



THE LIVE-STREAMING GUIDE



POWERED BY





THE ULTIMATE GUIDE FOR PRODUCING & PROMOTING LIVE-STREAM CONCERTS

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INTRODUCTION:

Countless shows, tours, and festivals are being canceled around the world because of Covid-19, but that doesn't mean live music has been ground to a halt. Homebound audiences are streaming concerts live from every corner of the globe performed by musicians of every genre, following, and background imaginable. The pandemic is posing a massive challenge to the music industry, but the explosive growth in the popularity of live-streaming is helping musicians and promoters build connections with audiences and earn an income during a difficult time.

Jessie of the UK-based indie rock outfit Scarlet began live-streaming performances in the early days of the pandemic. The frontwoman was surprised to discover that digital concerts drew bigger audiences than the ones that came to see her regular shows. "It's a lot more people watching my music than if I were playing a live show. It makes sense to continue to do these when lockdown is over. You can connect with a lot more people on a greater level."

In a world where in-person experiences like conventional concerts won't be considered safe for some time, digital music performances are becoming essential lifelines for musicians and promoters alike. Initiatives like the Berlin-based online platform United We Stream were able to collect one million Euros in donations for the German club scene by collaborating with ARTE concerts, streaming dj sets from closed venues in Berlin and other main cities in Germany. In this guide, you'll learn everything you need to know about setting up and promoting live-stream concerts. From the gear you'll need and important technical guidance to helpful tips for promotion and adapting musical performances to the world of live-streaming, it's all here.



THIS GUIDE IS BROUGHT TO YOU BY:



gigmit is the data-driven matchmaking platform representing easy booking for both live acts and promoters. It changes the way concerts are organized, gives the live industry a digital tech update and opens the booking business, which was previously reserved for only a few, to everyone. Since the founding of gigmit in 2012, over 120,000 artists have used the platform to apply for gigs of all genres. More than 8,500 promoters have registered with gigmit. So far, more than 30,000 gigs have been advertised on gigmit - with a total order volume of more than eight million €. gigmit is a pathfinder in the intransparent booking business. A single independent and data-driven profile is the key to a global network of active artists and promoters bigger than every individual's reach.

SHURE

Good sound is fine for some people. But Shure is only interested in delivering sound experiences that immerse and inspire you. With a history of innovation that began in 1925, Shure has turned a passion for making great microphones and audio electronics into an obsession and continues to set the worldwide industry standard for superior, reliable products. From Elvis to Martin Luther King Jr., from the GRAMMYS® to the Olympics - iconic performers, leaders and communicators trust Shure to deliver their messages clearly, for all to hear.

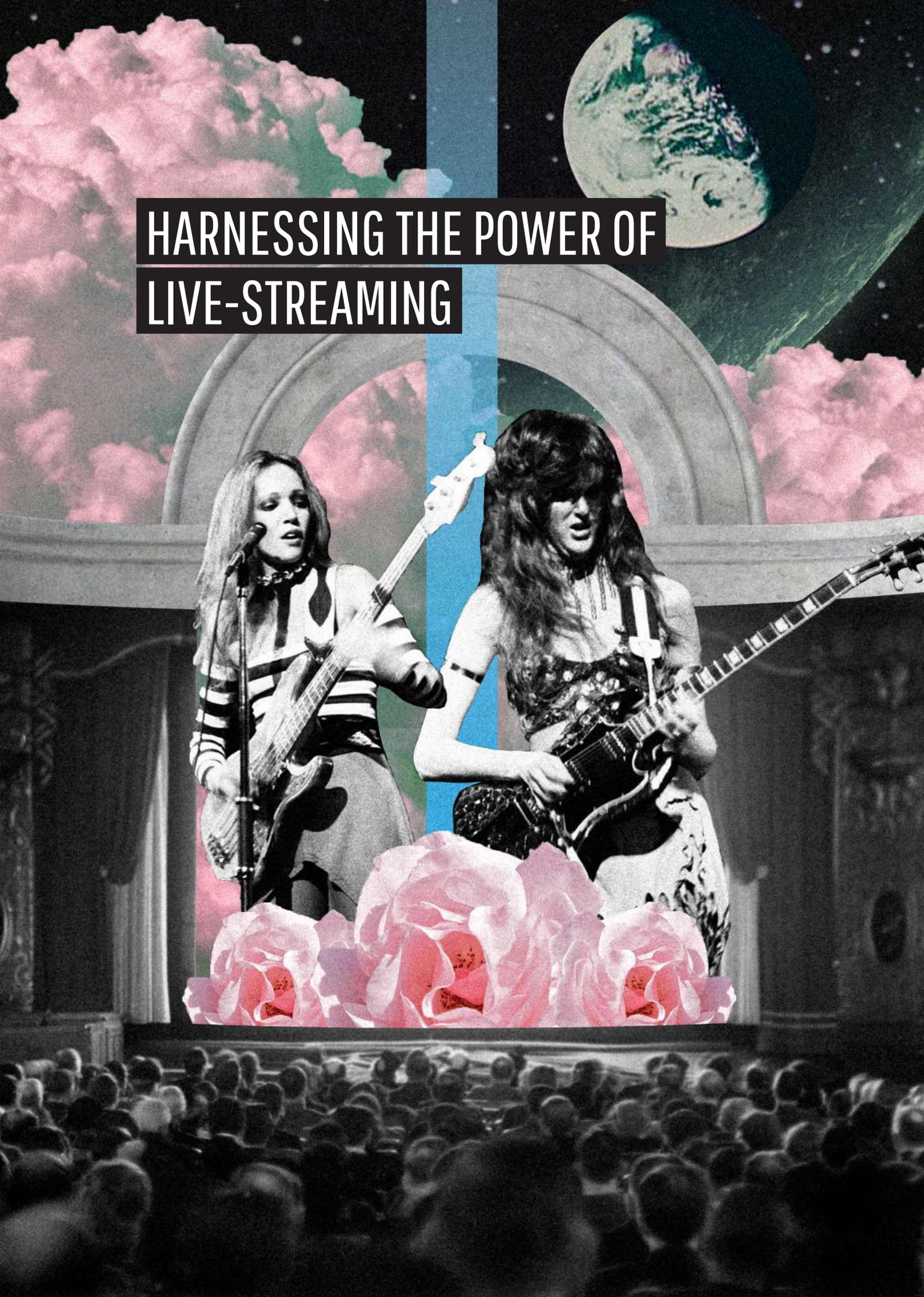


Yamaha started developing professional audio equipment in the 1960's. The company has been involved in the design and manufacture of Pro Audio gear for decades and has brought many innovative and class-leading products to market. Yamaha gear has a proven reputation for excellent quality and reliability, and continues to be the choice of top professionals all over the world.

KYCKER

Kycker is a fully automated digital artist development platform that allows artists to earn money from their music and grow their careers. This occurs through two distinct areas: Distribution (digitally releasing their music to online stores and streaming services) and Publishing (live performance / broadcast royalty collection and synchronisations into visual media). Kycker also provides mentorship to users in the form of videos hosted by notable industry professionals and is backed up with online and face to face / panel events. Artists are also offered a number of career development opportunities such as touring networks, international showcasing and writing/ co-writing bootcamps.

