



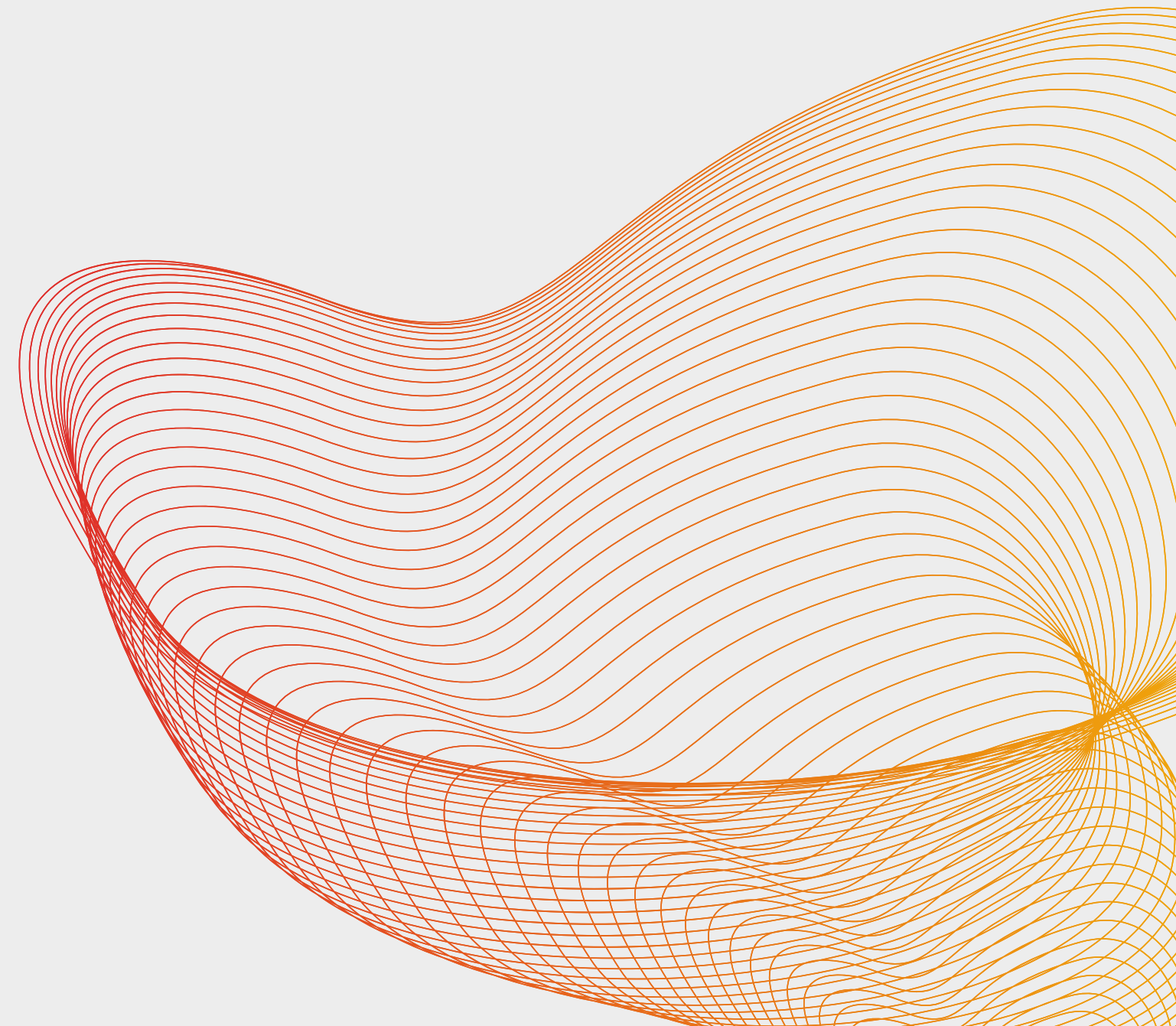
**Module Title: New Technology in Music and creative
Entertainment**

