



Survey results from our subscribers

June 2020

“What do you think about streaming?”

Ticketpro Inc.

1981 McGill College, Suite 1600
Montreal, Quebec
Canada, H3A 2Y1

Table of Contents

1- Context	3
2 - A Few Numbers That Speak Volumes	4
3 - Highlights From the Survey	5
4 - Observations and Interpretations	6
5 - Detailed Survey Results	7
5.1 Respondents profile	7
5.2 Purchasing Behaviour for Streamed Events	8
5.3 Reasons for Lack of Interest for Streaming Events	9
5.4 Pricing for Streaming Events	11
5.5 The Online Experience	12
5.6 Behavior Regarding Reopening Venues vs Limited Reopening	13
6 - Next Steps	14

1- Context

Social distancing and lockdown measures have changed the online content consumption habits of millions of people.



When live events were cancelled, audiences turned to streaming in order to entertain themselves at home. Artists kept in touch with their audiences through social networks, and most often shared their content at no cost. **But continuing to offer all this content for free is not viable long-term for artists.** The arts, culture and entertainment industry must adapt and find solutions more suited to this new reality.

Distributing content online is nothing new. People are used to accessing free content on the web, and although a lot of content is paid for with a subscription (Netflix, Amazon Prime, etc.), they are less accustomed to having to pay for single events online, such as live concerts, plays, or circus performances. But things are changing. **The pandemic has brought with it another way of consuming arts and entertainment and our industry must follow the shift to digital.** We are all used to creating content for the stage and although live events will always be an essential part of our society, it has become vital that we adapt this content in order to add online events to our arsenal, as well as hybrid ones, that is, live events with an audience that are also broadcast online.

At Ticketpro, we believe that in order to adapt to changes in public consumption and the current economic context, we must integrate streaming into our current practices. And so, to better understand the habits and expectations of ticket buyers, **we conducted a survey of our subscribers across Canada and collected over 2,000 responses.**

Our analysis of the results will help you devise a streaming strategy that is adapted to new consumption habits in the arts and entertainment industry.

2 - A Few Numbers That Speak Volumes*

63% of people aged 18-34 watch live streaming content regularly.

1 in 5 live Facebook videos are watched 3 times longer than pre-recorded videos.

67% of those who watch a livestream later purchase a ticket to a similar live event they can attend in person.

Today, streaming accounts for 58% of all internet traffic, and is projected to reach over 80% in the next few years.

Streaming activity on the internet increased 45% during the COVID shutdown, as compared to the same period last year.



*Sources: GiGn Inc Report June 2020: "Opportunities and Challenges to Going Digital with Live Entertainment", Neil Patel, eMarketer, Streaming Element.

3 - Highlights From the Survey

85% of respondents have never purchased a ticket for a streaming event.

Of the **15%** of respondents who had already attended a paid streaming event, the majority indicated that the event was a comedy show or a concert.

And in fact, our respondents let us know that if live events remain limited, they would be more likely to turn to online comedy shows and concerts.

36% of respondents think they will attend at least one paid webcast event this summer.

46% of respondents say they will very likely or probably attend an online event if they had initially planned to attend in person.

37% of respondents are willing to pay between **\$10 and \$25** for a streamed event.

26% of respondents say they will continue attending paid streaming events even after theaters and cultural spaces reopen.

76% of respondents would be interested in attending a paid streaming event that is not presented near their home. Of those, **50%** want to discover something new and **26%** are interested if the event is either offered in their mother tongue or subtitled.

75% of respondents place great importance on the quality of the production as well as the quality of the broadcast of the streaming event.

4 - Observations and Interpretations

The interest in paid online events is obvious, but it seems **there are not enough online events, and not enough of a variety of online events, to meet the demand.** This means **the door is wide open for you to offer a variety of events that you could offer as hybrid or exclusive online events.**

The excitement and vibe of a live event is difficult to transmit into streaming and that prevents some respondents from trying an online event experience. Price can also play a role. **The majority of respondents expect to pay a lower price for an online event, even one streamed live,** than for an event they can attend in person.

However, it is clear that respondents are looking for dynamic and interactive experiences and streaming an online event is an opportunity to create something new between artists and audiences. Whether it's VIP access, chatting with the artist, or exclusive content, **some respondents are willing to pay a little more for a unique experience.** Just as there are different price levels for different sections in your venue or different types of access for conferences, it is possible to adapt these methods to the world of online events.

