

## Spotify Interviews

	RE	AF	JH	NP	
Demographics	F, 40-49	F, 20-29	M, 30-39	M, 20-29	<b>Summary</b>
Audience Questions					
<b>BEFORE WATCHING</b>					
How did you find out the live stream was going to happen?	YouTube recommends based on previous activity, on home page? Doesn't pay attention. Used to subscribe to things but logged out b/c using too much data on phone. Have pressed "save to watch later"	Email from So Far Sound. Instagram. Bands text or DM or email from IG. Banner notifications on phone screen.	Follow a variety of artists, they made a post about their livestream events ahead of time. Sent notifications, email. He clicks that he's attending.	Finds out things via google search or reddit, on youtube homepage. Can set notification to watch a premiere.	Stumbled upon the information in real time, received email and banner reminders and notifications. <b>Recommendation: provide a few methods of notifying fans ahead of time</b>
Walk me through the steps you took to get to the page where you watched.	Not sure	See above	They send a link in the email. Or an alert while online.	Click on the video or a link to the video.	Clicking links in emails and webpages, tapping banners and IG "live" story circles. <b>Recommendation: provide easy-access links</b>
Did you pay anything to watch the show? If so, how much?	No	No	Some events before Covid were paid, but now are mostly free. Tickets were \$10-20.	n/a	75% no, 25% yes <b>Recommendation: make livestreams affordable as viewers are used to it being free</b>
<b>WHILE WATCHING</b>					
Tell me what it was like watching the live stream; what were you doing and what were others doing?	Realized she never watched a live-stream, just a recording of one. Mentioned there were a lot of them now because artists have to stay home.	An artist in the UK while I was working bc time difference. Others, I'll stop in tune in for a couple minutes. Periscope, invested more bc on my phone, actively seeking to find new artists. Don't feel the need to interact with strangers in person or chat with audience members.	If I don't really care about them, can be in background, if I really like them, I sit somewhere comfortable and just listen. Chat — if it's a crowded concert I tend not to look at it because it goes so fast you can't even read it. One time with a not crowded concert, he chatted with someone about the music.	A lot of times will just exit and return later when it's done to catch the highlights and skip the talking. No incentive to watch live. Doesn't really like chats or anything much with live events unless it's Twitch. With Twitch more interested in the personalities, he feels more connected to what they're saying in the moment.	The interviewees mentioned giving varying levels of attention, tuning in for a few minutes or going back to skip through a livestream. <b>Recommendation: ensure quality production value to keep viewers entertained</b>
In the survey you checked "interacting with your favorite artist" was a reason for going to a concert--what might that look like for you when it comes to a live stream show?	n/a not actually live. Might read people's comments. Doesn't comment herself because is logged out.	Don't typically interact, don't be active online. Artists are usually focused on performing. Don't like when they stop to chat, different in the room than online. Feels awkward. Act different. In concert, it's intimate, not super production so interacting. A designated question time might feel different online. Requests, prompted so felt comfortable, not interrupting, and she knew the band.	One artist answered questions and answered comments, but they never speak to me directly.	In Twitch, the streamer interacts with the chat, they read some messages. "And what's cool is like you see that live interaction, and you're like a partner."	100% usually never comment in chat sections, because they see no reason to when they will be ignored or part of an annoyance. One chatted with another audience member because it was a smaller group, and another made a song request because the artist prompted them to. <b>Recommendation: curate chatroom procedures to encourage value in participation</b>
(Alternate) 5b. In the survey you checked "seeing your favorite artist up close" was a reason for going to a concert--what are your thoughts on that when it comes to a live stream show?	"Sometimes it's interesting, but other times it's not." It's boring if they just sit there and talk, it's a lot more boring than watching a music video. It doesn't look good visually, not as creative. It's too simple. Unless they're in my top three people, I'm fascinated by. Would rather watch a music video or listen to their music.	When seen them in person before, interested in things about their lives. Shows their humanity and makes me like them more. Don't always love seeing the personal life of some people, just their music. So sometimes can be neg instead of pos.	Tricky, because there are livestreams where they just talk to fans. Other livestreams where they play. It depends on how much I like them, if I don't relate to them very much, I just want to see them play.	He watched a late night, exclusive listening/release party by his favorite band with only 1500 people invited by password. "Yeah, it felt like it was very personal. It's rare that you get to kind of experience that personal connection with them, because they're like big celebrities. And there's that separation between you and the artist."	All interviewees mentioned only being interested in the artist taking time to chat if they were already a favorite, otherwise, they just wanted them to play music. <b>Recommendation: keep the livestreams focused on music</b>
What were some things you enjoyed about the experience?	Not much.	Accessible at anytime, don't have to worry about missing a concert, can still tune in even if something comes up. Can have way more people bc no max capacity with venue. Don't have to find someone to go with.	It's exciting to be able to listen to new music that bands are coming up with during this quarantine.	The band interacted with the audience chat, but he would've preferred something more similar interaction-wise to Twitch streams.	More accessibility to music and artists with fewer constraints, the proliferation of creativity while being shut in. <b>Recommendation: market on accessibility and unique, exclusive content</b>
