



Segment Match

Live Stream Concerts



Top segments, aside from Music Fans, who say they want to live stream music concerts now during the COVID-19 crisis



Clever & Connected

Market Potential: 19mil

Educated, progressive, heavy on social media and engaged in topics such as satire, politics and news articles

2x more likely to **live stream music concerts**



Wallflower

Market Potential: 10mil

Wallflower is a segment who is interested in the arts/music and staying in, rather than going out

1.8x more likely to **live stream music concerts**



Surfers

Market Potential: 6.2mil

People who like to surf in their spare time

1.8x more likely to **live stream music concerts**



Sports Obsessed

Market Potential: 15mil

People who are passionate about multiple sports

1.8x more likely to **live stream music concerts**