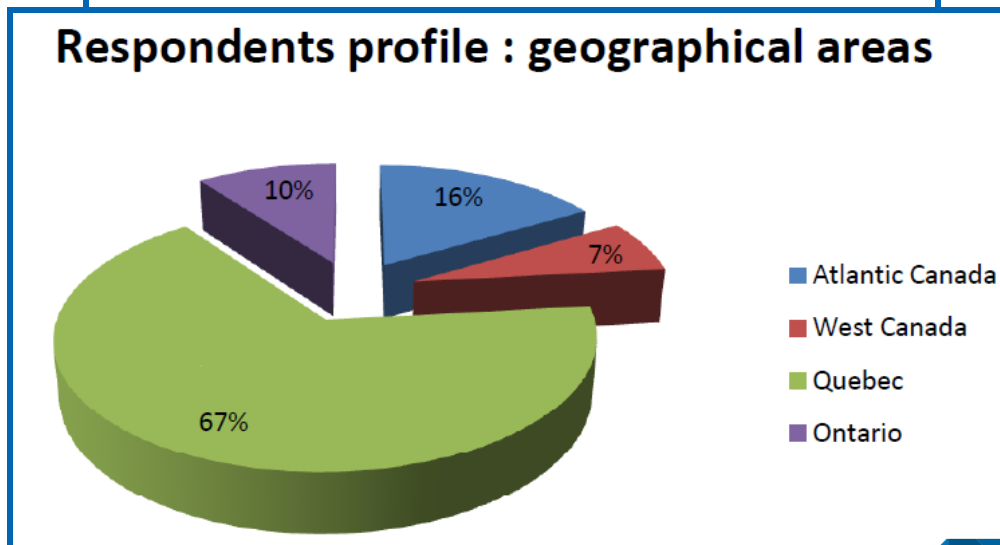
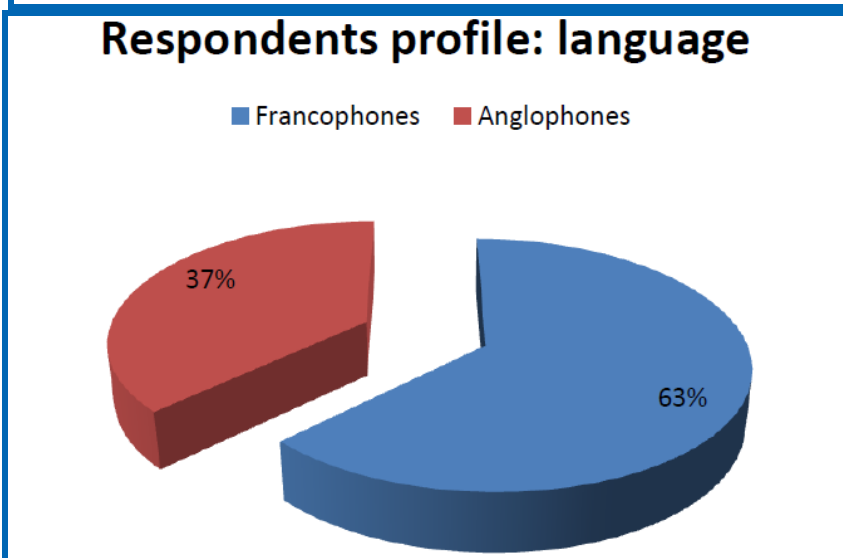
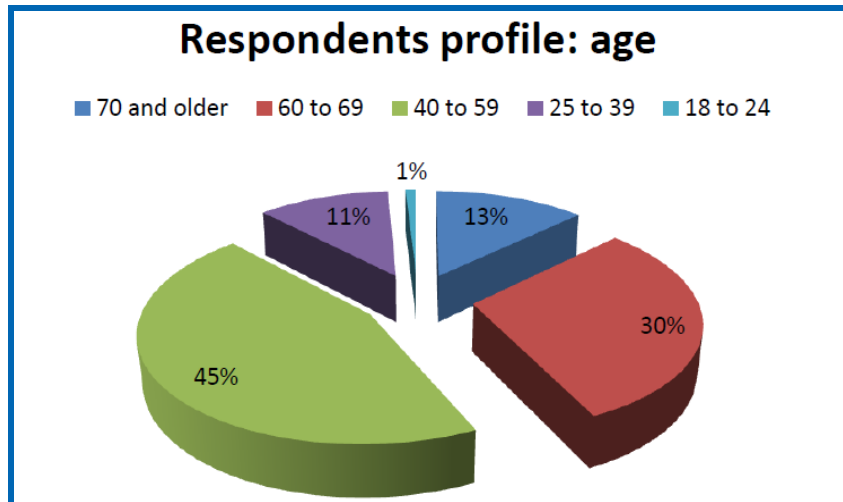
One of the benefits of streaming is **the ability to extend the reach of your event.** It's an opportunity to market your event beyond your city, province, and even country and to offset the ticket price against the number of buyers. Language barriers can be an obstacle in certain cases, which can be overcome by closed captioning or subtitles.