HARNESSING THE POWER OF LIVE-STREAMING





HARNESSING THE POWER OF LIVE-STREAMING

Streaming concerts online is quickly becoming one of the most important parts of the music industry. With virtually all live performances being forced online because of the coronavirus pandemic, digital concerts are exploding in popularity around the world, and you'll miss out if you don't adapt to them.

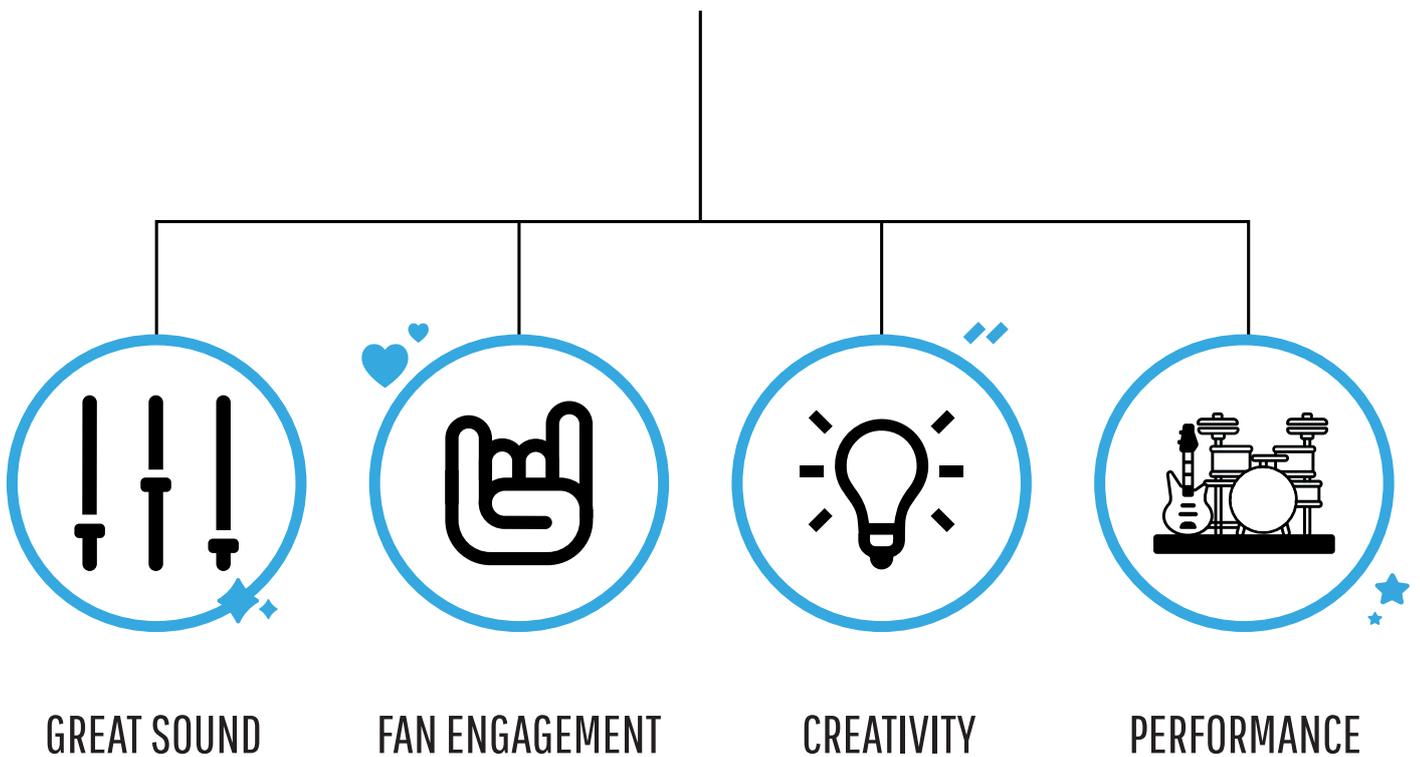
Live-streaming is the act of presenting music performances online. When you promote or play normal shows, you're limited to the number of fans that can fit into venues. But streaming concerts online gives you the power to reach any fan on the planet with an internet connection. Touring can be expensive and tricky for artists and promoters alike, but digital shows offer the chance to build incomes and audiences without leaving home. For venue owners, blogs, and festival curators, live-streaming tears down barriers like distance, money, and logistics when it comes to building exciting shows with complimentary artists from across the globe.

To get the most out of live-streaming concerts, you have to understand how they're different from normal concerts. A typical in-person concert at a local venue features one or more artists who perform on stage in front of an audience. Concerts streamed digitally feature musical performances, but without the need of an audience, stage, venue, or staff. Instead, musicians perform in front of audiences who stream the shows through desktop computers, smartphones, laptops, and smart TVs.

Just like how conventional shows are promoted and performed, things like sound, stage presence, promotion, and creativity are important for making digital shows successful. Though live-streams can be as basic as performing in front of your smartphone on a whim, you'll find that fully promoted digital shows that look and sound professional are the ones that ultimately draw fans, make money, and build excitement. With the right equipment, preparation, and approach, digital concerts can deliver the kind of special experiences for fans that draw them closer to artists, venues, and blogs.



KEY TO A STELLAR LIVESTREAM PERFORMANCE





HOW TO MAKE THE DIGITAL CONCERT EXPERIENCE SPECIAL

With the growing popularity of live-streaming concerts and how easy they are to pull off, it's easy for some to view digital shows as events that require less thought, planning, and energy than physical ones. However, like most things in music, you'll get out what you put into your live-streams. As more fans learn about digital shows, it's becoming more and more important for artists, promoters, and venues to take them seriously.

Playing a couple of songs in front of your laptop while you sit on your couch wearing sweatpants might be easy, but it probably won't get you the results you're looking for. Factors like professional sound, quality of performance, stage presence, and presentation are a huge deal for making live-streams compelling for audiences. Though digital concerts can and often are performed on stage at conventional venues, one of the best things about them is that they can happen anywhere with an internet connection. Many artists live-stream performances from home because it's so easy to. While this isn't necessarily a bad thing, it can present a challenge for musicians trying to deliver special digital concert experiences for fans.

To create the kind of incredible live-stream music events that get fans excited, you first need to think about what makes live music performances special in the first place. Professional sound, stellar performances, and captivating visuals probably come to mind. The good news is that with a minimal amount of equipment and a little creativity, artists and promoters of every budget and experience level can embrace these qualities in the concerts they stream live. We'll cover technical sound guidance later in this guide, but first, let's talk about ways to make digital concerts more engaging for audiences.



CREATIVITY IS KEY

2

Art, technology, design, collaboration—–the same things that make conventional concerts fun and compelling can make live-streamed concerts special and exciting as well. Everything from the settings you perform in to what musicians wear and how they interact with audiences during live-streams is important. Instead of giving audiences the bare minimum, digital music performances are opportunities to pull out the stops when it comes to things like visuals and remote collaborations. For some musicians, enhancing live performance streams can be as simple as building a backdrop in their basements with draped Christmas lights and sheets. Others use costumes, digital projectors, smoke machines, and unique collaborations to inject life and creativity into their live-streams.

