

# Anything Goes

THE BRANDED ENTERTAINMENT AGENCY

ENTERTAINMENT INDUSTRY STREAMING AUDIT

JULY 2020

Globally the entertainment industry, has ground to a halt.

Postponed or cancelled, every event property in the world is suffering under the pressure of the Pandemic. The future has never been more uncertain, driving the industry as a whole to reevaluate, reposition and adjust skill sets for this new digital world.

This document outlines how artists, creatives, musicians and brands have adapted into this virtual environment.

What works? What doesn't? Which can we deem successful? Which a failure? What can we learn from this? What does the future look like?

# TIMELINE OF EVENTS

Events have unfolded differently all around the world.

Examination of the SA Industry over a 6 month period of lockdown.



Breakdown of online streams as follows, each stream with its own intention and independent gameplan.

**LOCATION:**

- International
- Local

**OWNER:**

- Artist
- Brand

**PLATFORMS:**

- Public (Facebook, YouTube, Twitch)
- Private (Howler, Cleeng)

**PURPOSE:**

- Charity fundraiser
- Album/Product Launch
- Recreational
- Monetization

The success of online streams is dependent on numerous factors, the most important being:

#### STREAM CONTENT

The overall value of the performance including costume, lighting, visuals, props, etc.

Including technical delivery: video, audio and stream quality.

Additional points for added value, include engaging the audience via video and/or direct communication via live chat or messages.

#### AVAILABILITY

Duration of the stream.

Live or prerecorded.

Access to the stream, gated or public.

#### ENGAGEMENT

Interaction with the audience.

Audience to audience interaction.

Length of engagement is just as valued as the intensity at high traffic moments.

#### OVERALL

An average of the other fields.

# SUCCESSFUL LOCAL ONLINE STREAMS



## DREAMSTREAM

Platform: Private (Howler)  
 Purpose: Charity Fundraiser  
 Owner: Howler

DreamStream, a collection of some of South Africa's Finest DJs, brought to your home for a full weekend of entertainment.

STREAM ★★★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★★★  
 OVERALL ★★★★★<sup>1/2</sup>



## GOODLUCK

Platform: Public  
 Purpose: Charity Fundraiser  
 Owner: Artist Owned

GoodLuck present *The Luck Down*, their very own livestream during the Covid-19 lockdown.

STREAM ★★★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★★★  
 OVERALL ★★★★★



## CASTLE LITE UNLOCKS

Platform: Public  
 Purpose: Recreational  
 Owner: Brand Owned

Castle Lite's series of 30-minute livestream sessions with some of SA's most-loved musicians.

STREAM ★★★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★★★  
 OVERALL ★★★★★



## WE HOUSE SUNDAYS

Platform: Private (Howler)

Purpose: Monetization

Owner: We House Sundays

An authentic virtual music event held every Sunday. Mimicking their IRL Sunday events.

STREAM ★★★★★  
 ENGAGEMENT ★★  
 AVAILABILITY ★★  
 OVERALL ★★



## SHIMZA LOCKDOWN HOUSE PARTY

Platform: Public / Channel O

Purpose: Monetisation

Owner: Channel O x Hunters Cider

Originating as a livestream with great support, then picked up by local Music TV with a brand partner.

STREAM ★★★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★★★  
 OVERALL ★★★★★



## AG X VIRTUAL

Platform: Private (Zoom) + Public (Facebook Live)

Purpose: Launch event

Owner: Brand Owned

This showcase featuring pioneers of the advertising and entertainment world demonstrating the capabilities of new XR technology.

STREAM ★★★★★  
 ENGAGEMENT ★★  
 AVAILABILITY ★★  
 OVERALL ★★



# SUCCESSFUL INTERNATIONAL ONLINE STREAMS



## TOMORROWLAND

Platform: Private

Purpose: Monetization

Owner: Brand Owned, Tomorrowland

A fantastical two-day digital festival experience, bringing the biggest names in EDM to the world through 3D technology, video production and special effects. All prerecorded. Crowd engagement was a huge miss.