It is important that you surround yourself with professionals who have experience producing streaming events in order **to assure the quality of the production and the quality of the broadcast,** which are essential to the success of your online event.

One last element that stands out is that online concerts and comedy events generate the most interest among our respondents; indeed, it is what they have consumed the most to date and what they say they are most likely to consume in the future. However, this could be due to the fact that other types of events are currently under-represented in the online market and with proper targeted marketing could surely find an audience.

5 - Detailed Survey Results

5.1 Respondents profile



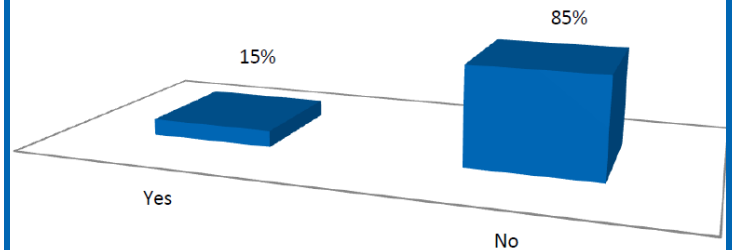
5.2 Purchasing Behaviour for Streamed Events

Only 15% of our respondents have purchased a ticket for a streaming event. Many commented on the scarcity of events offered online in Canada and said **that if more events were available**, and more varied, more of them would buy tickets for streaming events.

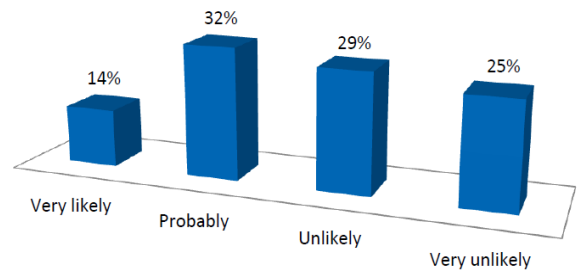
Music and comedy lead by far the events consumed online by ticket buyers. The responses in the "Other" section feature online training, fundraising, magic shows, and films (excluding festivals).

32% of respondents say they are likely to attend an event online that they had planned to attend in person.

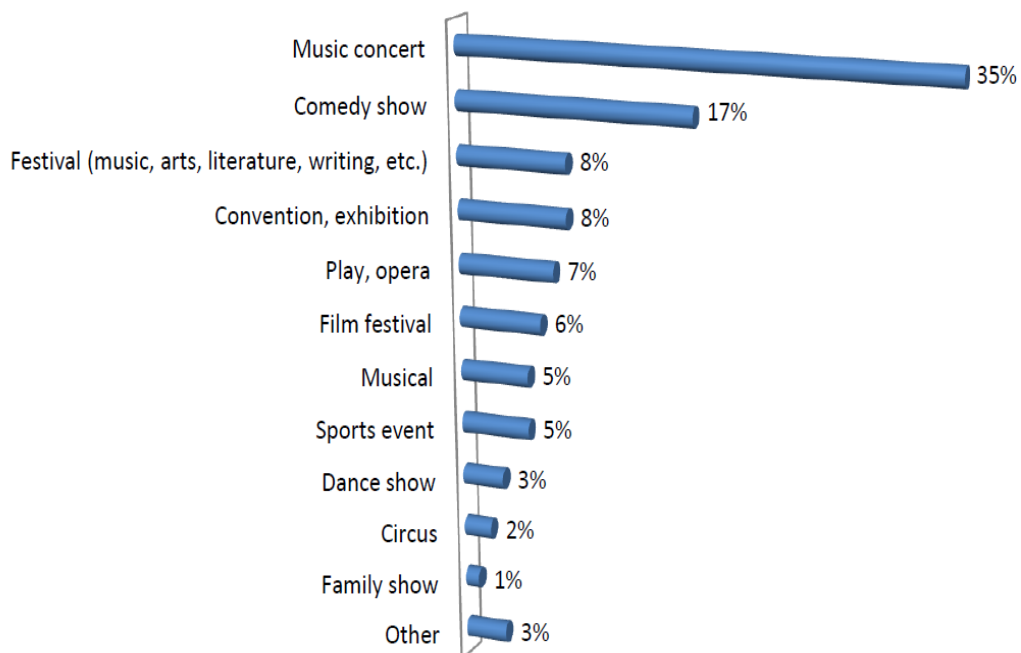
Have you ever bought a ticket for a streamed show or a streaming event?