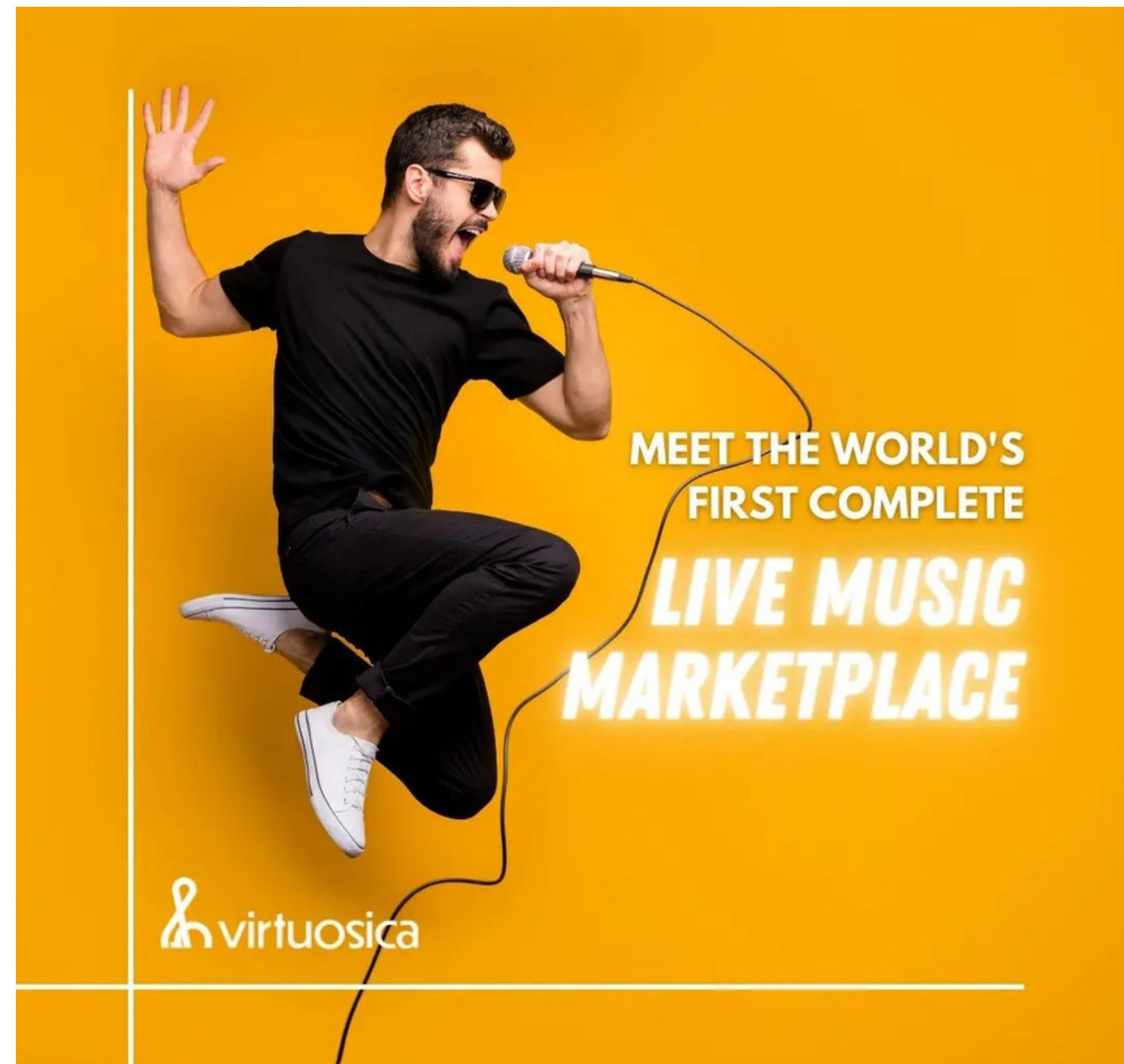
Assessment type: Presentation

Module tutor: Karma Bertelsen

Student Name: Giza Pajamandy-Smith

Student number: 2237665







DIY Virtual Concert Platform

Founded in 2021

Launched in 2022 (beta version)

 331 followers

 802 followers / 770 fans

 54 folowers

virtuosica

/ˌvɜːrˌtʃʊˈɒsɪkə/

noun

1. a group of individuals displaying or characterized by exceptional talent or skill in music or another artistic discipline;
2. a collection of virtuosos.

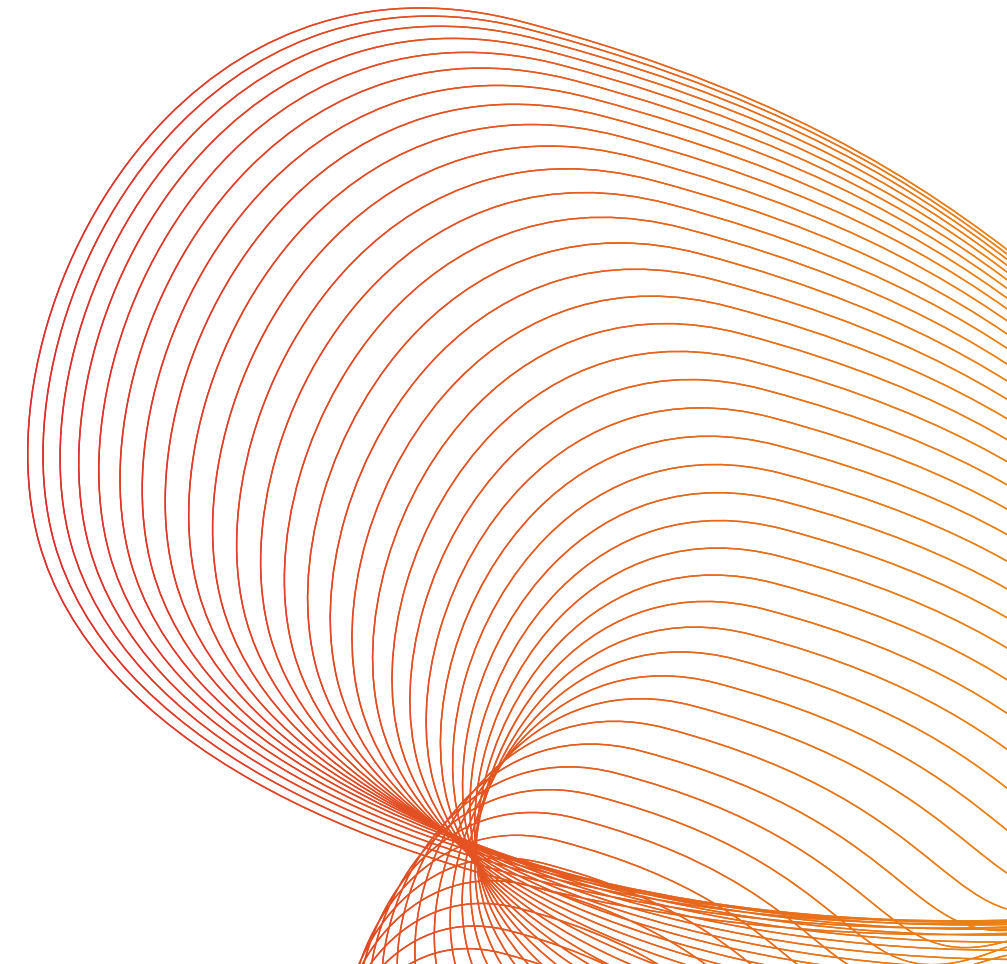




READY, SET, VIRTUOSICA



- **What's harder for artists these days?**
 - **Getting noticed or**
 - **Making an income?**





A Live Music Marketplace

Our mission is to create a home for custom virtual events and to enable musicians to sustain their music career and income

What are Virtual Concerts?