STREAM ★★★★★  
 ENGAGEMENT ★★  
 AVAILABILITY ★★  
 OVERALL ★★★★★



## BUDWEISER REWIND

Platform: Public

Purpose: Recreational

Owner: Brand Owned

A new, interactive live music storytelling series featuring legendary acts as they rewind through their greatest hits and share never before-heard stories with great audience engagement

STREAM ★★★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★★★  
 OVERALL ★★★★★



## CERCLE

Platform: Public

Purpose: Recreational

Owner: Brand Owned

Cercle predates pandemic necessity and remains one of the only successful live streaming entities IRL. Their last stream in Chamonix on June 4th, sitting currently with 1.5m views.

STREAM ★★★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★★★  
 OVERALL ★★★★★



### DEFECTED RECORDS

Platform: Public

Purpose: Recreational

Owner: Brand Owned

A series of virtual music festivals accessible around the globe. Created to keep the spirit of music festivals alive during worldwide lockdown.

STREAM ★★★  
 ENGAGEMENT ★★★  
 AVAILABILITY ★★★  
 OVERALL ★★★



### GLOBAL CITIZEN: One World Together At Home

Platform: Public

Purpose: Charity Fundraiser

Owner: Brand Owned

A globally broadcasted digital special to support frontline healthcare workers and the WHO.

STREAM ★★★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★★★  
 OVERALL ★★★★★



### TORY LANEZ SOCIAL DISTANCING TOUR

Platform: Private

Purpose: Monetization

Owner: Artist owned

The Social Distancing Tour replaced Tory Lanez original US tour. Tory's Social Distancing Tour partnered with Big Room to maximise production value.

STREAM ★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★  
 OVERALL ★★★



### JOHN LEGEND

Platform: Private

Purpose: Album launch

Owner: Artist Owned

A virtual concert experience using VR technology presented by WaveXR to launch John Legend's new album: Bigger Love.

STREAM ★★★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★★★  
 OVERALL ★★★★★<sup>1/2</sup>



### FORTNITE ROYALE

Platform: Private

Purpose: Recreational

Owner: Brand Owned

Fortnite (one of the world's largest gaming platforms) broadcast a number of Party Royale events (none bigger than Travis Scott), bringing fans together and encouraging friends to join the party, hang out, play mini games, customise their avatars and socialise in game.

STREAM ★★★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★★★  
 OVERALL ★★★★★



### JD LIVE CLUBBING EXPERIENCE

Platform: Private

Purpose: Monetization

Owner: Brand owned

Once a week, the online retailer JingDong (JD.com) will livestream a three-hour performance by one of TMG's signed DJs on JD Live.

JD have partnered with a variety of international alcohol brands, promoting them throughout each event and giving viewers the option to immediately order the advertised product.

STREAM ★★★★★  
 ENGAGEMENT ★★★★★  
 AVAILABILITY ★★★★★  
 OVERALL ★★★★★

There is a pattern in the presentation of these livestreams and digital experiences.

The global pandemic, and the lockdowns that followed saw a similarity in the rush of streams across territories and the growth and development of these digital experiences over time as additional elements and technology became available.

Consumers do not value repetition and reward innovation.

In a world that is saturated with carbon copies, anticipation for something new and engaging appears to trump any repeat offerings.

# STOP

Instantly we had to STOP what we were doing, readjust our strategies and scramble for solutions over night. The realisation that this may not be temporary, forced us to take a longer view and transition into digital along with the South African consumer.



AN ENTIRE INDUSTRY STOPS

## 2 LONG TERM PROBLEM:

The realisation that this may not be temporary



## 1 SCRAMBLING:

Sudden lockdown measures leave the industry scrambling to find solutions

## 3 SOCIAL DISTANCE

The overnight transition to digital

## PAUSE

In the second phase, brands had to PAUSE and reflect on how the industry was going to move forward. In the brainstorming phase, we started thinking of the longevity of solutions and what they could offer our audiences. The lack of freedom and transition into digital saw a surge in screen time and in turn this increased the demand for content, the crowds wanted more!

The creative world became hesitant and the question was constantly asked: do we plan for the future or do we just press 'pause'? There's no debate in that success only happens if you're willing to take the risk.





## PLAY

Jumping into the third phase, brands and artists started to implement their ideas, pressing play on projects that needed a quick turnaround time. Despite the increased demand for content the challenge still lay in production. As weeks dragged to months and restrictions started to ease came more mobility and room to freely build on ideas that just moments ago were impossible.