If an event you were planning on attending switched to an online streamed format, would you still like to attend the event?



If you answered yes, what type of event was it?



5.3 Reasons for Lack of Interest for Streaming Events

Although there is marked interest for streamed events even during the summer months, the scarcity of streaming events obviously contributed to the number of respondents who say they will not attend any paid online events this summer.

"Most things seem to be on Facebook and I don't want anything to do with Facebook."

"Have not seen any streamed events advertised."

"I am not aware of any event I'm interested in."

"It would depend on the artist and the price."

"I'm simply unaware of any paid streaming events coming up that are of interest to my family & I."

"I don't know much about it. And it would depend on what type of event."

The vast majority of respondents who are reluctant to attend streaming events prefer to wait for venues to reopen and experience events live. **Many commenters referred to the atmosphere of a live event that cannot be translated online.**

Responses from the "Other" section underscore **a reluctance regarding the cost of the online event.** Comments show that depending on the type of event, respondents are more willing to pay to attend a streaming event, but at a lower price than they'd be willing to pay to attend in person. Some respondents also indicated that they will be more likely to attend an online event in the fall or winter.

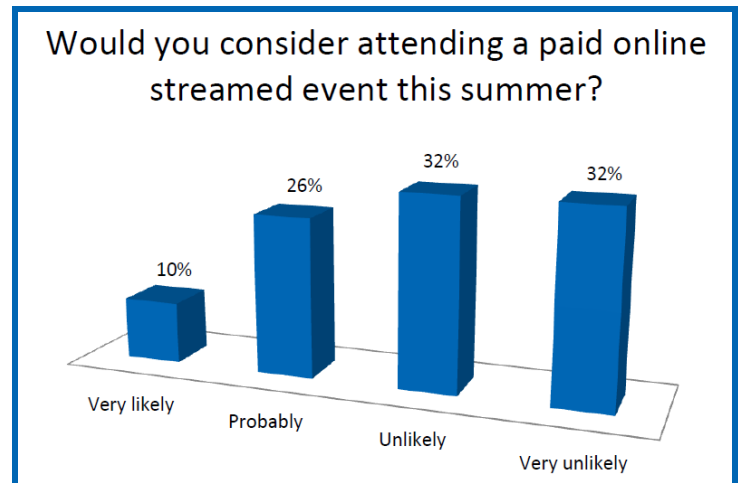
"Depends on what the event is, and if the price is lower than it would be for a live event."

"I want to enjoy the experience with my friends."

"I enjoy live events...being there, getting caught up in the excitement. The experience is like no other and I feel there is no replacement for that."

"I may consider if it's not the same price as a live event."

"Not free, but not inexpensive for sure."



"I would pay and attend, at a big discount."

"While I understand artists need to be paid, I would not pay more than 10\$ to see a concert online."

"I do not usually attend performances in the summer, only late fall and the winter."

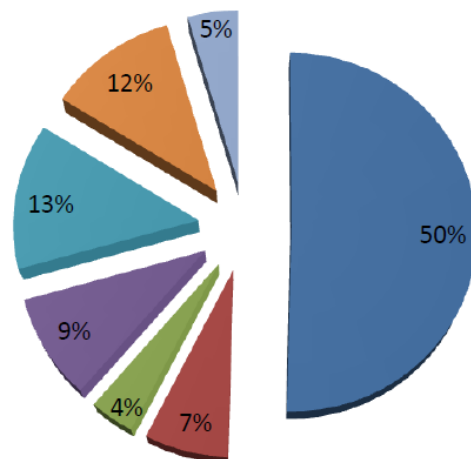
"I prefer to attend concerts in the Fall/Winter Season."