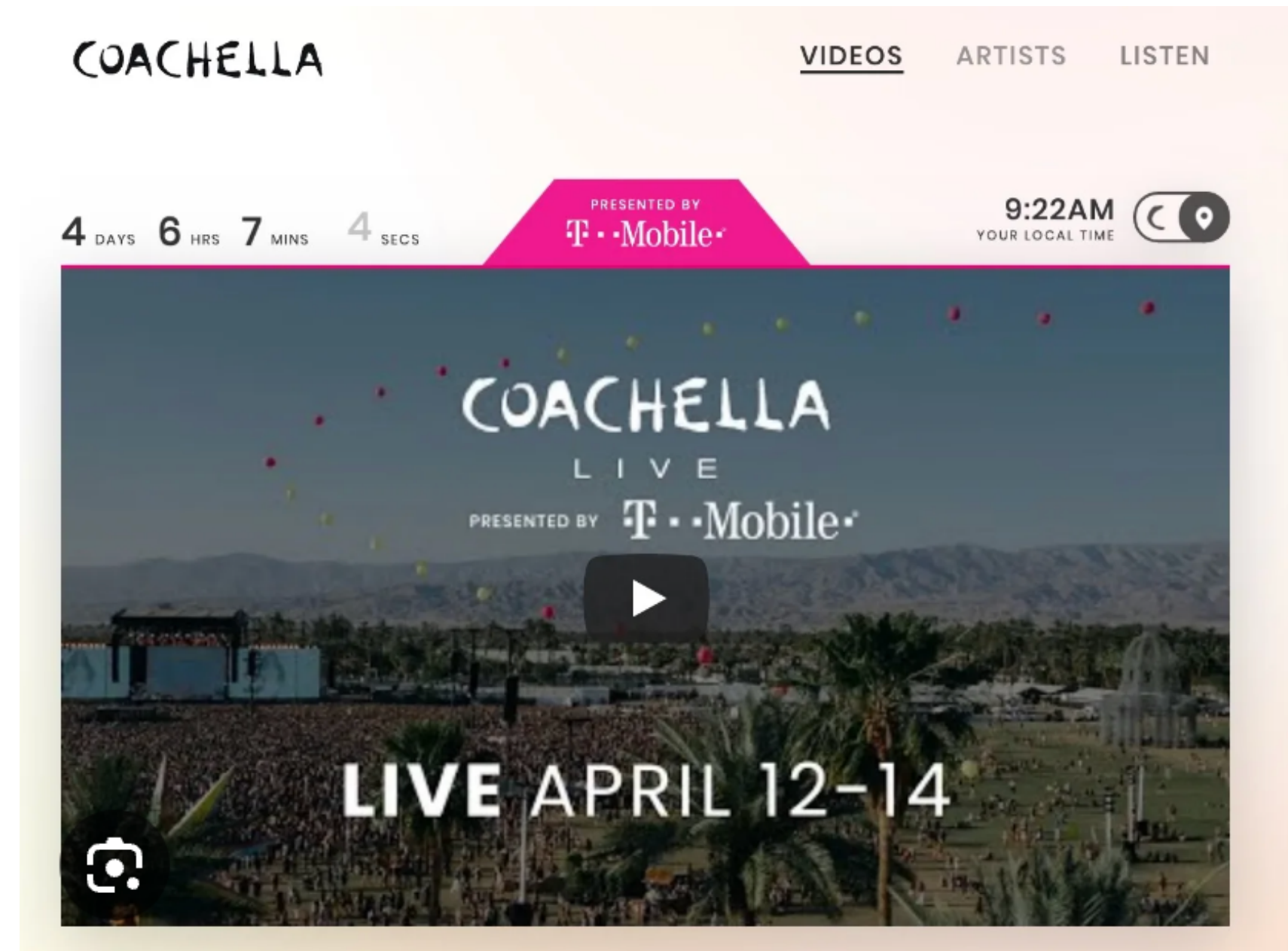
*Simply Live performances that takes place online
(sometimes involve the Metaverse (avatars, Holograms etc..) but also can happen on Zoom or
a virtual concert platform*

Live Streaming /Virtual Concert

2019 - Coachella - record-breaking audience for its exclusive live-streaming - 82.9M live views

Variety ,(2019)

In 2020 live streaming music revenue : \$600M and has not stopped growing



New Era of Live Streaming

Since the pandemic,

Artists turned to virtual concerts to connect with their global fanbase

- Verzuz
- swae lee (livexLive)
- Facebook /insta live (paypal - cashapp)



Rapper, singer and songwriter Swae Lee performs on LiveXLive (2020)

An UTA IQ study (2021) : Consumers are enthusiastic about returning to live experiences, but they also are unwilling to give up the enhanced virtual experiences that helped get them through the pandemic,

New Era of Live Streaming



88% of respondents who attended a virtual event during the pandemic will continue doing so when live events return

Top reasons:

- avoiding crowds
- a comfortable experience,
- remote attendance
- spending less money than in person .

