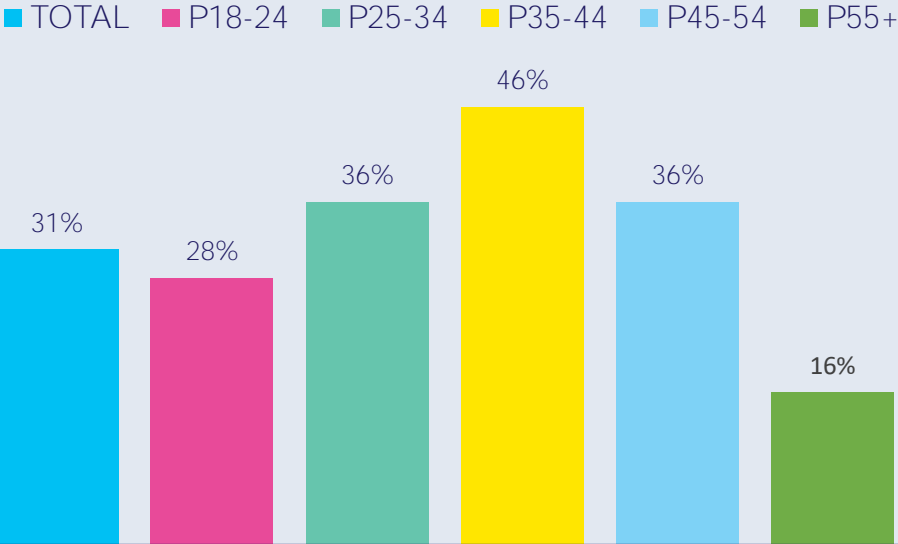


With venues and bars shut down from coast-to-coast, here's your guide to the best livestreamed music content right now.

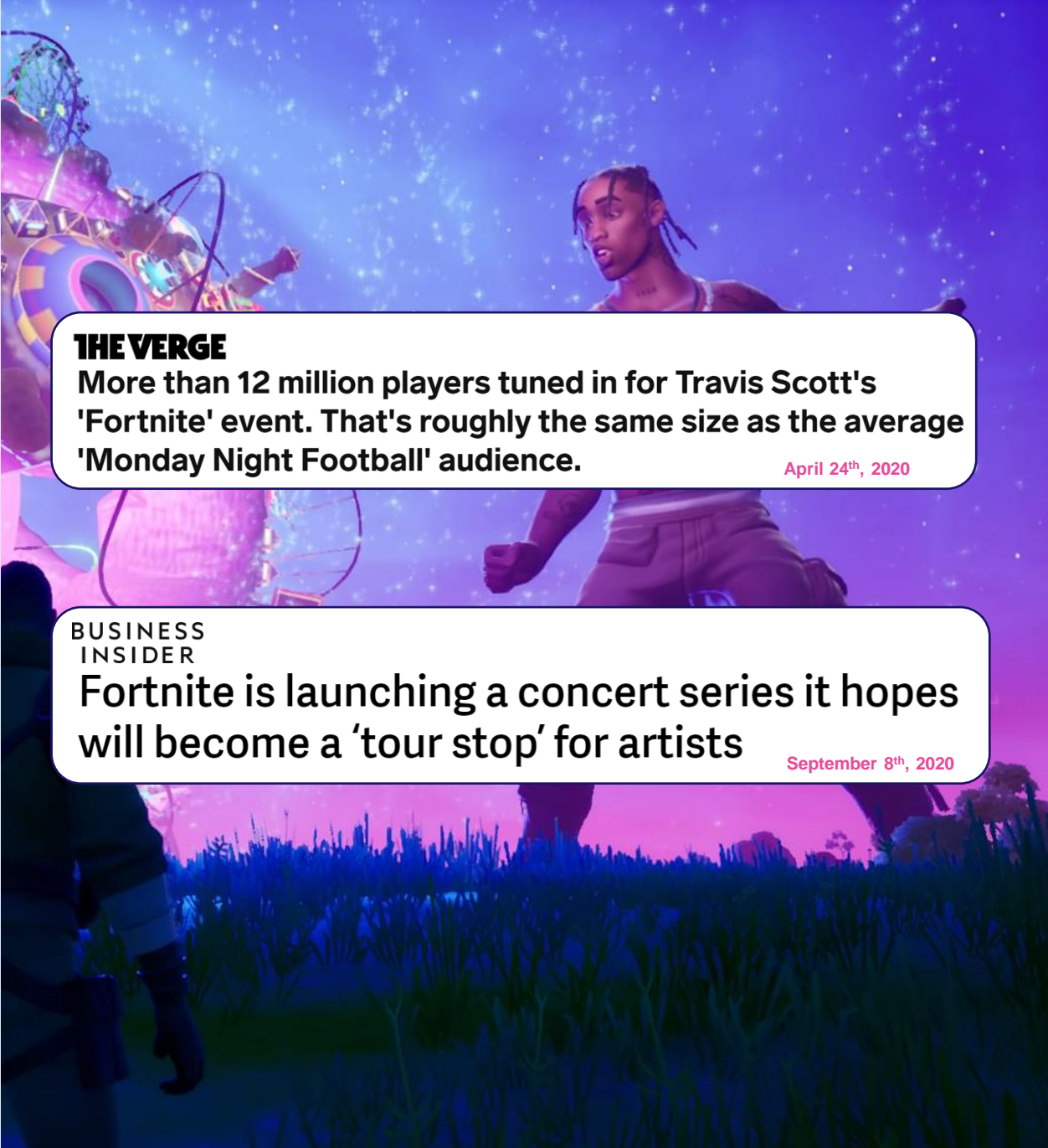
In fact, nearly **one-third** of all adults are tuning in and enjoying the streaming versions of these events

