



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



Young Professionals

Market Potential: 4.3mil

Young corporate office workers

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



Style Stalkers

Market Potential: 2.3mil

Style Stalkers always keep up to date with the latest fashion and beauty style trends

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



Young Rebels

Market Potential: 4mil

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

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



Football Obsessed

Market Potential: 4.2mil

Obsessed Fans of football are passionate about the sport and have their favourite team. They're attending the events and buying the merch

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