

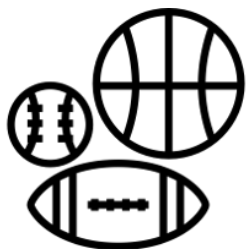


Segment Match

Live Stream Concerts



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



Sports Obsessed

Market Potential: 1.2mil

People who are passionate about multiple sports

1.6x more likely to live stream music concerts



Foodies

Market Potential: 2.6mil

Foodies seek new food experiences. They're your go-to for what restaurant to eat at next

1.4x more likely to live stream music concerts



Fit & Trendy

Market Potential: 3.3mil

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

1.4x more likely to live stream music concerts



Young Professionals

Market Potential: 2.3mil

Young corporate office workers

1.4x more likely to live stream music concerts