12%



88%

"Ample opportunities ahead if you listen to consumers and their increasingly discerning expectations for both **virtual and **IRL** entertainment."** *UTA IQ SYTUDY (2021)*

New Era of Live Streaming

When IRL events came back

HYBRID EVENT

A way to humanise your virtual event



Marketers & Live EVENT Industry Pro Want:

- Robust virtual venue platform to deliver virtual and hybrid event value.
- Many scrambled to find the right virtual event platform.
 - 40% of event planners say they aren't happy with the tech options they found.
 - Perhaps that's why 64% of event planners surveyed said they struggle with designing digital event experiences.

URL

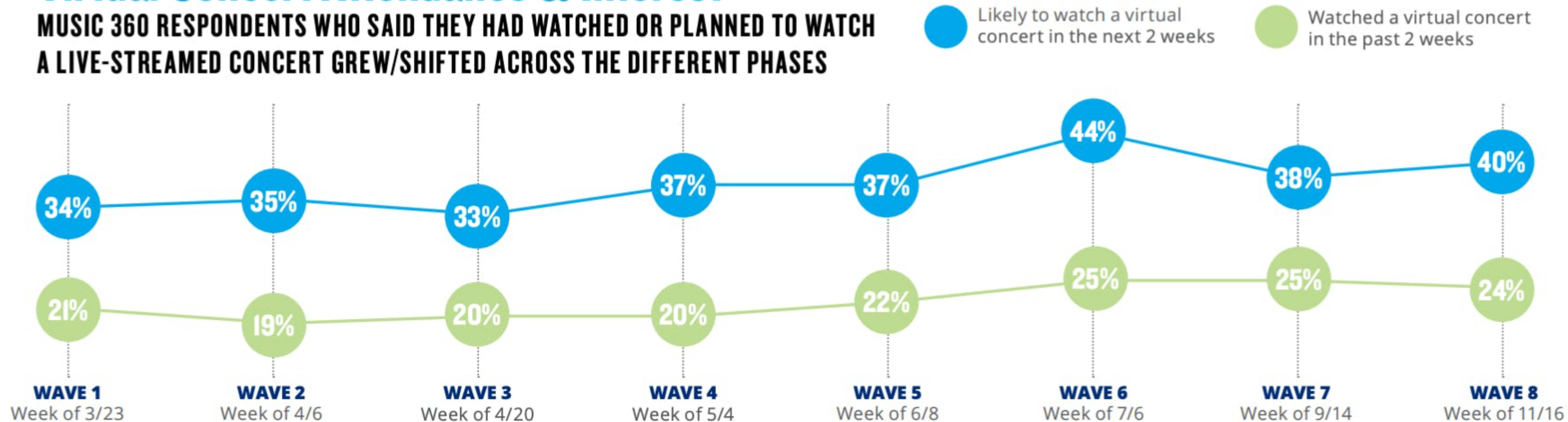


IRL

New Era of Live Streaming

Virtual Concert Attendance & Interest

MUSIC 360 RESPONDENTS WHO SAID THEY HAD WATCHED OR PLANNED TO WATCH A LIVE-STREAMED CONCERT GREW/SHIFTED ACROSS THE DIFFERENT PHASES



NIELSEN MUSIC/MRC DATA COVID 19: TRACKING THE IMPACT ON THE ENTERTAINMENT LANDSCAPE 2020

From March to November 2020,

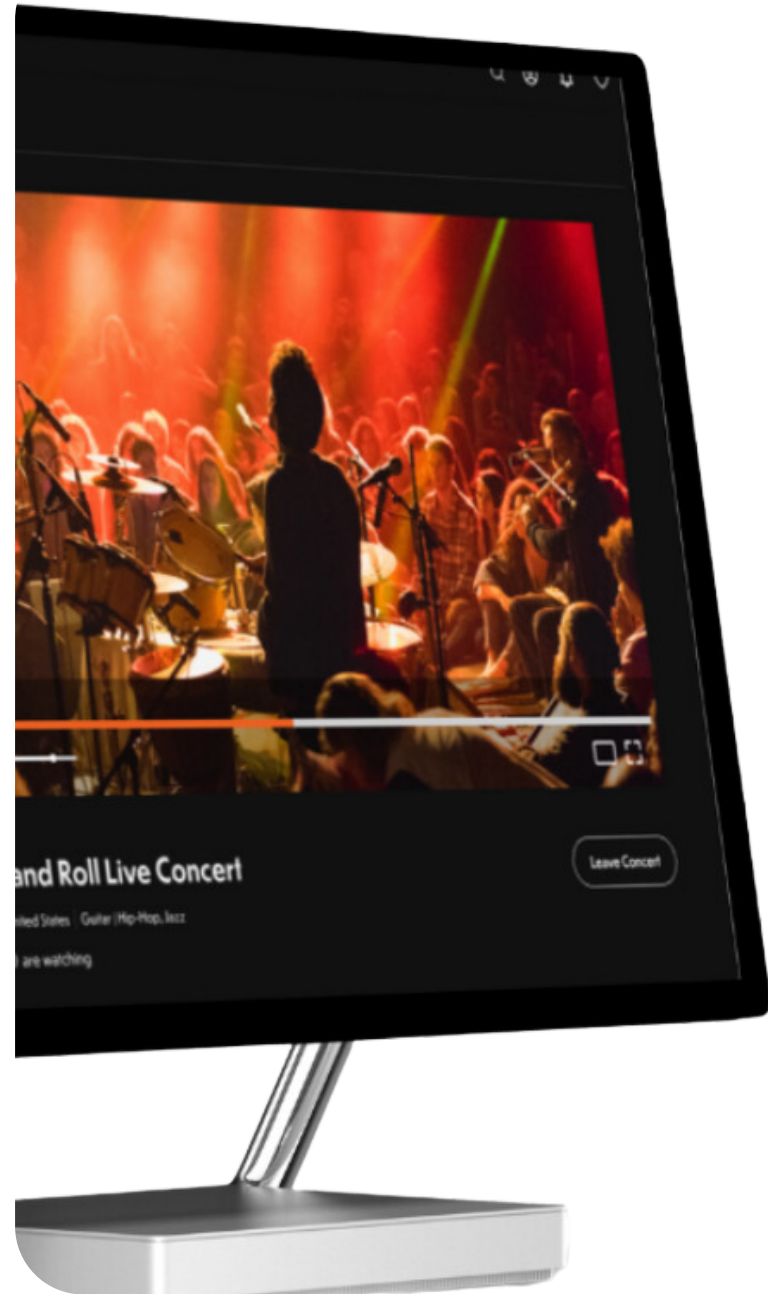
- Consumer engagement with virtual concerts hovered at 20% to 25% of the general U.S. population,
- consumer interest in music livestreams stayed at a healthy 35% to 40% of the population (MRC survey data)