What were some things you wished were different?	The sound and lighting aren't good. "It typically doesn't interest me because the lighting is really bad, it's blurry and they look really bad." Ends up leaving early, doesn't watch the whole thing.	It's difficult, can be drawn away/distracted. Mindset of can pause, watch again, etc. bc being recorded.	My preference is to see live, it sounds better, you have a different feeling, a different mood. Sometimes there are technical constraints, with wifi connection, etc.	They did it again the next week, but he quit after a few minutes; exclusivity and rarity make it more special. He would watch once a month at most. With other artists going live, it seemed like there was a lack of focus and direction with the stream.	The livestreams were not always interesting, varied or quality enough to keep attention. <b>Recommendation: instate quality production standards to create trust and drive interest</b>
How would you share the performance with a friend?	Would text the url.	Text them and say they should tune in, or dm on ig, email.	Youtube has a share feature I use the link they generate to share with a friend. You click the "share" and the url pops up.	It depends on what device he's using, if computer he'll copy/paste a url into fb messenger or Discord. If he's on YouTube app he'll use the share button and paste link into a text. If he's on Twitch, he'll just text a friend that someone is live because they already know how to get to the stream.	Text urls, direct message via platform, share button, or informative text. <b>Recommendation: allow various sharing methods, including friend to friend</b>
<b>AFTER WATCHING</b>					
What did you do when the show was over? Do you ever save a show to watch again later?	n/a didn't watch whole thing	It's not always a convenient time. If actively focused/intentional, with a friend, chat about it with a friend. After a real concert, I'd play their music on the way there and on the way home. Can happen during the show too.	Saves the show and will share with someone who might like it. In facebook you can share to a wall, but youtube you share via FB or some external app.	Doesn't go back to watch usually.	Chatting about it with friends, saving it and sharing. <b>Recommendation: provide post-concert discussion CTAs and auto-save to libraries</b>
What steps would you take to watch the show again at a later time?	Click "watch later". There's an area for saved videos.	Prepare surroundings, get snacks, make sure internet is working, have someone nearby, same way like prepare to watch a movie. I would go to So Far website, look for artist on their calendar, click and it sends to youtube video. IG, will keep their live on their stories, so search them out and click on story.	Go to youtube page, go to history. I don't keep a playlist, so I go to history or try to remember what the presentation was and search for it.	In Twitch there's Video On Demand (VOD) where you can see someone's old streams.	They access via calendar, watch history, watch later list and artist page. <b>Recommendation: watch list, libraries and artist page concert info section</b>
<b>Artist Questions</b>					
<b>BEFORE YOUR SHOW</b>					
What are some reasons you put on a live stream performance?		Periscope just jump on. Mostly to play my band songs, some requests but ignore if didn't know them. Qs would answer, direct to website or ig or youtube. Sister moderated. IG, typically when livestream is when I'm writing, go live on IG, people would request.			This artist utilized livestream mostly for impromptu, spontaneous sharing, and sometimes in a group with a chat moderator. <b>Recommendation: set up guidelines distinguishing types of livestreams</b>
Walk me through the steps you took to set everything up.		Very organic, more in the moment. Just clicked or swiped and began.			
Did you get paid anything to put on the show? If so, how much?		Periscope I directed to website, to bandcamp, where ppl bought songs right after. 1500 people one time watching, but didn't feel safe later bc got a stalker. Someone got killed at this time so quit periscope. When periscope was app. Periscope is only live so feels different than other SM. Ig feels more familiar and safe. IG/ Youtube, people will start following or watch youtube and then go to website too.			IG, YouTube, Periscope livestreams generated follows and sales via direction to personal website. Safety became a concern with Periscope. <b>Recommendation: promote following artists, and develop guidelines for artists around safe livestream procedures</b>
<b>DURING YOUR SHOW</b>					
Tell me what it was like live-streaming; what were you doing and what were others doing?		Above, don't do full ones.			
What does interacting with your audience look like for you when it comes to a live stream show?		As performer, you know how to adjust to verbal feedback in the room, harder to gauge barometer with constant text feedback.			Performing with only text feedback can be difficult. <b>Recommendation: design chat feedback that creates audible feedback</b>
What were some things you enjoyed about the experience?		feedback, feel like doing well, like spontaneity, can reach a lot of people			

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What were some things you wished were different?		If had another musician in the room, loose schedule, more musical capabilities, someone to talk to. Being comfortable in front of camera is a learning curve, don't feel like fully good at it. Want to hear people more than read people, jokes, humanity of people. Having a moderator is really nice. A friend goes on boring interaction tangents, when she wants to hear music.			See previous recommendations on guidelines and production standards.
How would you share the performance with your fans? Before/during/after		Don't always prep, but if did, would pick an appropriate time, like after work or Sundays, bc at home. Or wednesday. Morning, before lunch or in the evening. Make a post on IG about going live and what to expect.			Timing of livestreams important, scheduled for when people would be more likely to tune in. <b>Recommendation: set calendar for weekends during Covid19 and weekdays after</b>
<b>AFTER YOUR SHOW</b>					
What did you do when the show was over?		Let it expire in stories, but on music page keep in highlights. Can't figure out IG TV. On stories thank people, say will do it again. Haven't live-streamed on youtube, haven't had opportunity. Band was breaking up while it was up and coming. Would do it now. Feels oversaturated, prevents me but maybe that's fear.			See previous recommendations on sharing and saved locations.
How would you go about watching the show again at a later time?		n/a			