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**DEFINITION OF  
LIVESTREAMING**



## NUMBERS FROM LIVE DMA SURVEY

In 2020, the 2,280 Live DMA music venues organised around 32,400 live streaming events where around 40,500 artist performances were presented.

This resulted in an estimated 253 million views by online audiences in the same year. [Read the Survey](#)

## GENERAL DEFINITION

### LIVE

of or involving a presentation (such as a play or concert) in which both the performers and an audience are physically present

broadcast directly at the time of production

### STREAMING

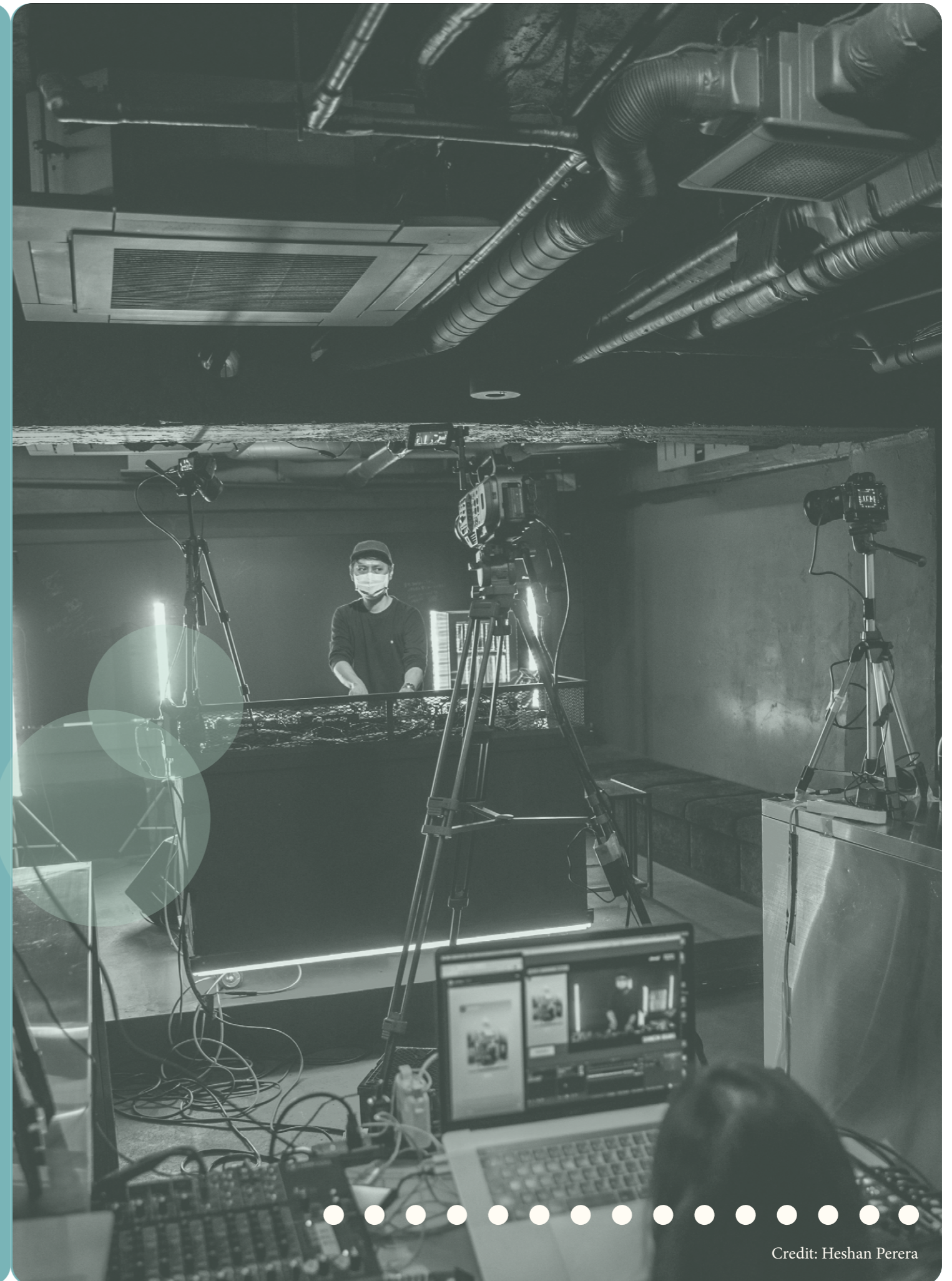
a method of transmitting or receiving data (especially video and audio material) over a computer network as a steady, continuous flow, without having to download the data beforehand.