New Era of Live Streaming

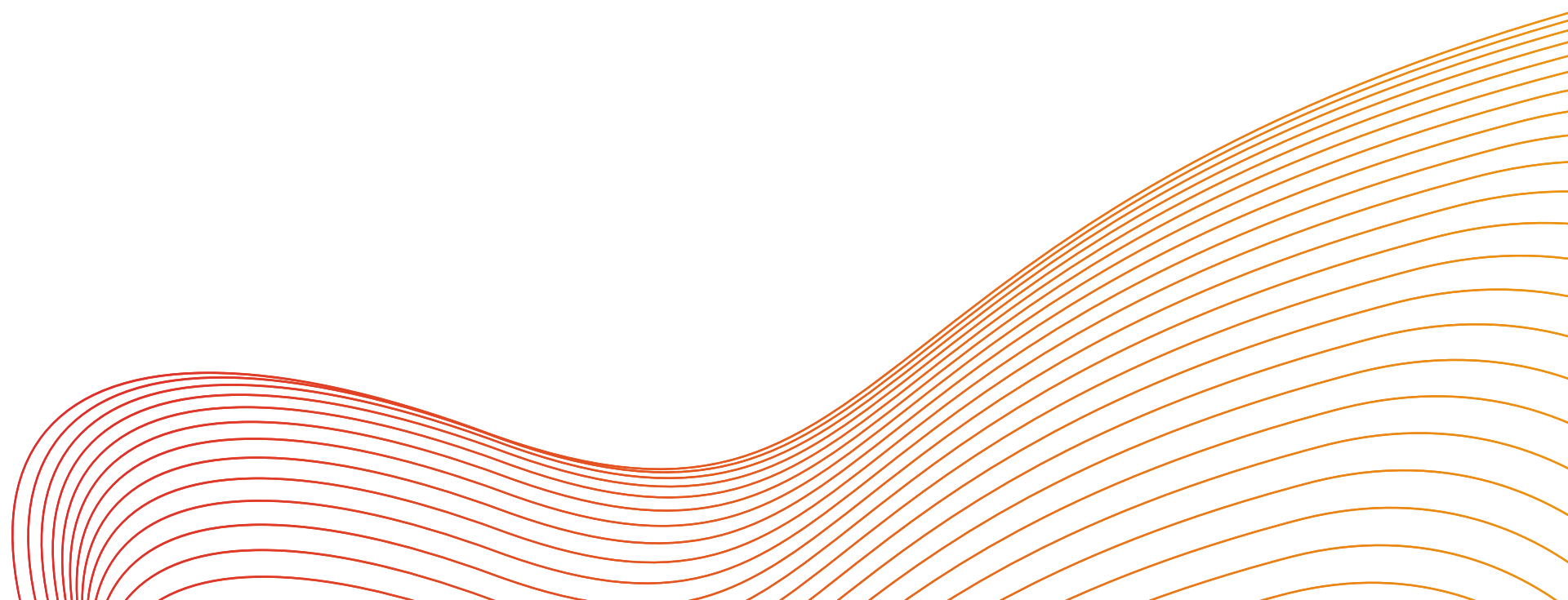
What has emerged is a vast, ongoing experiment to find the best way to engage fans and convince them to pay.