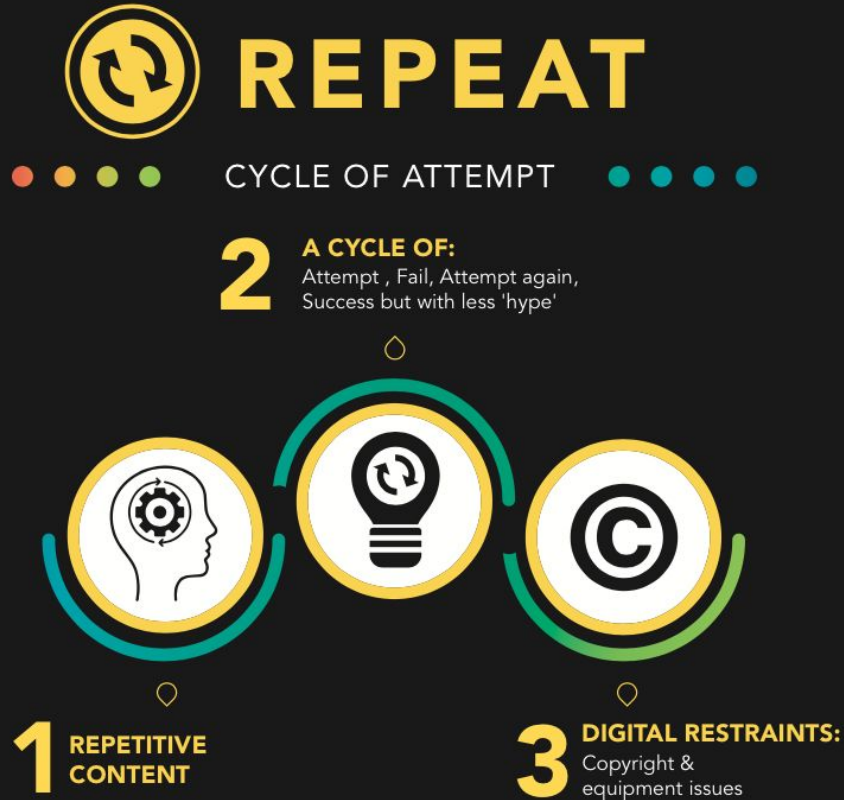


# REPEAT

Phase 4 could be the most important phase so far, with the entertainment industry trying and trying again to achieve tangible results, brands and artists around the world took note of those first innovations and began to experiment with digital events and online streaming.

Streams were getting pulled down from platforms like Facebook and YouTube then Twitch for copyright issues, recordings went missing, livestreams dropped out due to platform or ISP issues. The barrier to entry was higher than expected in many areas, that had to be tried and tested in order to figure out the most successful way to succeed in the 'online' space. This repetitive cycle, has resulted in not only an overload of online streaming content but also the exact same type of content: a DJ recording a set from a bedroom, with a plant in the background and maybe a disco ball or two.

The crowds have been begging for more innovation, creativity and of course engagement and experiences.



## FAST FORWARD

As we fast forward into the future, creativity and innovation will lead the charge in making our ideas and projects stick, making them more long-term "future" oriented. We've shifted from "What should we do now?" to "How are we going to make this work in the real world?".

VR, AR and XR have allowed brands & people to start playing again, and has expanded our idea of how our businesses could perform in this new world. Stop, Pause, Play, Repeat and Fast Forward to the new world of the Entertainment Industry and get ready for tomorrow.



# FAST FORWARD



FUTURE FOCUSED



2

### REFLECTION PHASE:

How are we going to press 'play' in a post pandemic world



1

FUTURE FOCUSED

3

### INNOVATION:

The rise of VR experiences, Brands & people start strategically playing in the field again

## CONCLUSION

Over the last few months we have seen streaming evolve: from the transition to digital, to an overload in online streaming, to a more structured well thought out solutions.

We've seen the benchmark for innovative digital experiences with artists who have partnered with brands to create more excitement, with better engagement and generate better results, e.g. Tomorrowland, Fortnite Party Royale, Shimza's Lockdown Houseparty.

Now more than ever it is about creating *meaningful experiences*.

