



# 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



Global Citizen

**Market Potential: 2.4mil**

Those who consider themselves citizens of the world

**1.7x** more likely to live stream music concerts



Selfie Queens

**Market Potential: 2.8mil**

Selfie Queens always have a phone in hand. They're constantly posting photos and updates on social media

**1.6x** more likely to live stream music concerts



Young Rebels

**Market Potential: 1.6mil**

Under 25, & they don't like to play by the rules

**1.5x** more likely to live stream music concerts



Fit & Trendy

**Market Potential: 2.1mil**

People who exercise regularly and care a lot for their appearance. They like to shop, and purchase brand names

**1.5x** more likely to live stream music concerts