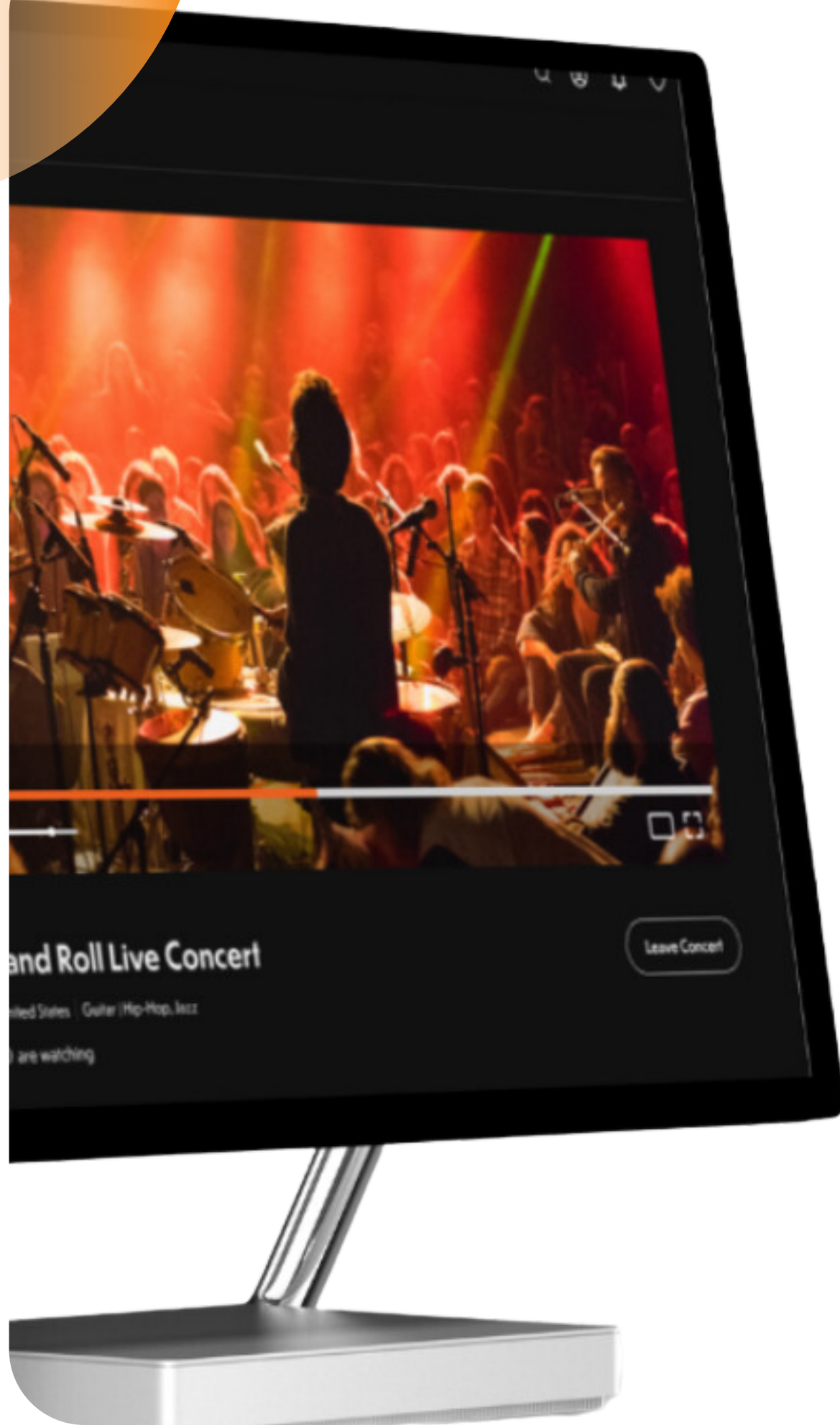
Cool Accidents (2022)



- **Virtual concert platform**
- **ALL of the digital tools for musicians to get hired and perform live virtual concerts.**



Services



- We cover everything from
- virtual concert booking and fee payout to performance rights
- built-in ultra-low latency live streaming.
- easy for private concert hosts to hire musicians,
- create and share amazing custom live concert experiences.
- With intuitive tools and features designed for musicians
- customize your virtual concerts for any occasion and any streaming-enabled device.

ARTISTS

- Apply to artist account
- Promote Profile
- Get hired



CONCERT HOST

- Create free audience account
- Hire Musicians for virtual concert
- Secured payment

Apply

for an Artist Account
on

mainstage.virtuosica.com

Create your own virtual concerts

Sign up

Log in



Basic

FREE

- 25% commission on all gigs booked on Virtuosica
- Access to Gig Board
- Hire other Artists for private virtual concerts or lessons
- Customer Support

Premium

\$297/quarter

- Everything in the Basic plan plus:
- 15% commission on all gigs booked on Virtuosica
- Social Media audit
- Additional Premium Artist promotion
- Enhanced Customer Support