Pop artist Dua Lipa's March 2020 appearance on *The Late Show With James Corden* is a **prime example** of how to enhance digital shows through collaboration and creativity. Lipa performed remotely not only with a full band, but also a group of dancers and backup singers. The performance looked and sounded amazing, and it's clear it took a lot of coordination and imagination to pull off. Lipa's performance was recorded through Zoom's Webinar feature and not performed live, but artists can live-stream similar experiences. **Ben Gibbard**, legendary indie pop musician of *Death Cab For Cutie* and *The Postal Service*, now has a regular live-streaming show on YouTube where he plays originals, covers, and even debuts new songs.

You don't need to be a famous musician to have a great live-streaming experience. Artists of every budget and following are using platforms like YouTube and Zoom to create unique digital concert experiences for fans.



CREATIVE TIPS TO SPICE UP YOUR LIVE-STREAMS



ADD INTERESTING LIGHTING ELEMENTS TO YOUR SHOW WITH DIY SETUPS AND COLORED LIGHT BULBS.



DECORATE YOUR SPACE OR RECORD IN AN UNCONVENTIONAL SETTING.



BRING COLLABORATORS INTO THE MIX LIKE DANCERS AND GUEST MUSICIANS



CREATE A MEMORABLE VISUAL ELEMENT TO YOUR CONCERT BY WORKING WITH AN ARTIST OR CREATING SCULPTURES, BACKDROPS, AND VIDEO PROJECTIONS ON YOUR OWN.



DRESS LIKE YOU WOULD IF YOU WERE TAKING THE STAGE AT A VENUE.



DO ANYTHING YOU CAN TO BREAK OUT OF A CONVENTIONAL "PLAYING FROM HOME" SETTING (UNLESS THAT WORKS WITH YOUR MUSIC)



ADDING NEW OR UNEXPECTED STYLES AND SOUNDS INTO YOUR SET. IF YOU'RE A DJ THAT ALWAYS PLAYS SONGS IN 4/4, CHANGE THINGS UP BY EXPLORING OTHER TIME SIGNATURES.



PRESENT YOUR NAME ON A CAPTIVATING BANNER, ELECTRIC SIGN, OR CHALKBOARD.



EXPLORE INTERESTING CAMERA ANGLES LIKE THE TINY PLANET EFFECT IF IT FITS WITH YOUR IDENTITY, EMBRACE HUMOUR IN YOUR SET WITH JOKES, SKITS, AND OTHER CONTENT.



DIGITAL VS PHYSICAL PERFORMANCE ETIQUETTE

If you're an artist learning how to create successful online concerts, some changes should be made to your stage presence and performance etiquette in preparation for your shows. While engaging with audiences by talking to them directly isn't often done on stage, it's something that can build interest in your digital performances and help you connect with fans. If you're used to getting up on stage and zoning out while you perform at typical shows, things like eye contact, smiling, and leaving room in your set to engage with your audience in a genuine way will work better in digital performance contexts. Like everything in music, you'll get more comfortable with live-streaming as you gain experience.



DON'T PERFORM LIKE YOU'RE PLAYING ON A BIG STAGE.



EYE CONTACT (LOOKING INTO THE CAMERA) HELPS BUILD CONNECTIONS WITH THE AUDIENCE.



LEAVE ROOM IN YOUR SET TO INTERACT WITH FANS BY ANSWERING THEIR QUESTIONS. CONSIDER TAKING SONG REQUESTS.



PERFORM SERIOUSLY AND PASSIONATELY. EVEN IF YOU'RE NOT PLAYING AT A REGULAR VENUE, DIGITAL CONCERTS MAKE A HUGE IMPRESSION ON FANS, SO PUT YOUR BEST FOOT FORWARD.



THE POWER OF PARTNERSHIPS

2

If you're an artist trying to go it alone with live-streaming, you'll miss out on huge opportunities to promote your digital shows. The same idea goes for venues, blogs, and promoters who focus on working with just one artist. In the same way conventional shows and festivals benefit from supporting bands, sponsorships, and collaborations, online music events do as well. Digital shows draw bigger audiences and generate more excitement when artists, venues, blogs, and promoters team up.

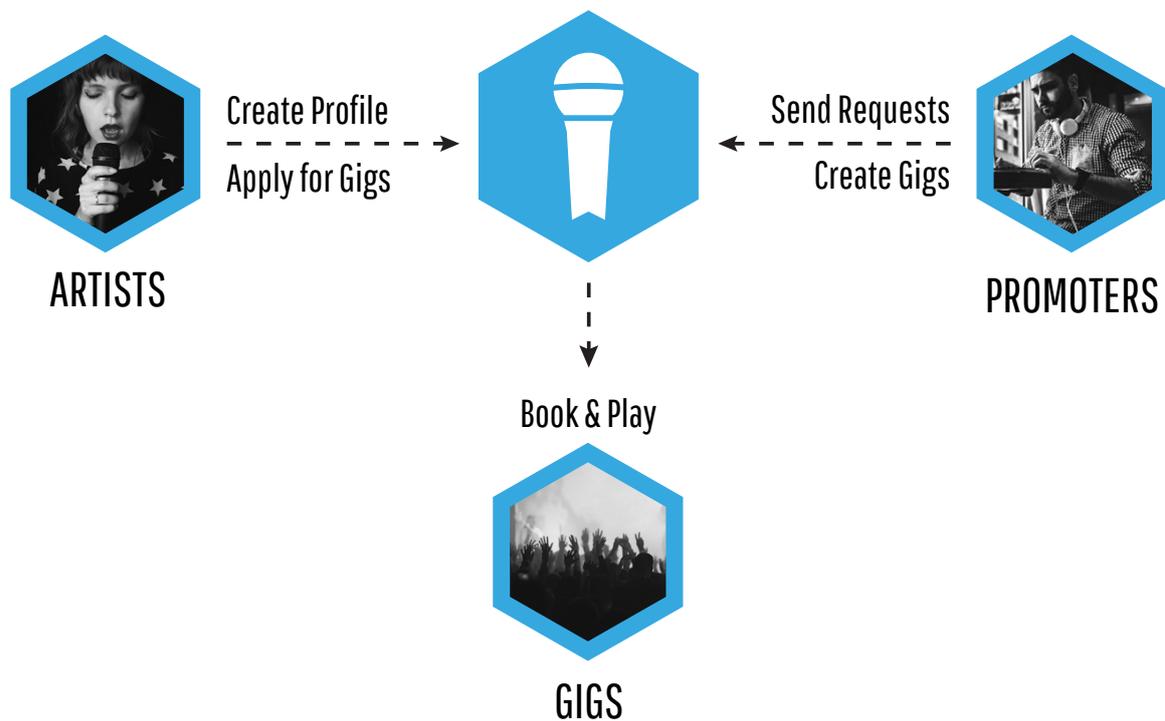
For bands, this can be as simple as creating an event, promoting it online, and performing together with the same supporting act/headliner format of physical shows. Blogs, magazines, venues, festivals, and even companies can partner with artists to promote events, fundraise, or bring awareness to something through digital music events. Digital partnerships can help draw attention to everything from album releases to a city's local music scene.

In April 2020, the influential music blog Pitchfork launched a live-stream page on its website called "[The Isolation Check-In](#)." It features performances from Willie Nelson, James Blake, Metallica, The National, and dozens of other artists. Acting as a promoter, Pitchfork stayed relevant and informative through the early days of the crisis and beyond by helping drive traffic to live-stream concerts. Rapper [Travis Scott](#) took his digital concert partnership to a new level by teaming up with Fortnite and live-streaming a concert inside the game.