"I just love live events. Streaming cannot replicate the experience."

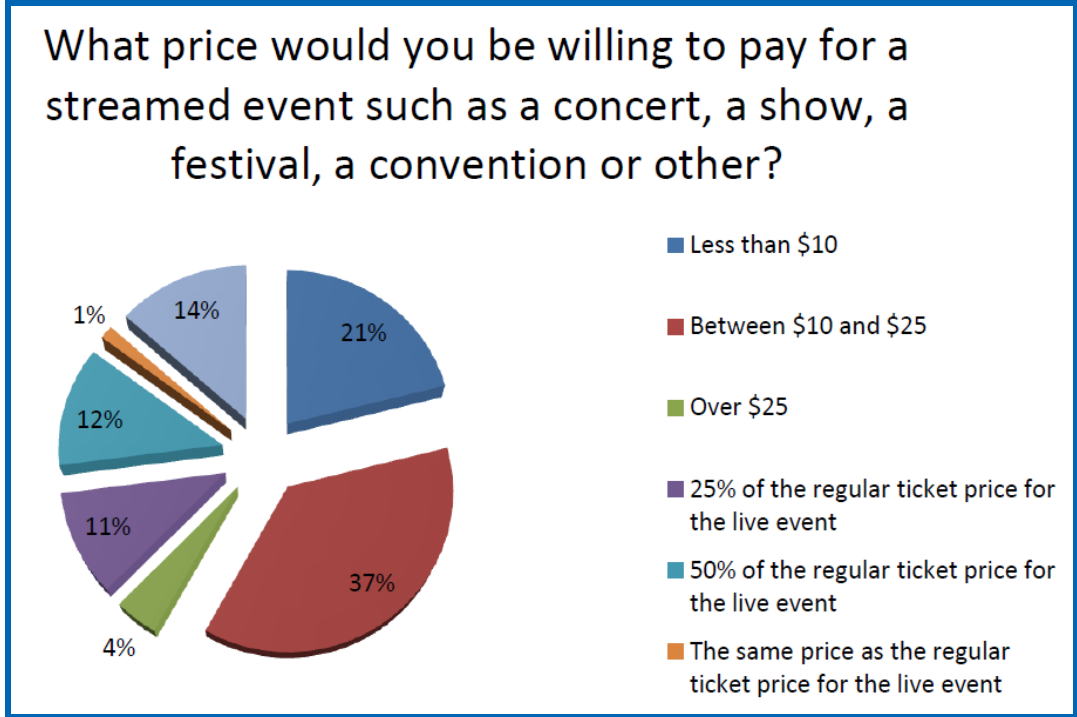
"No people, noise, volume, excitement. It's not a concert experience."

If you answered unlikely or very unlikely to the previous question, please specify why you are less interested.

- I prefer to wait for venues to reopen and experience events in person.
- Streamed events are not of good enough quality.
- I have attended one or more streamed events in the past and have not enjoyed the experience.
- I don't have a good enough wi-fi connection or enough good equipment at home to attend a streamed event.
- I prefer to not spend too much time in front of a screen.
- I consider that a streamed event should be free.
- Other - please specify