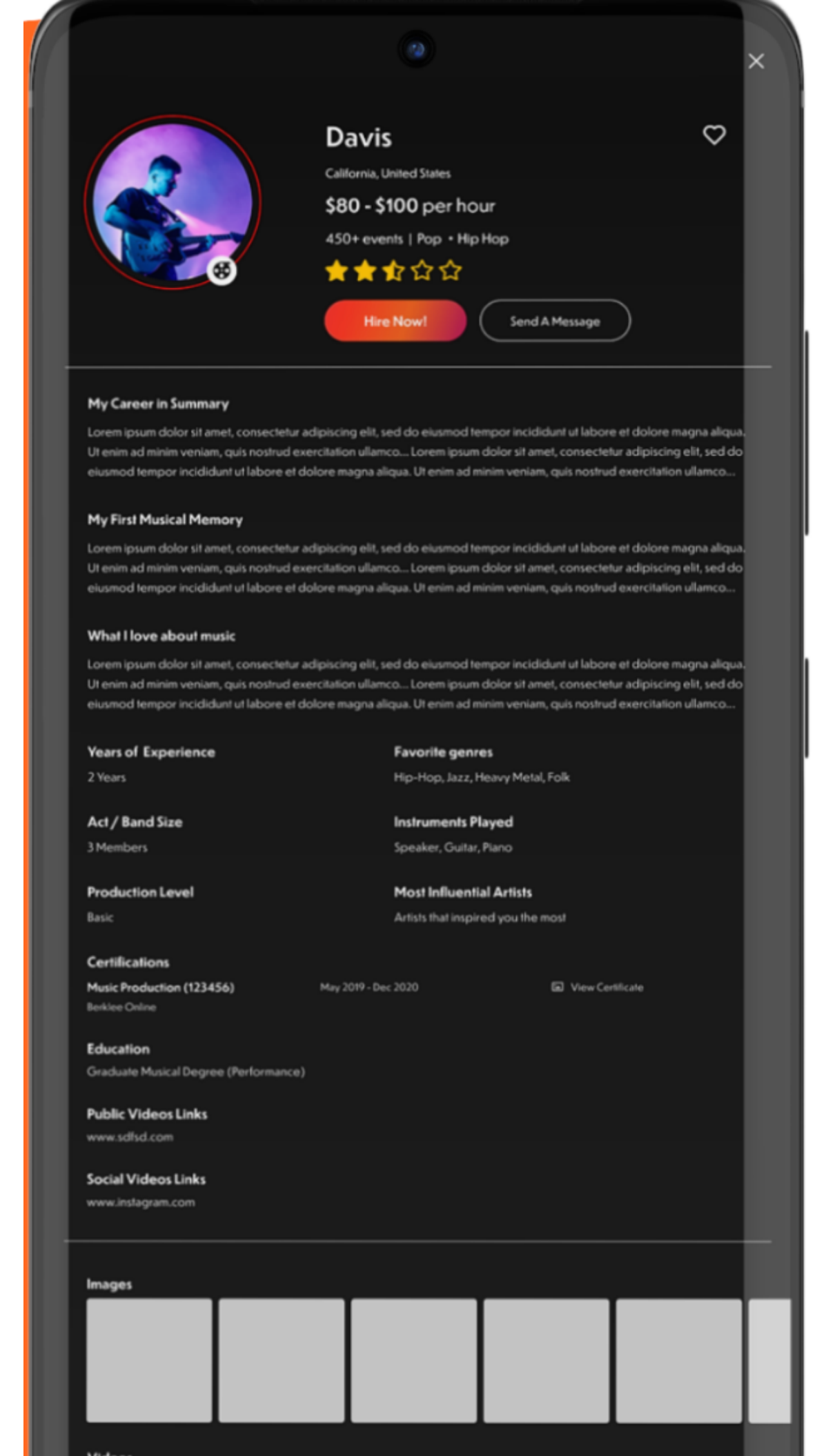
Custom

Contact us

Contact our team for added features such as:

- Broadcasting Virtuosica virtual concerts to more than 20 users
- Enabling ticketing for Virtuosica virtual concerts
- Additional artist promotion services
- White label Virtuosica solutions

- Create and share Artist profile
- Bio - Personal Information about their musical background
- Find or invite clients to hire you for virtual gigs
- Their rate / Fee per hour or per gig
- Collect performance fees through secure payment processing



TAWNEE LYNN LILLO

Played with:
Mannheim Steamroller,
Ariana Grande, Josh Groban,
Steve Vai, Rhianna, Common

**AVAILABLE NOW
ON VIRTUOSICA**



French Hornist and College Professor

MICHAELE POSTELL

"From jazz to opera to
German rock, singing is
my greatest love."

**AVAILABLE NOW
ON VIRTUOSICA**



Opera, Jazz award winning singer

Dr. Irene Kim
Classical / Contemporary

HIRE NOW on mainstage.virtuosica.com

Classically trained pianist

**SPACES
IN BETWEEN**

Influenced by The Beatles, Elliot
Smith, Smashing Pumpkins,
Death Cab For Cutie, Pinegrove

**AVAILABLE NOW
ON VIRTUOSICA**

First Band to sign up in Sept 2022

SWOT Analysis

Strengths

- First-Mover Advantage
- Comprehensive Digital Tools
- Booking System
- Global Reach
- Cost effective for musicians
-

Weaknesses

- Competitive Market
- Technological challenges
- Limited initial artist base
- Unknown Brand

