Festicket Live hosts paid livestream series with Kensington, Danny Vera, Krezip & more

Festicket Live hosted a paid livestream series with Kensington, Danny Vera, Duncan Laurence, Krezip and Ilse DeLange at Amsterdam's Het Scheepvaartmuseum.

The series – in partnership with Dutch promoters Friendly Fire and ran from 17th - 21st June – saw each artist perform a live set and Q&A inside the iconic Amsterdam museum.

The series was presented by the beloved TV host Humberto Tan, who introduced each evening and led the Q&As at the end. The production was carefully prepared to the finest detail, from panoramic shots of Amsterdam from above using drones, to beautiful angles of the artists inside the stunning museum, it made everyone at home feel like they were right there enjoying the music with the artists.

Over 50.000 fans bought tickets to the exclusive livestream series, with each ticket-buyer receiving a unique access code to watch the stream along with a form to submit a question to the Q&A. The high definition video was accompanied by a live chat, which allowed fans to engage with others throughout the evening.

This take-up is reflective of the recent boom in livestreams, and further demonstrates that when provided with a great lineup, a good location and high quality production, fans are more than happy to pay to watch and interact with their favourite artists. This is backed up by Festicket's recent 'After Lockdown Survey', which found that 58% of festival-goers would consider paying to watch a livestream.

On the livestream series, Festicket's CPO and Co-Founder Jonathan Younes said: "This series was a lot of hard work but also a highly rewarding experience. Paid live streams are a new phenomenon for many, including us, but we tried to give ticket-holders the best user experience possible while continually learning from their feedback, and we're now working with that to improve our technology to create an even more seamless online event experience."

"We hope that fans enjoyed the shows as much as we did, and seeing their enthusiastic responses in the live chat was an amazing feeling for us. I'm now also a massive Danny Vera fan."

Friendly Fire said: "The livestream concert series that took place in Het Scheepvaartmusuem was something extremely magnificent. We are proud we had the opportunity to organise these events, especially since we received so many great responses from our audience."

Artists or promoters interested in hosting a stream on Festicket Live should get in touch via live@festicket.com to find out more.

ABOUT FESTICKET

ABOUT EVENT GENIUS BY FESTICKET

Festicket is the world's largest platform for discovering and booking festival trips. Founded in 2012 by Zack Sabban and Jonathan Younes, the company is backed by a range of investors including Beringea, Edge, Lepe Partners, ProFounders and InMotion Venture and in 2019 completed the acquisition of multi-award winning Leeds (UK) based ticketing and cashless POS platform Event Genius, and the related Ticket Arena consumer website and brand.

The new joint venture, Event Genius by Festicket, creates an end-to-end platform for organisers and fans alike, providing the most complete offering in the live entertainment industry. The platform brings together technology and expertise including POS and cashless payment services, ticketing, accommodation, travel & packages, marketing, data insights & analytics, access control, fan engagement tools and more to plug a gap in the market that no other organisation has addressed to date.

Together, the company works closely with over 4000 official festival and event partners including Coachella, Tomorrowland, BST Hyde Park, Ibiza Rocks, Motion Bristol and Wales Rally GB, serving a growing community of over 5 million customers.

Festicket was named in the FT (Financial Times) 1000 in 2019, is a Tech Nation Future Fifty member and also made Deloitte's Technology Fast 50 list in 2019. Alongside its London HQ, Festicket has offices in Leeds, San Francisco, Amsterdam, Berlin, Porto and Nantes.

Festicket