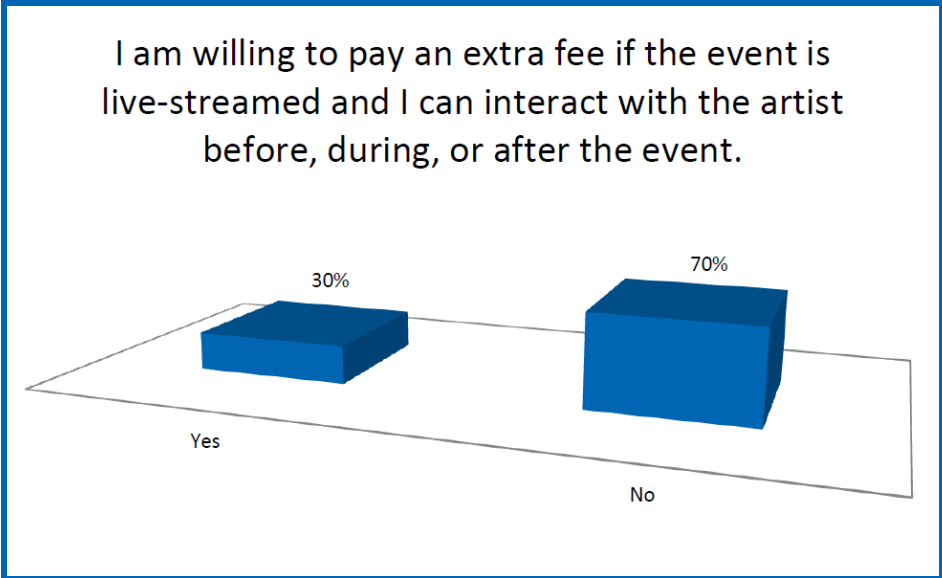


5.4 Pricing for Streaming Events



Respondents clearly expect to pay less for an online event than for an event they can attend in person, and most selected the range between \$10 to \$25 per ticket. Note that voluntary contributions were also popular with respondents, which gives you some interesting options.

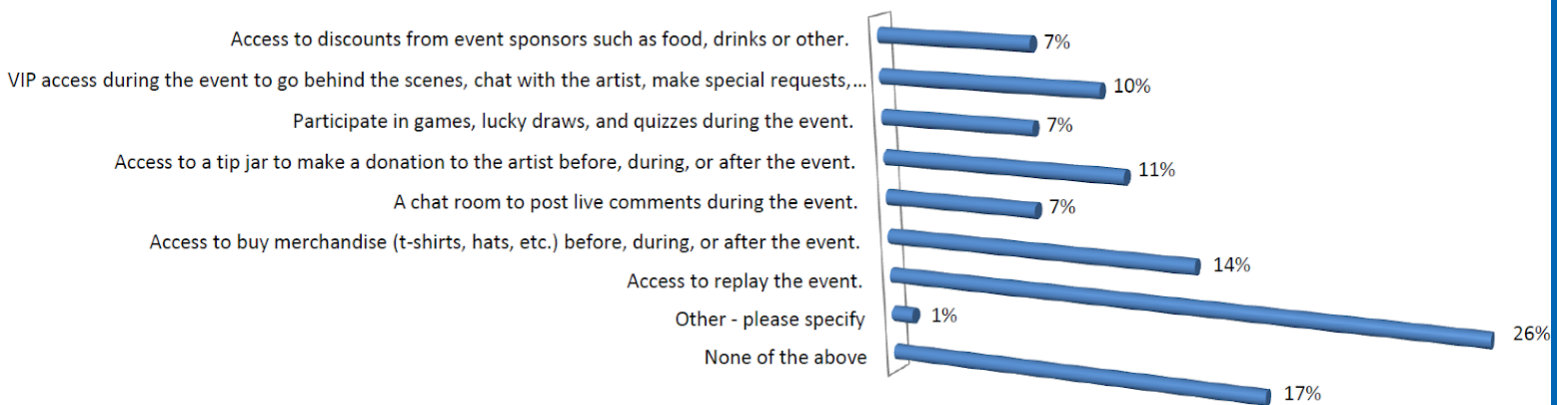
30% of respondents are willing to pay extra for a VIP experience, which allows you to create various packages in different price ranges.



5.5 The Online Experience

For a paid online event, **our respondents would like to be able to replay the event at a later date, and would also be interested in purchasing promotional items and merchandise.** In the "Other" section, they mentioned the possibility of choosing different camera angles during the event, getting an audio or MP3 version of musical events, comedy shows and conferences, incorporating virtual reality into the event, as well as being able to connect other applications such as "House Party" in order to enjoy the event with family and friends.

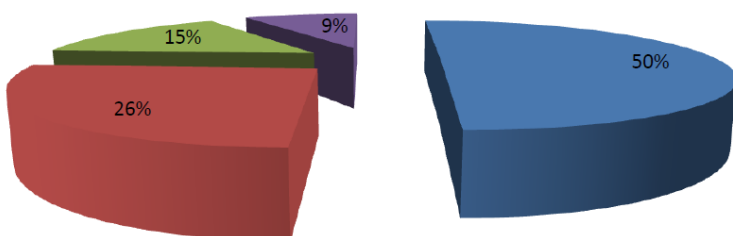
What kind of options and experiences would you like to have for a paid online event?



