

# The Future of Live Events: Incl Impact of COVID-19 - US - November 2020

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“The COVID-19 pandemic marks a turning point for live events. For most consumers, attending an event or performance in person is off the table until they can be sure their health will not be put at risk. In a matter of months, livestreamed performances have evolved and so have consumers’ expectations for quality and interactivity.”

– **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

This report looks at the following areas:

- The impact of COVID-19 on live and virtual event attendance
- Industry reactions to COVID-19-related event cancellations and disruptions
- Expected impact of the recession on live events during the recovery period
- Potential opportunities for virtual events post-pandemic

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## Table of Contents

### Overview

What you need to know  
 Key issues covered in this Report  
 Definition  
 COVID-19: US context

### Executive Summary

Top takeaways  
 Market overview  
 Figure 1: Live and virtual events attended in 2019 and 2020, September 2020  
 Impact of COVID-19 on live events and performances  
 Figure 2: Short-, medium- and long-term impact of COVID-19 on live events, November 2020  
 Opportunities and challenges  
 Most consumers are avoiding in-person events  
 Figure 3: Attitudes toward attending live events during COVID-19 pandemic, September 2020  
 Strictly enforced safety precautions could put some fans at ease  
 Figure 4: Percentage who would attend an in-person event, by venue type, September 2020  
 Figure 5: Measures that would make consumers feel safer in a crowd, September 2020  
 Few consumers feel willing to pay for livestreamed events  
 Figure 6: Agreement that paying for access to livestreams during COVID-19 pandemic is worth it, September 2020  
 Corporate sponsorships, interactivity and alternate realities  
 Millennials make an ideal target  
 Figure 7: Age of 2019 and 2020 live event attendees, September 2020

### Live Events Market – Key Takeaways

Until recently, the live event market was quite strong  
 The COVID-19 pandemic marks a key turning point for this industry  
 Virtual reality holds the key to the future of digital events

### Live Events by the Numbers

The concert industry was booming until April 2020  
 Five-year period saw remarkable market growth  
 Figure 8: Top 100 North American tours, total gross and tickets sold, 2015-19  
 Pricier shows, not larger audiences, driving growth in concert revenue  
 Figure 9: Top 100 North American tours, average ticket price, 2015-19  
 “Last chance” tours mean veteran stars can command extravagant ticket prices  
 Figure 10: Top 10 North American tours, 2019  
 Revenue growth for Broadway in New York and on the road  
 Figure 11: Revenue for Broadway productions, by season, 2015-19

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Curtains are not expected to rise on Broadway any time soon

Theaters ask Congress to Save Our Stages

Strong start to 2020 cut short by COVID-19 pandemic

Figure 12: Share of adults who attend live events, April 2015-June 2020

A third of Americans have already ventured out to live events

Figure 13: Percentage of adults who attended an event in person since March, by venue type, September 2020

## Market Factors

Impact of COVID-19 on live events and performances

Figure 14: Short-, medium- and long-term impact of COVID-19 on live events, November 2020

Lockdown

Re-emergence

Recovery

Economic challenges

Learnings from the last recession

Figure 15: Unemployment rate, among civilians aged 16+, 2017-30

## Market Opportunities

Advancements in digital entertainment could make virtual events viable

Figure 16: BRCvr's welcome video, August 2020

Consumers are sympathetic to the plight of local venues

Figure 17: Agreement that it is important to support community's small venues, September 2020

Now is the time to build younger audiences for older art forms

Highlight diverse personalities to appeal to consumers' interest in equality

Figure 18: Swan Lake with Misty Copeland, Gustavo Dudamel and the LA Phil, August 2019

Embrace digital entertainment

Spotlight on New York's Metropolitan Opera

Figure 19: Met Stars Live in Concert, July 2020

## Competitive Strategies – Key Takeaways

Live performances move outdoors

A complicated online ecosystem is in flux

Livestreams offer new opportunities

Streaming subscription services emerge as theater allies

Digital avatars and alternate worlds offer possibilities

## Competitive Strategies

Take it outside

The show must go on

You can stand up anywhere

Concert venues reorganize for outdoor shows

Indoor concerts are possible, but pricing may determine profitability

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## Music festivals take to the internet