HOW GIGMIT WORKS

MATCHMAKING BASED ON FAN AND STREAMING DATA



The ever-evolving world of online concerts can be tricky to navigate whether you're an artist or own a music venue. Luckily, **gigmit's platform** helps connect artists and promoters in an easy way. Gigmit is a digital live booking platform that matches artists with show opportunities of all genres and locations. With gigmit, musicians can create promoter profiles to connect with other artists and get access to digital and physical show opportunities. Festival curators, club owners, blogs, and companies can search their artist database with filters like location and genre to find the right live act or dj for their digital music events.



GERMAN POP ARTIST BRUNKE ON LIVE-STREAMING



German pop artist Brunke recently streamed a live-concert to fans around the world from his home. Believe it or not, Brunke says there wasn't much difference from the concert he streamed live from the shows he regularly plays. "It felt almost like a real concert. I only have one chance here, and I can't start the recording again like I do at home."

While Brunke misses fans clapping and singing along in person, he appreciates the live-streaming experience because it allows audiences to be at home with him. Brunke streamed his concert live through his Instagram channel, and also recently performed on Twitch as a guest on a podcast.

"I think a good camera quality and an external microphone can enhance the stream a lot," says Brunke. "I use the Shure MV88+, but there are other good ways to stream. The most important thing is to make it easy to stream and find the connection with the viewers." Brunke goes on to say that he tries to be as relaxed as possible during his digital concerts, and that it's important to take time to answer questions and take song requests.



LIVE-STREAMING TIPS FROM BRUNKE

CHECKLIST



REHEARSE AND THINK ABOUT WHAT YOU WANT TO SAY.
CREATE A SETLIST.



REMEMBER THAT MOST PLATFORMS MIRROR YOUR FRONT CAMERA,
SO YOU HAVE TO WRITE YOUR NAME OR HASHTAGS THAT SHOULD BE READ IN
THE BACKGROUND ALSO MIRROR-INVERTED.



DO A SOUND CHECK WITH A SECOND ACCOUNT AND CHECK YOUR INTERNET
CONNECTION. SAVE THE SOUND CHECK STREAM AND LISTEN TO IT TO CHECK
THE VOLUME AND QUALITY.



AND LAST BUT NOT LEAST: SWITCH ON YOUR PHONE TO AIRPLANE MODE! IF YOU
ARE CALLED, THE STREAM WILL BE INTERRUPTED, AND IN THE WORST CASE IT
WILL BE TERMINATED.



DON'T SCROLL TOO MUCH IN YOUR COMMENTS. THEY ARE USUALLY ONLY
DISTRACTING AND ARE OFTEN TOO TIME-DELAYED. AT A CERTAIN POINT IN THE
SET, TAKE THE TIME TO ANSWER 3-5 QUESTIONS.



MY SECRET TIP IS TO BRING A SECOND PERSON INTO THE STREAM
ON INSTAGRAM, SO THEIR STORY WILL SHOW YOUR STREAM AND YOU WILL GET
MORE VIEWERS TO DISCOVER YOU.

The Shure logo is displayed in a bold, italicized, lime green font within a black rectangular box.

MV88+ Video Kit

LIVE STREAMING WITH STUDIO-QUALITY SOUND

When you're live-streaming, the last thing you want is for your viewers to be let down by poor quality audio. The MV88+ Video Kit ensures your stream is accompanied by clear, captivating sound. It's easy; simply plug in and hit record.



The MV88+ Video Kit comes with iOS and USB-C cables so you can connect it to your phone or laptop device for instant, professional recording — anywhere.

With our free ShurePlus MOTIV™ Video app, you can transform your device into a portable studio. Simply choose from one of the five built-in DSP presets (Speech, Singing, Flat, Acoustic Instrument & Loud).

Then adjust the microphone gain and stereo width to find the perfect sound solution for you. When you're done, you can save and share your content in multiple formats from inside the app.

So what are you waiting for? For more info, [click here](#).

Compatible with iOS and Android*.



JESSIE FROM SCARLET BREAKS DOWN HER EXPERIENCE WITH DIGITAL CONCERTS



British indie rock band **Scarlet** is featured on KYCKER. Frontwoman Jessie says performing online has been an educational and rewarding experience. “I’ve found the experience eye-opening in a few ways. It’s actually a lot of work, for me anyway. I wanted to be creative and didn’t want to just pick up my acoustic and play. I have been using backing tracks and playing electric guitar over them to try to replicate my band’s usual vibe. I don’t want to be seen as an acoustic performer. I want people to experience my songs for what they are: the light and shade, the big riffs and wall of sound.”

Jessie spends a significant amount of time preparing for live-streams by getting the sound and lighting of the performance right. “You become your own sound and lighting engineer performing from home. I do various ‘sound checks’ and live stream tests to make sure it’s all sounding ok.”

“I don’t feel nervous on stage anymore, but standing in front of my iPad in my living room has been making me feel like I’m on a rollercoaster! My experience of live-stream numbers has been brilliant. I’ve had from 60 to hundreds of people watching the live-streams live and thousands watching the replays.”