The comments from our respondents show us their desire for a different and dynamic experience, even from their own home. **Online events should be as interactive as possible and provide entertaining options.**

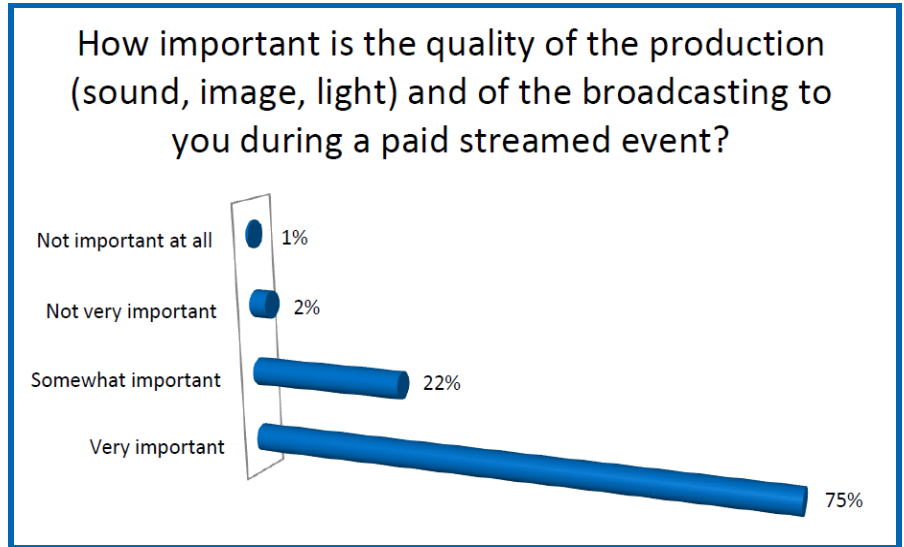
Would you be interested in attending a streamed event that does not normally take place near you? For example, a show produced in another province or another country.

- Yes, it would be an opportunity to discover new things.
- Yes, if the event is offered in my mother tongue or subtitled in my mother tongue.
- No, I prefer to encourage local productions.
- No, because I am not interested in streamed events in general.



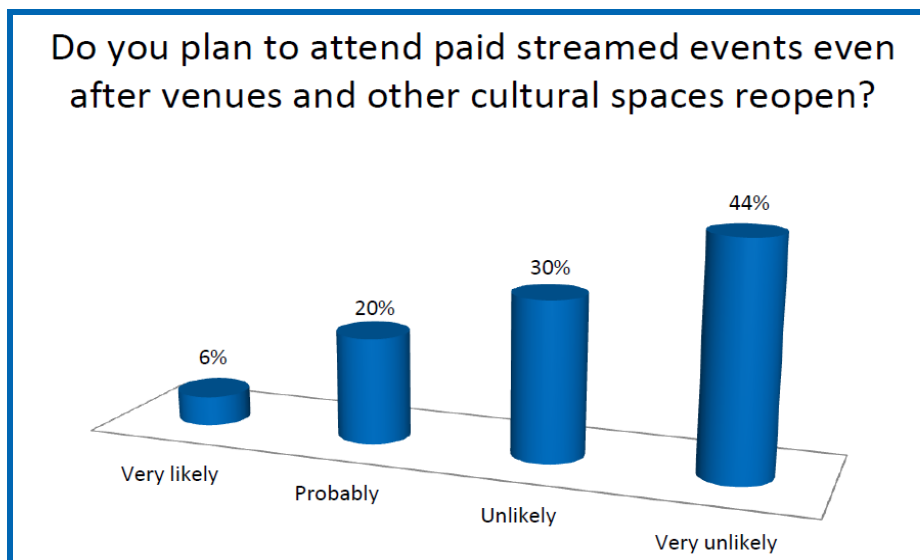
In addition, **we must not forget that streaming is an opportunity to expand the reach of your events nationally, even internationally, and reach new audiences.** Note that language is an element that must be taken into account if you are trying to reach an audience that may be unilingual.