Figure 20: Official Trailer | Coachella: 20 Years in the Desert | YouTube Originals, April 2020

## Livestreams go mainstream

BTS breaks records with a bang

Competition heats up among livestreaming platforms

New agency opportunities to support livestreaming business

Corporate sponsorships can keep streaming experiences free for fans

Paid streaming services already exploring streaming stage shows

Phoebe Waller-Bridge partners with Amazon Prime Video to fundraise

Disney+ brings Hamilton to the masses

Netflix will reportedly debut new Princess Diana musical

Audience interaction will keep virtual events appealing post-pandemic

Red Rocks Unpaused

Forward-looking stars become avatars for virtual concerts

## The Consumer – Key Takeaways

Most adults attended a live event or performance in 2019

Being there in-person is best

Concerns about COVID-19 continue

Outdoor venues are best for the foreseeable future

Virtual events gain traction

Many consumers are unwilling to pay for livestreams of events

## Events Attended In Person

Consumers were drawn to concerts, comedy and musical theater last year

Figure 21: Live, in-person events attended in 2019, September 2020

Men are more likely than women to attend live events

Figure 22: Live, in-person events attended in 2019, by gender, September 2020

Millennials, not Gen Z, are the most engaged audience for live events

Concerts offer a broader appeal

Figure 23: Live, in-person events attended in 2019, by age, September 2020

Comedy, not music, appears to be a universal language

Figure 24: Live, in-person events attended in 2019, by race and Hispanic origin, September 2020

## Ticket Purchasing

Half of 2019's event attendees bought tickets through a ticket distributor

Figure 25: Ticket purchase methods for events attended in 2019, September 2020

Younger consumers less reliant on traditional purchase channels

Figure 26: Ticket purchase methods for events attended in 2019, by age, September 2020

Free platforms are preferred for virtual events

Figure 27: Preferred platforms for paid virtual events, September 2020

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Millennials are most willing to pay for access to virtual events

Figure 28: Preferred platforms for paid virtual events, by age, September 2020

## Safety Concerns

Right now, most consumers would choose a virtual event over an in-person one

Figure 29: Preference for in-person vs virtual events, September 2020

Black and Asian consumers may be more cautious

Figure 30: Preference for in-person vs virtual events, by race and Hispanic origin, September 2020

COVID-19 concerns pose a temporary barrier for in-person attendance

Appreciation for in-person experiences will keep live events alive

Figure 31: Attitudes toward attending live events during COVID-19 pandemic, September 2020

Mandatory face masks make consumers feel safer than other measures

Figure 32: Measures that would make consumers feel safer in a crowd, September 2020

## Venue Preferences

Currently, outdoor venues are much preferred

Figure 33: Venue preferences, September 2020

Some consumers would attend events in person while COVID-19 is a risk

Figure 34: Percentage who would attend an in-person event, by venue type, September 2020

Younger Millennials most comfortable with live events right now

Figure 35: Percentage who would attend an in-person event at specific venue types, by age, September 2020

## Virtual Events Attended

Virtual events helped fill the void for fans this year

Figure 36: Virtual events attended in 2020, September 2020

Opportunity to engage women in virtual events

Figure 37: Virtual events attended in 2020, by gender, September 2020

Consumers under age 45 drive the virtual events market as well

Figure 38: Virtual events attended in 2020, by age, September 2020

Social media apps currently dominate among virtual event platforms

Figure 39: Platforms used to attend virtual events in 2020, September 2020

## Virtual Event Preferences

The thrill of watching something unfold live is not gone

Figure 40: Preference for pre-recorded vs. livestreamed virtual events, September 2020

Not all consumers see value in paying for livestreams

Figure 41: Agreement that paying for access to livestreams during COVID-19 pandemic is worth it, September 2020

Paying for a video feed comes with the expectation of ownership

Figure 42: Preference for exclusive, one-time livestream or access to video that can be watched repeatedly, September 2020

## Appendix – Data Sources and Abbreviations

Data sources

Consumer survey data

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Consumer qualitative research

Abbreviations and terms

Abbreviations

## Appendix – The Consumer

Figure 43: Share of adults who attend live events, April 2015-June 2020

Figure 44: Daily social media use, by platform, January-October 2020

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