### LIVESTREAMING (GENERAL DEFINITION):

A concert, recorded and/or filmed with artistic purpose, listened to or viewed online by an audience.

### DIFFERENT TYPOLOGIES:

- Livestream recorded and broadcast simultaneously (with or without archiving the video to watch on demand)
- Livestream recorded beforehand with a differed broadcast at a specific time (with or without archiving the video to watch on demand)





## ABOUT HYBRID EVENTS

*“The University of London defines hybrid events as follows: “Hybrid events are a type of organised events that combines both physical and digital participation experiences. A hybrid event is delivered as usual, with a portion of attendees physically present and the other portion viewing and participating remotely. The underlying principle of a hybrid event is for both digital and physical participants to have identical experiences in terms of quality, interaction, viewing, and access.”*

Voices of Culture, Structured Dialogue between the European Commission and the Cultural Sector. [\(Re\)-engaging Digital Audiences in the cultural sectors – Improving Audience Data](#) (2022)

## MAIN DIFFERENCES WITH TRADITIONAL LIVE CONCERTS:

### SPACE

During a livestreamed concert, the physical space is not shared by artists and audiences, as (at least a part of) audience members attend the livestream online. Artists and audiences can be in many different physical places at once, sharing only an online space which can be more or less immersive. The musicians perform either from a live music venue, a video studio, their own home or any video shooting location.

### TIME

The time element can be simultaneous or differed, depending if the concert is streamed live or if it is recorded beforehand and then broadcast at a set time and date. Some livestreams can be archived on specific platforms to be watched on demand. These allow the user to interact with the video (pause it, jump to a specific timestamp, re-watch some moments...).

## INTERACTIONS

During a livestreamed concert, interactions between audiences and musicians, or between different people of the audience, can be done online, via a direct chat, or other digital elements depending on what the technical aspects of the livestream allows. Some people may watch a livestream together with some friends, family members or with other strangers in the case of a public screening of a livestreamed concert.

## BROADCASTING

Livestreamed concerts require a technical process of (video or sound) recording and simultaneous and/or differed broadcasting to be able to take place. Although more and more audiences of typical concerts are encouraged to take pictures or videos of the show for social media, (thus raising the online interactivity of concert-goers, even for traditional concerts), the quality and intent of these fan videos cannot be compared to a livestreamed show.





## WHAT DO WE INCLUDE IN LIVESTREAM?

- There is **no consensus** among the European live music sector or research sector **on a general definition** of livestreaming
- We have thus made the **choice to keep the definition as open as possible**: a concert, recorded and/or filmed with artistic purpose, listened to or viewed online by an audience.
- Of course, as European network representing live music associations, we primarily **focus on livestreamings which involve live music venues, festivals or clubs** in their organization
- Still, we would like to emphasize that, in our view, **livestreams can take many forms**: they can happen within a music scene, outside or in a virtual space.

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### Sources:

- Merriam Webster Online Dictionary : entries for [live](#) and [streaming](#)
- CNM – Centre national de la musique, February 2021 [État des lieux exploratoire du livestream musical - Une enquête sur la période des deux confinements \(mars-décembre 2020\)](#)
- J. Haferkorn and B. Kavanagn and S. Leak, [Livestreaming Music in the UK: A Report for Musicians](#), May 2021
- Voices of Culture, 2022 [\(Re\)-Engaging Digital Audiences in the Cultural Sectors – Improving Audience Data](#)
- CNM - Centre national de la musique, [Music livestreaming : major development challenges for a firmly rooted practice](#), June 2022
- Erika Pursiainen, [Co-creating an engaging live-streamed concert with potential viewers](#)