LIVE-STREAMING FROM MUSIC VENUES

2

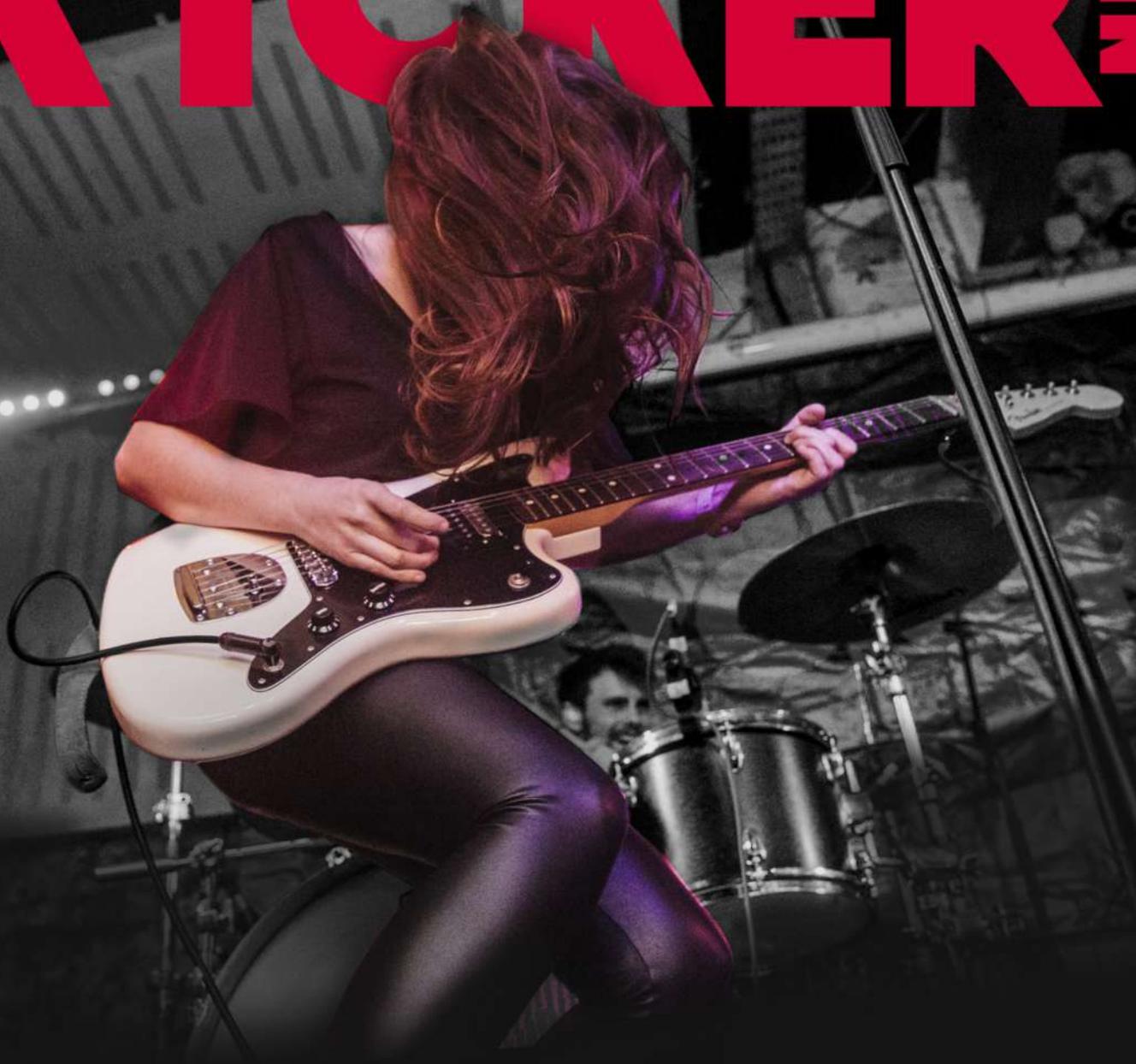
The powerful relationship musicians and audiences have with music venues doesn't have to change when concerts are streamed live. Musicians and venues can partner to stream exciting shows straight from venue stages. During the Covid-19 crisis, venues are live-streaming shows where musicians play at a safe distance away from one another on their stages. But even during normal circumstances, venues and artists benefit from increased exposure when they share live concert streams online. These sort of shows are ideal for bringing awareness to specific causes.

United We Stream is a **Berlin-based** online initiative that brings DJs and clubs together to support the German music scene during the coronavirus pandemic. Featuring celebrated DJs and musicians, their platform streams DJ sets and live performances from Berlin and other major cities with the goal of helping artists, clubs, and the internationally beloved music scene. **Stay At Home Festival** and **Dringeblieden** are currently streaming similar digital music festivals with a stronger focus on live acts and singer songwriters.

During international pandemics and normal circumstances alike, it's important to stay connected with your audience whether you're a show promoter or a musician. Digital concerts give both parties the power to do this in a powerful way.

Gigmit helps bring venues and musicians together. Artists get access to a list of digital and physical show opportunities, while promoters and club owners can search for artists based on location and genre. With gigmit it's easy to find online music festivals like Stay at Home Festival and many more.

KYCKER.NET



DISTRIBUTE

Get your tracks on hundreds of platforms worldwide including Spotify and Apple Music

PROMOTE

Mentoring and support for growing your audience including DSP playlisting

PUBLISH

Collect all of your worldwide broadcast and live performance royalties with one click

SYNC

Have your music represented for placement in film and TV

LIVE

Global Showcasing Opportunities

FREE

We don't make money until you do



All the tools to manage your music career in one place
www.KYCKER.net



HOW TO SET UP SOUND AND VIDEO FOR DIGITAL CONCERTS





HOW TO SET UP SOUND AND VIDEO FOR DIGITAL CONCERTS

Sound and image quality are crucial for shows whether they're performed in person or streamed online. Things like excellent performances and stunning visuals won't matter much if the sound and look of your live-streams isn't professional.

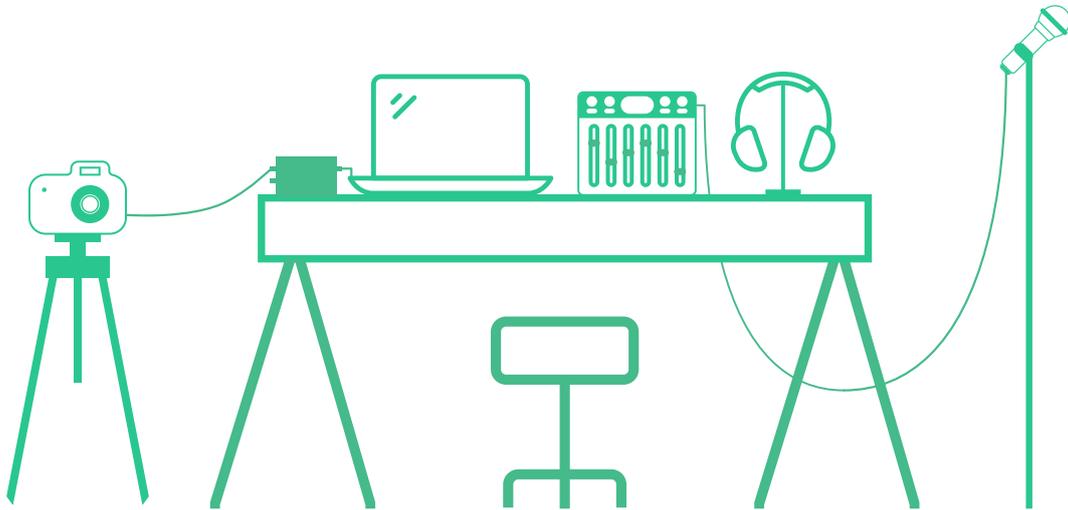
Luckily, with a minimal amount of gear and tech-savviness, you'll be able to deliver incredible sound and image quality to the concerts you stream live. To help you get started, we'll walk you through what you need to set up sound and video for your live-streams step-by-step with expert advice from Yamaha's **Andy Cooper**, a professional sound engineer and musician.



According to Andy, it's impossible for musicians to produce clear, professional sound for their digital performances by using the stock sound features that are on your smartphone or computer. Here's a list of the equipment you'll need to produce professional live-streams:



WHAT YOU'LL NEED PART 1



COMPUTER, SMARTPHONE, OR TABLET

You'll use these devices to stream concerts online. Laptop and desktops are preferred, but if you record through a phone or tablet, make sure your device is stable to avoid a shaky video if you're not using an external camera.



EXTERNAL CAMERA OR WEB-CAM

(External is preferred)

Using **a professional camera setup** will give audiences the clearest and most captivating view of your online concerts. Designed for iPhone recording setups, **Shure's MV88+** video and recording kit includes a professional condenser mic, mini tripod, and phone clamp. External cameras and web-cams will transmit the video of your performance to audiences online.

If you're using an external camera, make sure it has an HDMI or SDI out port, and you'll need an HDMI, SDI, or USB cable to link with your computer. HDMI and SDI chords are recommended more than USB because the signals they produce are more consistent.