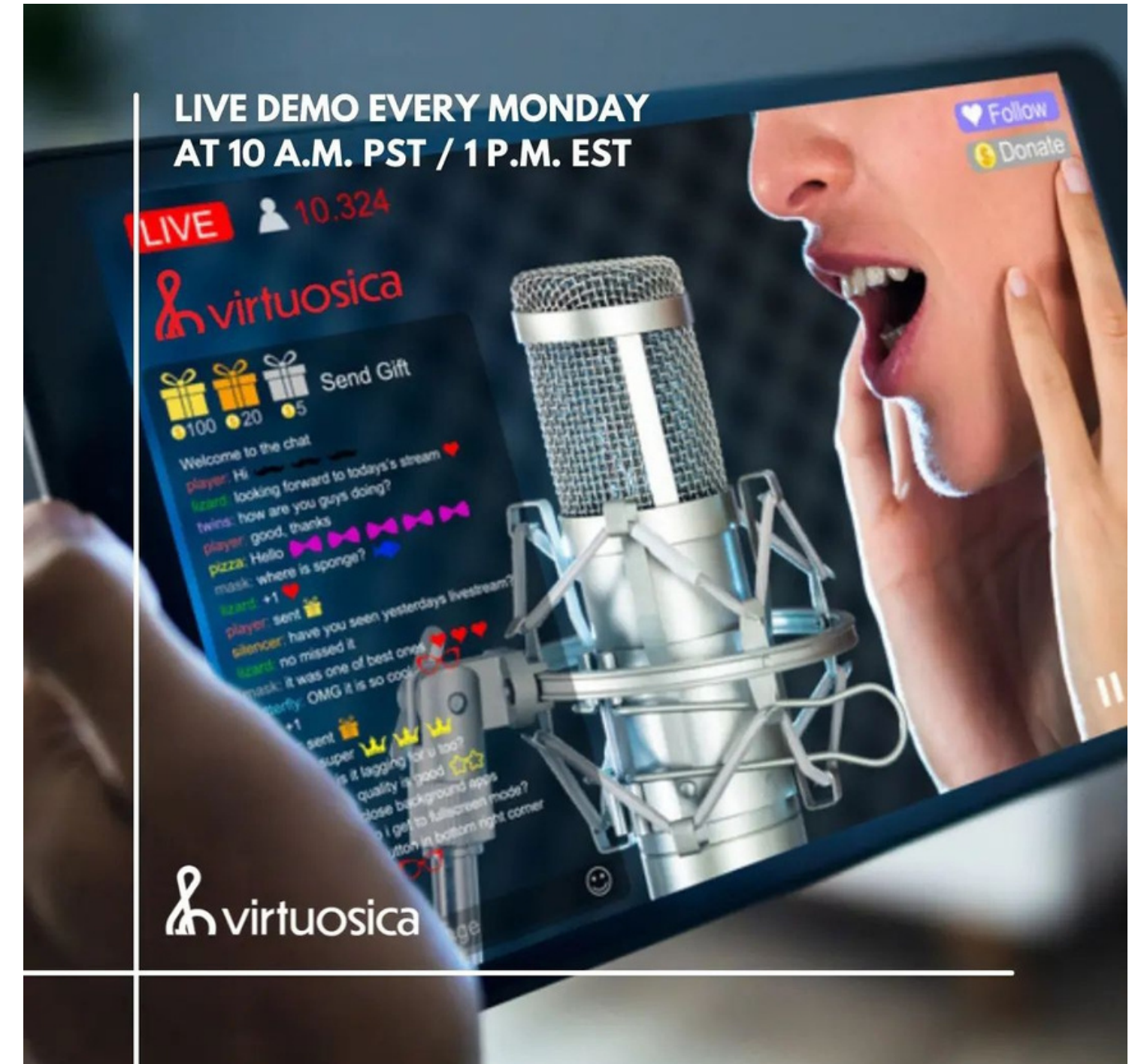
Opportunities

- Growing Virtual events Market
- Partnerships with established artists
- Customization and interactivity
- Market diversification
- Growing Metaverse

Threats

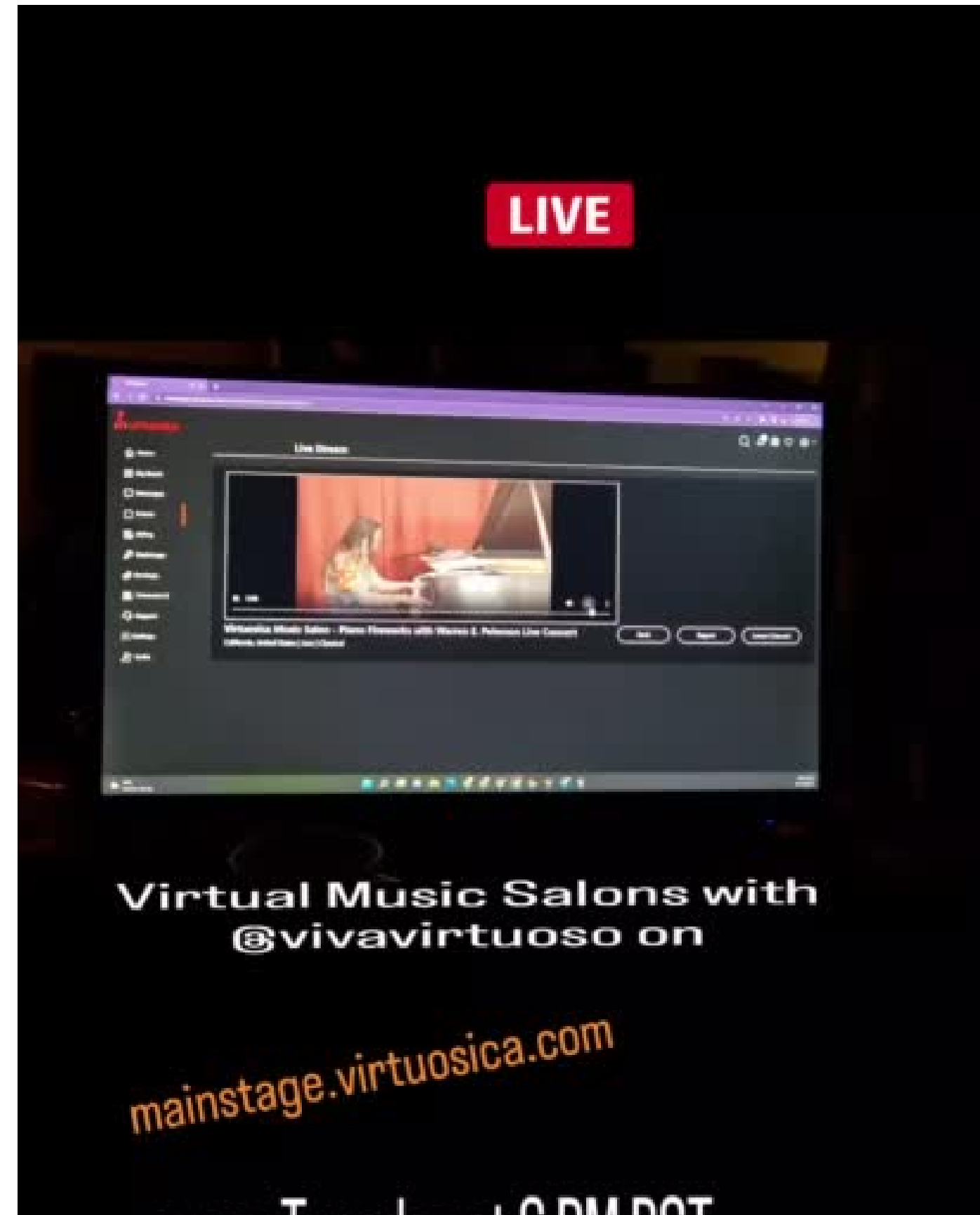
- Changing consumer behavior
- Security and privacy concerns
- Regulatory challenges
- Tech advancements

Marketing strategies



Marketing strategies

- Virtual music salons
- Brand partnership
- Curating artists
- Finding the right concert hosts / collaborations
(*venues, promoters, labels etc..*)



THE FUTURE



300k in total funding
Pre seed round
1 investor



THANK YOU

References

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