



# 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



Wallflower

**Market Potential: 2.4mil**

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

**2x** 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

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



Affluent Millennials

**Market Potential: 3.6mil**

These affluent millennials would rather spend their spare cash enjoying life than save for a deposit.

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



Vlogger Fans

**Market Potential: 3.5mil**

Vlogger Fans love watching online videos by their favourite content creators and YouTube stars

**1.9x** more likely to live stream music concerts