WHAT YOU'LL NEED PART 2



SIGNAL CONVERTER BOX

(Optional, and only needed if you're filming with an external camera)

A signal converter box acts as a bridge from your camera to your computer. These devices aren't essential, but they ensure the video quality of your signal stays strong and clear. Facebook Live Producer uses embedded streaming. The external software needs to be capable of using external microphones.



LIVESTREAMING SOFTWARE

Some streaming platforms don't require special live-streaming software to broadcast, but others, like Facebook, do. This software is built to produce live video, and it often comes with editing and display features that most basic streaming platforms don't provide. Both **free** and **paid** options are available.



MICROPHONE(S)

(should be external)

Using your device's stock microphone will result in shows that sound muffled, distorted, and forgettable. Music venues don't use these mics, and neither should you. External mics deliver far superior sound than internal ones do. They can also be positioned around your recording space independently and individually mixed. Multiple mics are preferred for musicians who sing and play instruments. Great live-stream sound can't happen without great mics. The **MV51 Shure digital condenser microphone** delivers excellent sound, USB connectivity, and an authentic look that will liven up your live-streams. Their **SM58** model is ideal for transmitting vocal performances, while the **SM57** records instruments in stunning clarity. In order to connect any external microphones with your laptop or mobile device, the **MVi Digital audio interface** is a very reliable and affordable solution, functioning like a portable recording studio.



WHAT YOU'LL NEED PART 3



HEADPHONES OR SPEAKERS

You'll need headphones or a speaker setup to be able to hear your performance and backing track if you're using one. Headphones and speakers are essentially stage monitors for the digital concert experience. Your headphone or speakers setup allows you to not only hear yourself, but also the performance you're sending out to your fans. If you're using speakers, make sure to never point the front of your mic at them because this will result in feedback. **Yamaha's HS speaker series** will give you a precise listening experience to help your performance sound its best. If headphones are more your style **Yamaha's MT Series Monitoring Headphones** or **Shure SRH440, SRH840** or **SRH1540** might be the right fit for you.



MIXER AND CABLES

If your digital performances include multiple instruments, musicians, or a backing track, you'll need a mixing console to mix and prepare the different sounds. You can use small consoles with just a few inputs, or large studio-grade ones for more elaborate performance setups. If you're looking for portable and easy-to-use consoles, **Shure's MOTIV MVi** is a compact digital audio interface that connects either one instrument or one microphone to your computer. All of Shure's MOTIV products make it easy for non-tech-savvy musicians to produce live-streams and record. **Yamaha's AG06 mixing console** delivers 6 channels for high-resolution mixing in a small device that can fit on your desk. If your digital performances are more elaborate, the **MG20XU mixing console** will give you 20 channels, a suite of sound effects, and a host of other features to explore.

In addition to a mixing console, you'll also need mic and guitar cables to send sound through your mixer to your device. If you're using an external video camera for streaming, you'll need an HDMI, SDI, or USB cable.

AG SERIES

 YAMAHA

CREATE IT.
SHARE IT.
REPEAT.





MAKING YOUR LIVE-STREAMS RUN SMOOTHLY

To deliver the best musical performances you can to the live-streaming experience, you'll need to be 100% confident in the technology you're using. This means figuring out the basics before your show, and not during it.

LIVE-STREAM SOUND AND VIDEO TIPS

To get your space ready to stream and record in, you'll need to get rid of background noises like air conditioners, pets, street-related sounds, and anything else going on where you perform that might produce unwanted sound. Remember, the space you perform in will be on full display for the world to see, so make sure you're presenting a clean and interesting setting.



HAVE SOMEONE ELSE MIX THE SHOW

If you're able to, have someone else mix the performance so you can focus on playing your best.



SOUNDCHECK BEFORE THE SHOW

Venue shows always include soundchecks for artists, and digital concerts need them as well to deliver professional sound. Before your show, test your instrument, voice, and background track levels to make sure you're giving the audience the best representation of your sound.



LIVE-STREAM SOUND AND VIDEO TIPS CONTINUED

3



TURN OFF NOTIFICATIONS FOR YOUR DEVICES

A text notification or phone call can be hidden when a band plays on stage at a venue. But when it comes to digital shows, those distracting sounds come through much more clearly. Before you play, set your phone on airplane mode, and turn off the notifications for the devices you use to stream.



MAKE SURE YOUR SPACE IS PROPERLY LIT

Your show needs to be lit well in order to translate the right way to video. Take plenty of time beforehand to test different lighting options in your space.



RELIABLE INTERNET IS ESSENTIAL

Without a reliable internet connection, you won't be able to transmit digital concerts. To make sure all your bases are covered, plan ahead and address any issues that might bog down your speed or cut out your service during a show.



PLATFORMS WHERE YOU CAN LIVE-STREAM CONCERTS PART 1

Before the Covid-19 pandemic, there were plenty of platforms that gave artists and promoters the chance to stream musical performances. But in response to the crisis, more and more companies are now hosting digital concerts. Each comes with its own set of benefits and drawbacks that you should be aware of, and you should have a platform picked out long before the show takes place.

facebook

Facebook is a great place to live-stream digital shows because the platform lets audiences interact with musicians in real time with comments, likes, and emojis. To stream live on Facebook, go to your homepage and click on the “Live Video” button.

Pros: Facebook makes it easy to stream live concerts, and they’ve recently allowed artists and promoters to monetize them through a payment feature.

Cons: Audiences without Facebook profiles won’t have access to the shows you stream through its platform.

zoom

More and more digital concerts are happening over Zoom, but the platform is less intuitive to operate and earn money through than its rivals. However, the platform does allow you to record live-streams so you can share them later with your fans.

Pros: Zoom’s platform allows all audiences to watch live-streams, and has private settings that only allow paying fans to attend.

Cons: Since Zoom is a video conferencing platform and not a social media one, no built-in audience or promotional offering exists on its platform. Also, the company charges \$14.99 USD a month for shows that go longer than 40 minutes.



PLATFORMS WHERE YOU CAN LIVE-STREAM CONCERTS PART 2

YouTube

YouTube is by far the most popular internet destination for video content, and it's a massive opportunity to connect with audiences. To stream concerts through your smartphone, open the YouTube app and click on the camera icon at the top of your screen.

Pros: Between monetization, uninhibited accessibility, and over 2 billion users, YouTube checks all the boxes when it comes to hosting digital concerts.

Cons: YouTube pays low rates for streams and doesn't let you charge specific prices like other platforms do. Live-streaming is only allowed for accounts with 1,000 or more subscribers.

twitch

Twitch is rapidly exploding in popularity, and more musicians are using it to stream concerts. It's easy to use and get paid through, but you and your audience will need to sign up for an account in order to use it.

Pros: Twitch's algorithms recommend channels to users and its platform provides an easy way to stream concerts and get paid.

Cons: Only audiences with Twitch accounts can view live-streams.



PLATFORMS WHERE YOU CAN LIVE-STREAM CONCERTS PART 3

Instagram

Instagram has excellent features that allow audiences to interact with artists during live-streams. To stream live through your phone, open your Instagram app and click on the camera icon in the top left corner of your screen, or swipe left.

Pros: Instagram makes live concert streaming fun, interactive, and easy.

Cons: Instagram doesn't let users monetize video streams, and audiences need accounts to access content. Instagram live-streams stop automatically after an hour, and your concert won't be saved unless you specifically choose to download it.