▶ Livestreamed concerts like Travis Scott's 'Fortnite' event have attracted big audiences, and more events like it are already on the way

"I have livestreamed concerts and / or events while in quarantine"
% who agree



Source: VAB / Lucid 'COVID-19 Streaming Behavior Survey,' June 2020. Survey base: P18+ in households with access to streaming services and have viewed content on streaming services within the past seven days (n=1,000). Q14. When thinking about livestreaming, by which we mean: streaming a program online live as it happens (e.g., Concert - One World: Together at Home, Sporting Event - Virtual NFL Draft) - which of the following statements do you feel apply to you?



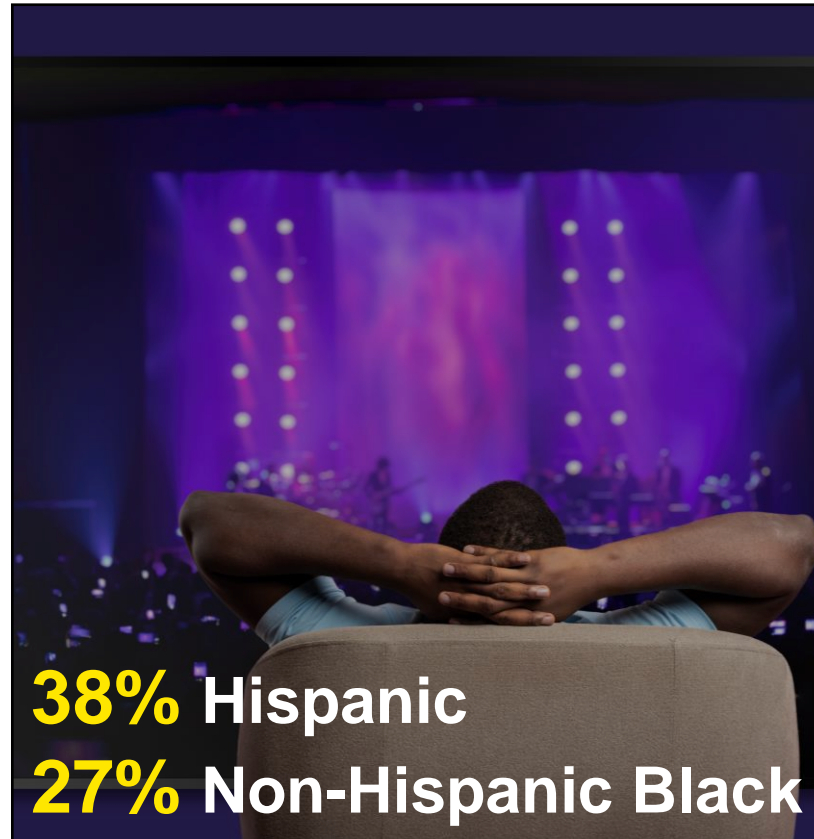
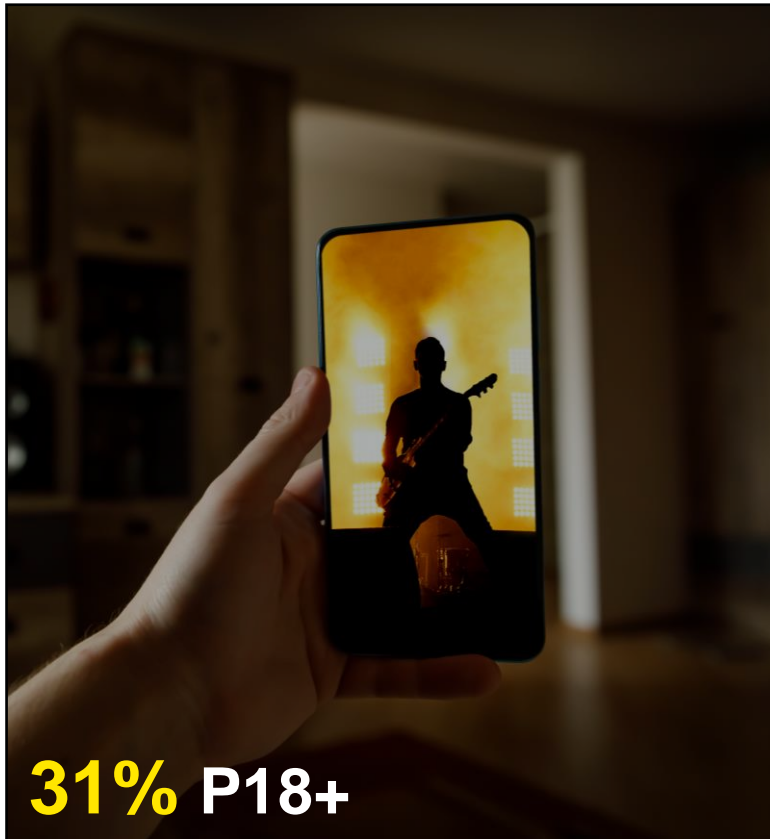
THE VERGE
More than 12 million players tuned in for Travis Scott's 'Fortnite' event. That's roughly the same size as the average 'Monday Night Football' audience.
April 24th, 2020

BUSINESS INSIDER
Fortnite is launching a concert series it hopes will become a 'tour stop' for artists
September 8th, 2020

And there seems to be **something for everyone** to enjoy and tune into

“I have livestreamed concerts and / or events while in quarantine”

% who agree



Source: VAB / Lucid 'COVID-19 Streaming Behavior Survey,' June 2020. Survey base: P18+ in households with access to streaming services and have viewed content on streaming services within the past seven days (n=1,000). Q14. When thinking about livestreaming, by which we mean: streaming a program online live as it happens (e.g., Concert - One World: Together at Home, Sporting Event - Virtual NFL Draft) - which of the following statements do you feel apply to you?