The quality of production and distribution should not be left to chance, as 75% of respondents attach great importance to both those elements. It is important that **organizers consult webcasting professionals to produce their content and ensure a smooth broadcast.**

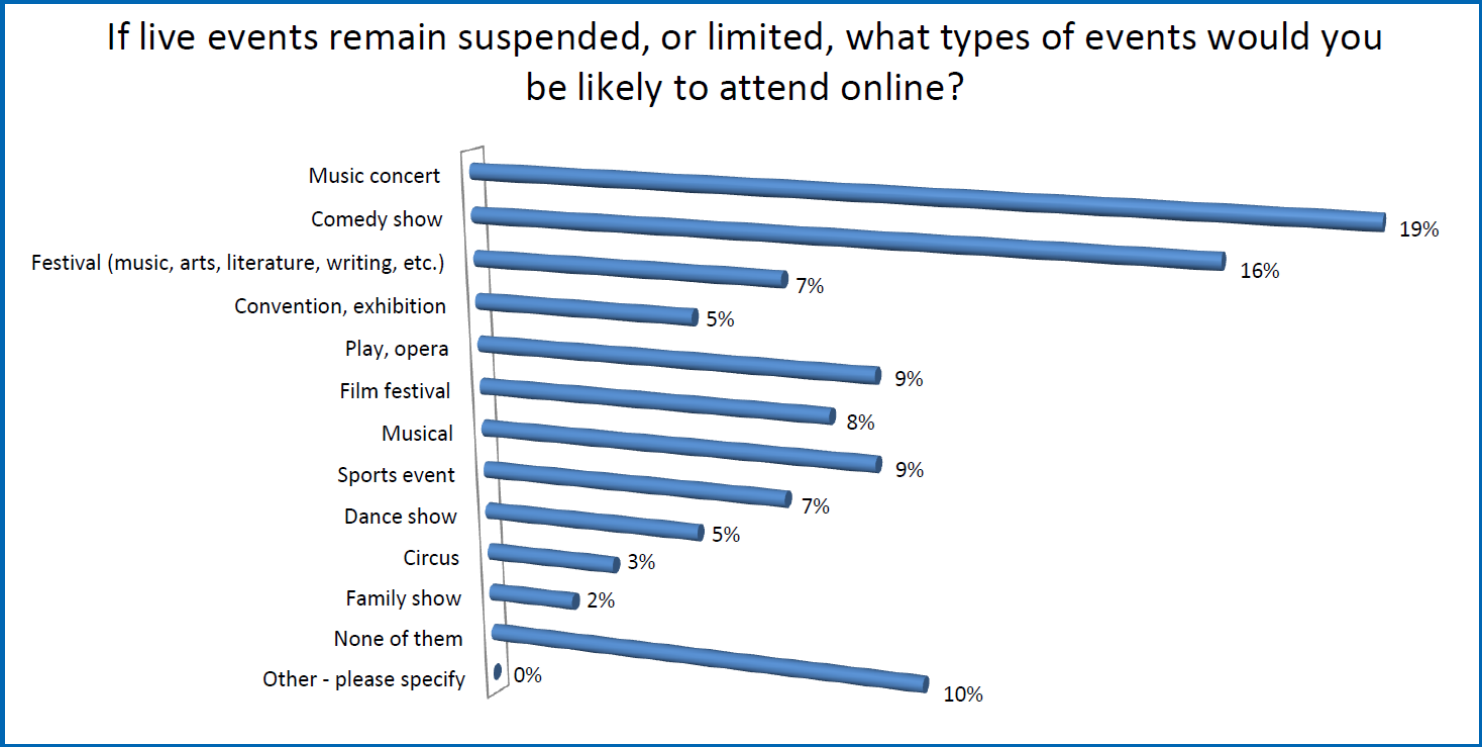


5.6 Behavior Regarding Reopening Venues vs Limited Reopening

Our respondents are impatiently waiting for venues to reopen, although 26% of them think they will still attend paid online events after that happens. It is to be expected that after a pandemic people will hesitate to return to crowded and enclosed places, even if social distancing measures are being respected. Offering **hybrid events (events where people can attend in person or via streaming) gives you the option to satisfy as many people as possible.**



Online concerts and comedy shows generate the most interest among our respondents, but there is also interest in musicals, theater, opera, and online film festivals.



6 - Next Steps

We will soon be sending you more details about our streaming process, but in the meantime, if you have content that is ready to be broadcast, or if you need help with producing and/or streaming your events, contact us at marketing@ticketpro.ca and we can discuss your needs and direct you to the right partner.