TikTok

TikTok is a fantastic place to stream concerts, but the feature is only allowed for users with 1,000 or more subscribers. Users with the ability to stream live video have access to millions of music fans around the world.

Pros: TikTok is rapidly becoming one of the most popular social media platforms in the world, and has helped break major artists like Lil Nas X.

Cons: Only users with 1,000 or more subscribers can stream live video. The platform doesn't allow creators to monetize their videos, and while non-users can watch concerts, they're not easily accessible.



PLATFORMS WHERE YOU CAN LIVE-STREAM CONCERTS PART 4

Periscope

Periscope is a Twitter-integrated streaming platform that brings live video content to audiences. Monetization isn't built into the platform, but you can add links to PayPal to accept money from fans.

Pros: Periscope directly integrates with Twitter, giving content creators access to its millions of users. Audience interactions are presented in real-time.

Cons: The platform isn't accessible for non-users, and monetization is a hassle.

LIVESTREAM PLATFORM COMPARISON

	FACEBOOK	ZOOM	YOUTUBE	TWITCH
MONETIZATION	YES	YES	YES	YES
BUILT-IN AUDIENCE	YES	NO	YES	YES
ACCESSIBLE FOR ALL AUDIENCES	NO	YES	YES	NO
AUDIENCE ENGAGEMENT	HIGH	LOW	LOW	HIGH
MULTI DEVICE	YES	YES	YES	YES

	INSTAGRAM	TIKTOK	PERISCOPE
MONETIZATION	NO	NO	YES
BUILT-IN AUDIENCE	YES	YES	YES
ACCESSIBLE FOR ALL AUDIENCES	NO	YES	NO
AUDIENCE ENGAGEMENT	HIGH	HIGH	HIGH
MULTI DEVICE	MOBILE ONLY	MOBILE ONLY	MOBILE ONLY

GETTING THE MOST OUT OF MARKETING YOUR LIVE-STREAMS





GETTING THE MOST OUT OF MARKETING YOUR LIVE-STREAMS

If you want audiences to check out the shows you stream online, you'll have to take promotion as seriously as you would with a normal show at a venue.

Online promotion is the best way to get the word out about your digital shows. By being creative, exploring partnerships, and presenting a compelling and consistent message, you'll be able to get your fans excited about the shows you perform online.

SOCIAL MEDIA PROMOTION

Your strategy for marketing live-streams should be different from the one you use to promote conventional shows. Posting flyers around town usually isn't very effective to promote normal shows, and doing this won't do anything to reach audiences around the world who might be interested in your digital concerts.

Getting the most out of promoting live concert streams means reaching audiences where they interact the most **online**. Music fans are spending more time on smartphones than ever before to access social media platforms like Facebook and Instagram. These platforms are not only sources of information for fans, but also valuable sales channels. Paying for online music promotion is out of the question for most artists, which is why learning how to do it yourself through social media is so important.

You'll need to use these platforms to build excitement and awareness for your digital shows, but don't stop there. The sales part of online promotion means using social media platforms to pre-sell tickets, accept donations for your performances, and sell merch. To do this, you'll need to go through a third party like PayPal, Venmo, or a platform dedicated to selling tickets online. We'll talk more about monetizing digital concerts later in this guide.



TIPS FOR LAUNCHING A SUCCESSFUL SOCIAL MEDIA CAMPAIGN



CREATE A FACEBOOK EVENT AND INVITE YOUR FANS

Like normal shows, audiences need to know when and where they're happening to show up. Creating a Facebook event and inviting your fans is an easy way to share the details of your show. If you're teaming up with an artist or promoter for your show, designate them as official co-hosts so they can invite their followers. Your Facebook event's image or video header is a huge deal because it's the first thing your audience will see, so create something that pops. Instead of adding artist bios and long paragraphs to your event text, keep it short, informative, and interesting. Stay up to date about how much interest your concert is generating through Facebook's Event Insights feature. And last but not least, test the Facebook event link posted on your website and your other social accounts to make sure it's working.



BUILD A COMPELLING NARRATIVE AROUND YOUR DIGITAL CONCERT

What's special about your upcoming online show, and why should fans care? Answering these questions will help you construct a narrative around your show. You'll use this to shape your social media promotion. Are you performing new songs or promoting sets from multiple artists to raise awareness about a new album? If so, let audiences know through your promotional posts.



KEEP POSTS SHORT, SWEET, AND ENTERTAINING

Posts shouldn't be more than three lines long. Including emojis will help catch your fans' attention, but avoid tagging because it will distract from your message. Using hashtags on Instagram is recommended, but it won't be worth your time for Facebook posts. And finally, include a link with your Facebook posts! You'll use this to sell tickets and accept donations for your upcoming live-stream. On Instagram, you'll need to include a link in your bio and not in the post.



TIPS FOR LAUNCHING A SUCCESSFUL SOCIAL MEDIA CAMPAIGN



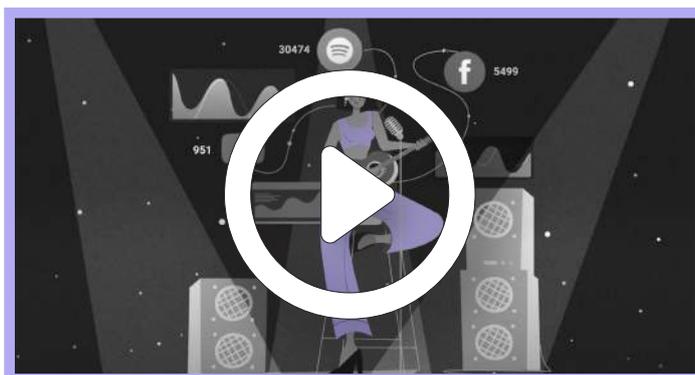
EXPLORE PICTURES, VIDEOS, AND ART TO CREATE A VISUAL THEME

Everything from color schemes to illustrations can be used to create interesting visuals for promotional content. By teaming up with an artist or exploring visuals on your own, you'll catch your audience's attention with videos, photography, and digital show flyers. It's important that whatever visual content you use to promote digital shows is original and owned by you.



USE ANALYTIC TOOLS TO TARGET YOUR SPECIFIC AUDIENCE

Cast too wide a net when it comes to social media promotion, and you won't be able to reach your most devoted fans directly. Along with Google Analytics and Facebook's Page Insights tools, major streaming platforms like **Spotify** and **Apple Music** now offer analytics platforms to artists, record labels, and managers. When you integrate your social platforms to your gigmit profile, you'll have access to powerful audience insights as well. The information these platforms can give you covers things like the age, gender, and location of your fans down to the cities they live in. Use this information to tailor social media promotion to specifically reach your most avid fans. **gigmit recently integrated Facebook and Spotify analytics into its artist pages.** By connecting these platforms with gigmit, you'll get these details at a glance. Promoters can get powerful insights on artists including fan and streaming data as well as growth trends all in one profile.





PARTNER UP

Teaming up with a band, record label, blog, publication, or digital platform is a great way to gain access to audiences you wouldn't have been able to reach otherwise. Smart collaborative promotion happens when two or more parties get on the same page about marketing efforts. This means coming together to decide on a narrative, visual theme, and specific goals for promotion. Gigmit's platform can help **increase your reach even further** when it comes to finding opportunities and partners to promote your digital sows.