Content continues to play a key role in all areas of entertainment, including virtual events, with **four in ten adults 18-24** saying “they would consider livestreaming if there was something that interested them”

“I haven’t livestreamed an event or concert, but would consider if there was something that interested me”
% who agree



37%

P18+



42%

P18-24



29%

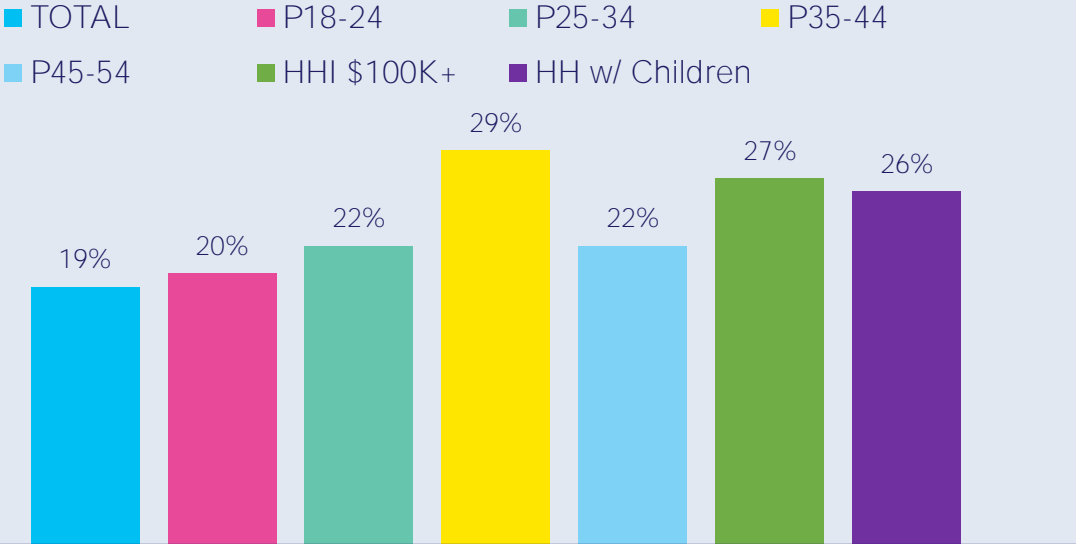
Single

Source: VAB / Lucid ‘COVID-19 Streaming Behavior Survey,’ June 2020. Survey base: P18+ in households with access to streaming services and have viewed content on streaming services within the past seven days (n=1,000). Q14. When thinking about livestreaming, by which we mean: streaming a program online live as it happens (e.g., Concert - One World: Together at Home, Sporting Event – Virtual NFL Draft) - which of the following statements do you feel apply to you?

While we're hopeful that 2021 will bring back in-person festivals like Coachella, households with higher incomes or with children show interest in paid livestream events

“If live concerts / events are cancelled until the end of the year due to COVID-19, I would be willing to pay to attend a livestreamed concerts / events”

