

Attitudes towards Music and Cultural Events in a COVID-19 Era - UK - 2021

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This report looks at the following areas:

- Participation in attending music and cultural events prior to COVID-19, and the future outlook.
- Participation and future interest in livestreaming music and cultural events.
- Amount consumers would be willing to pay to livestream music and cultural events at home.
- Consumers' motivations for attending events in-person and via livestream.
- How consumers feel about the idea of attending events that require a vaccine passport or negative COVID-19 test.

After not being able to attend live music and cultural events in-person for so long, many consumers are eager to return to the live event scene. However, the pandemic has thrown livestreaming alternatives into the spotlight and some consumers are keen to continue to pay for livestreamed performances even once in-person attendance is possible again. 60% of those who are interested in paying to livestream a music concert or festival would be willing to pay more than £10, and 15% would even pay more than £30.

Production companies, venues and theatres are among those worst affected by COVID-19 and have seen a significant decline in revenue due to closures throughout the pandemic. However, the crisis has also spurred on innovation within the livestreaming field, something which will put the industry in a stronger position to appeal to a wider audience in future.

Even though the vaccination programme is looking promising and the industry is on route to recovery, many venues and event organisers face the risk of liquidation should the government impose further lockdowns or continue to enforce social distancing in the future.

Moving forward, operators can revolutionise the consumption of cultural events. They can respond to the growing consumer interest in new, stimulating and



“Venues will benefit from pent-up demand from event-goers. However, livestreamed productions will remain a valuable and convenient post-pandemic asset, providing a way to engage with hardcore fans who want greater access to their favourite artists/shows.”

– Narmada Sarvanantha,
Leisure Analyst

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immersive experiences, offering livestreamed events in virtual reality direct to people's homes, or at outdoor pop-ups for those craving outdoor leisure.

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- **Decline in footfall poses major threat to cultural events industries**
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- **Livestreaming is a long-term investment for cultural events**

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LAUNCH ACTIVITY AND INNOVATION

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- Livestreaming is a long-term investment for cultural events
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- National Theatre
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- English National Ballet is back on stage
- Venues have started campaigning
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- The COVID-19 pandemic has led consumers to conclude 'experience is all'
- Younger consumers have a keen appetite for in-person events
- Livestreaming can be more than just an interim revenue stream

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