Promoters and artists can easily form promotional partnerships together for digital shows, but no matter what group you're in, consider seeking a sponsorship for your digital show. For example, if you're promoting a digital concert featuring artists from the same music scene, reach out to local publications, venues, and small businesses to sponsor your online concert. Landing a sponsorship can help promote your show through things like extra funding and social media reach.

DIGITAL PERFORMANCE SPONSORSHIPS TO PURSUE



BLOGS/PUBLICATIONS



LOCAL VENUES AND BUSINESSES



INTERNATIONAL COMPANIES THAT CHAMPION MUSIC OR ART



MUSIC FESTIVALS



ARTS NONPROFITS



THE POWER OF CROSSPOSTING

This is a method for sharing the same post over various social media platforms and channels. Don't confuse crossposting with multi-posting, which is posting separate but identical messages individually to different channels. Crossposting is designed to gain more exposure and attention than multi-posting because it involves a single post that gets shared through multiple platforms and accounts.

To crosspost promotional videos on Facebook, you'll need to follow their **specific rules**. You can crosspost Instagram stories to your Facebook page, but you'll need an Instagram business account for that. And Twitter now allows for **tweets to be crossposted** to Facebook by making an adjustment to your profile's privacy settings.

Crossposting takes a bit of tedious administrative work to pull off, but it's worth it. This tool allows musicians, promoters, and other parties to pool resources in promoting specific posts. Instead of posting frequently, it consolidates promotional posts into powerful messages that span multiple social media accounts and platforms.

To get the most value out of crossposts, gear them specifically to the audiences who are most likely to view your live-streams. Use Facebook's analytic tools to identify your audience by age, location, and music preference. If you've landed a sponsorship for your digital concert, set up crossposts with your sponsor along with other show collaborators. Remember, building excitement for your live-stream concerts is far easier when you have partners to rely on for promotion.



LIVE-STREAM PROMOTION DO'S AND DON'TS

DO'S



DO BE AS SERIOUS ABOUT PROMOTING DIGITAL CONCERTS AS YOU WOULD WITH REGULAR ONES.



DO PROMOTE YOUR DIGITAL CONCERTS WHERE AUDIENCES SPEND THE MOST TIME ONLINE: FACEBOOK AND INSTAGRAM.



DO PROMOTE YOUR ONLINE CONCERTS WITH ENGAGING VISUALS AND A STRONG NARRATIVE.



DO INCREASE YOUR PROMOTIONAL REACH BY FINDING SPONSORS, TEAMING UP WITH PARTNERS, AND CROSSPOSTING.

DON'TS



DON'T RELY ON NON-DIGITAL PROMOTION EFFORTS LIKE POSTING FLYERS.



DON'T MISS OPPORTUNITIES TO POST LINKS TO SELL TICKETS AND ACCEPT DONATIONS FOR YOUR LIVE-STREAM EVENTS.



DON'T MARKET YOUR DIGITAL SHOWS TO ANYONE AND EVERYONE. TARGET YOUR AUDIENCE WITH ANALYTIC TOOLS OFFERED BY STREAMING AND SOCIAL MEDIA PLATFORMS.



DON'T FORGET TO CREATE FACEBOOK EVENTS TO PROMOTE YOUR DIGITAL SHOWS.

MONETIZING DIGITAL CONCERTS



MONETIZING DIGITAL CONCERTS

Can artists and promoters earn money by live-streaming musical performances? Absolutely! By planning ahead, promoting, and presenting your digital shows in a professional and interesting way, you'll have a way to earn money. The monetization of digital shows was happening long before the pandemic, but more and more audiences are getting used to the idea of paying for the concerts they stream. For many in the music industry, digital concerts are crucial for filling in the massive income gap from regular shows being canceled. Musicians who are used to being on the road for months at a time will find there are huge benefits to staying home, streaming, and earning money. The more you put into your shows, the more excitement and revenue you'll generate.

According to Scarlet, digital concerts shouldn't be any different from conventional ones as far as payment goes. "These shows should be ticketed just like a normal gig. But as musicians, we want to all entertain for free, so it's fine in certain situations. The idea of a virtual tip jar is brilliant. You can use PayPal tip links where people throw you something to thank you for the performance. Maybe if this became more popular, artists could get a bit of control back over what they do and how much they earn. No one would take a cut and musicians would be paid properly for their craft. It's important to build community spirit between bands and help promote each other, not just yourself. "



4 WAYS TO EARN MONEY FROM DIGITAL SHOWS



TICKET SALES

This monetization form is similar to how tickets work with conventional shows, except there are no physical tickets. Fans can purchase access to the concerts they stream online through platforms like Facebook, or a separate platform or website.



DONATIONS

Donations are ideal for generating an income over platforms that don't allow users to monetize live-streams. Artists and promoters can accept donations through platforms like Venmo, PayPal, and others.



SPONSORSHIPS

By lining up sponsors for your shows, you'll have access to a separate income stream outside of donations and ticket sales. However, you might be asked to promote something in order to get paid.



REGULAR VIEWER PAYMENTS

Racking up views through concerts posted on platforms like YouTube will earn you whatever the going rate is per-view.



PLATFORMS THAT PAY FOR LIVE-STREAM PERFORMANCES

Like we mentioned earlier in this guide, every platform is different. Some provide easy ways to monetize digital musical performances, and others don't. Ticketing companies like Germany's Snapticket, are starting to support paid livestream and roll out technologies accordingly.

Here's a brief rundown of the most popular video streaming platforms that let users monetize live-streams:

facebook

The world's largest social media platform **recently announced** that it was adding the option to let users charge for their Facebook Live video streams.

twitch

Users earn money based off of subscriptions on **Twitch's platform**. This means that individual views don't generate revenue, but your number of subscribers does. Instead of money being exchanged, content creators are paid in a virtual currency called "bits." Viewers can donate bits to musicians for performances.

YouTube

YouTube pays per view for live-streams by presenting ads, so the more views you generate, the more you'll earn. To earn money live-streaming through YouTube, your channel has to be **enabled for monetization**.



PLATFORMS THAT PAY FOR LIVE-STREAM PERFORMANCES

Zoom

With a PayPal integration feature, you can charge fans to view content or accept donations for concerts over Zoom. Zoom allows users to charge viewers “registration fees” for access to Webinars hosted on its platform, and this feature is only available to **users who enable their accounts**.

SNAP TICKET

Snapticket isn't a live-streaming platform. So, how can promoters and musicians earn money through it? By **pre-selling tickets** to digital concerts.



AN INCREDIBLE WAY TO ENGAGE AUDIENCES AND EARN AN INCOME

No matter how long the pandemic lasts, digital concerts are likely to be a music industry staple from now on. Barriers like distance, location, and age are broken down with live-stream music events, which means virtually anyone anywhere has access to them. Everyone from busy parents to young music fans often find it hard or impossible to see live music, but they're able to stream concerts from their favorite artists at home.

Musicians have the benefit of earning money in ways that are far more sustainable from touring. Live concert streaming allows them to make a living without leaving the house. Instead of trying to group conventional shows and digital concerts together, you're better off recognizing that each delivers different benefits. Artists and promoters alike can rely on live-streaming to connect with audiences in a meaningful way and earn money.

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