% who agree

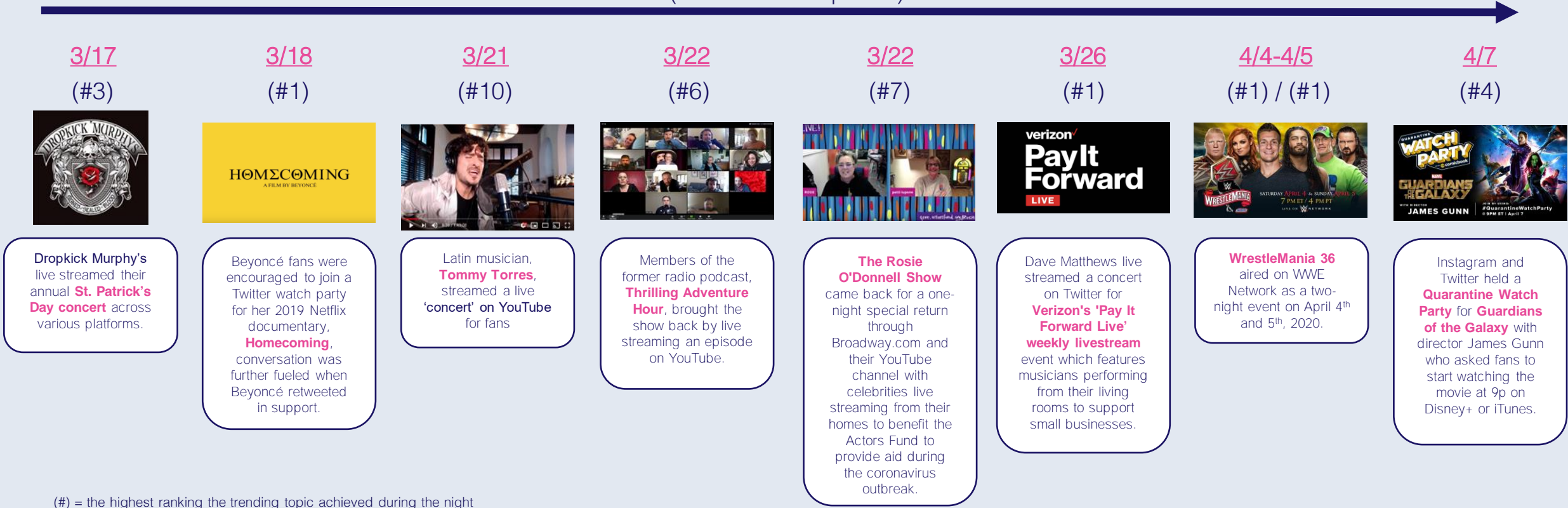


Source: VAB / Lucid 'COVID-19 Streaming Behavior Survey,' June 2020. Survey base: P18+ in households with access to streaming services and have viewed content on streaming services within the past seven days (n=1,000). Q14. When thinking about livestreaming, by which we mean: streaming a program online live as it happens (e.g., Concert - One World: Together at Home, Sporting Event - Virtual NFL Draft) - which of the following statements do you feel apply to you?



Along with tune-in, **livestream content sparked engagement** via online conversations between artists performing from their homes, and viewers confined to their own homes

Video Streaming 'Special' Content That Trended in the Twitter Top 10 (March 16th – April 8th)

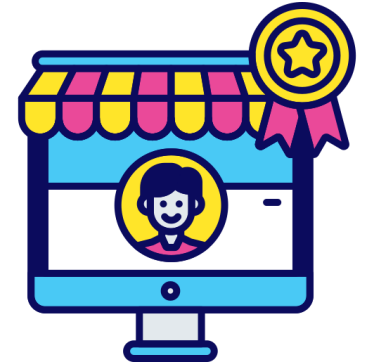
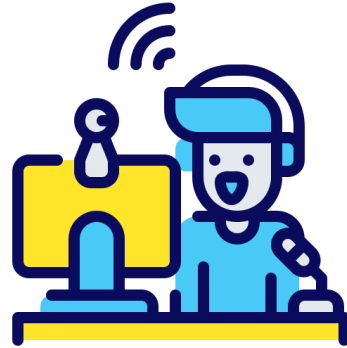


(#) = the highest ranking the trending topic achieved during the night

Source: VAB custom analysis of Top 10 trending Twitter Topics each night (9:30p & 11p) aggregated during the analysis time period (3/16/2020 – 4/8/2020). Results include both 'direct' and 'related' topics.

Key Takeaways for Marketers

- ▶ Right place, right time, right message is more important than ever



Livestreaming is not just for sports fans

Consumers see livestream concerts and events as a welcome addition to their entertainment needs, giving marketers an opportunity to think beyond the :30 second ad

Content that entertains

Creativity and agility are so important for marketers today – give your customers or potential customers the opportunity to engage with you "IRL" via a virtual event centered around content they are passionate about

Multiscreen is so important

Reaching consumers where they are is more important than ever and virtual live events provide ideal platforms for marketers to entertain and reach audiences across all screens and platforms

Develop and deepen trust between consumers & your brand

Sponsoring a live virtual event or partnering with an organization that your consumer cares about will deepen the trust and respect consumers have for your brand

Thank You

Creators

Kathy Grey

SVP, Research Innovation
kathyg@thevab.com

Leah Montner-Dixon

Insights Manager
leahm@thevab.com

Karolina Guillen

Senior Insights Analyst
karolinag@thevab.com

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Streaming Ecosystem



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Culture in the Time of COVID-19



As Time Goes By:
How Media Consumption Is Helping
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