Live FM:
FAN MONITOR

Live AM:
ARTIST MONITOR

A research project to investigate trends in perceptions and behaviors among music fans and professionals.

WELCOME!

LiveInnovation.org is an independent academic initiative. Its mission is to develop and share research outputs related to projects which investigate human experiences in contexts of entertainment. Moreover, it is also a space to provide educational content related to marketing, consumer psychology, marketing research and statistics, and more.

Further, it allows for a platform to connect with other academics and researchers, industry stakeholders, entertainers and students. In a world of abundant information, we seek to provide knowledge. And to inspire.

In this document, I would like to introduce you to two monitor research projects: **Live FM: Fan Monitor** and the **Live AM: Artist Monitor**. It represents a initiative, which aims to collaborate with and contribute to stakeholders of the music industry, artists, students and academics., by investigating perceptual and behavioral trends among fans and music professionals in Germany.

Curious to know more? I am glad you came to the show. Let me take you through it.

Cheers,

Prof.Dr. Francisco Tigre Moura
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WHAT IS THE
MONITOR PROJECT?

The world is currently undergoing an unprecedented pace of change. Artificial intelligence, information sharing, technological innovation, climate change and the Covid-19 pandemic are simply a few issues that have reshaped society.

Importantly, it has impacted how humans seek pleasure and consume experiences. In ace of such changes, it is crucial to keep track of perception and behavioral trends, in order to understand the larger picture of society and where we are heading.

A research **Monitor project** is a way of keeping track of such trends.

What is exactly a "Research Monitor"?

A monitor represents a tool, which measures an object of investigation on a given periodical basis, in order to understand historical changes (changes over time).

The frequency of collection is defined by the researchers and/or according to the characteristics of the object which is being investigated.

In our case, the measurement is done through a structured online survey, which is applied and reported **annually** in order to understand the perceptions of music fans and music professionals.

Our project contains two monitors:

1 **Live FM:**
FAN MONITOR

Aims to investigate the behavioral and perceptual trends of music fans in Germany, Scotland and, hopefully, across different national markets to allow for further comparisons.

2 **Live AM:**
ARTIST MONITOR

Aims to analyze perceptual and behavioral trends of professionals in the music industry in Germany, including artists, managers and more.

What is the focus of each monitor?

Overall, the focus of investigation of each lies on three core pillars: **timely societal topics**, **general marketing,** and **technological innovation**.

In the next sections, each of these pillars will be explained.

What are the main contributions of the monitors?

By permanently investigating behavioral and perceptual trends of both music fans, and music professionals, we will be able to reveal insights on how societal changes impact the industry.

Live FM:
FAN MONITOR

An investigation of the perceptions of **music fans**.

Live AM:
ARTIST MONITOR

An investigation of the perceptions of **music professionals**.

METHODOLOGY

How is the project developed?

Exploratory Research

1 Contact with industry professionals, academics and fans to define the specific topics of investigation.

Conceptualization and Pre-Testing

2 Development of the survey questionnaire, followed by a pre-testing and validity testing.

Data Collection

3 Data collection through a multi-channel approach. **Sampling techniques**: convenience sampling and voluntary response sampling. **Channels**: direct mailing, social media sites, contacting stakeholders and paid

Data Analysis

4 Application of various statistical tests to identify perceptual and behavioral trends among different groups.

Writing of Results and Publication

5 Writing of Live FM and AM reports, and dissemination of results.

ACTION PLAN

What is the projected time of each stage of the project?

1

Exploratory Research

July / August

2

Conceptualization and Pre-Testing

August

Execution of MONITORS

5

Writing of Results and Publication

November / Publication in December

4

Data Analysis

October / November

3

Data Collection

August / September / October
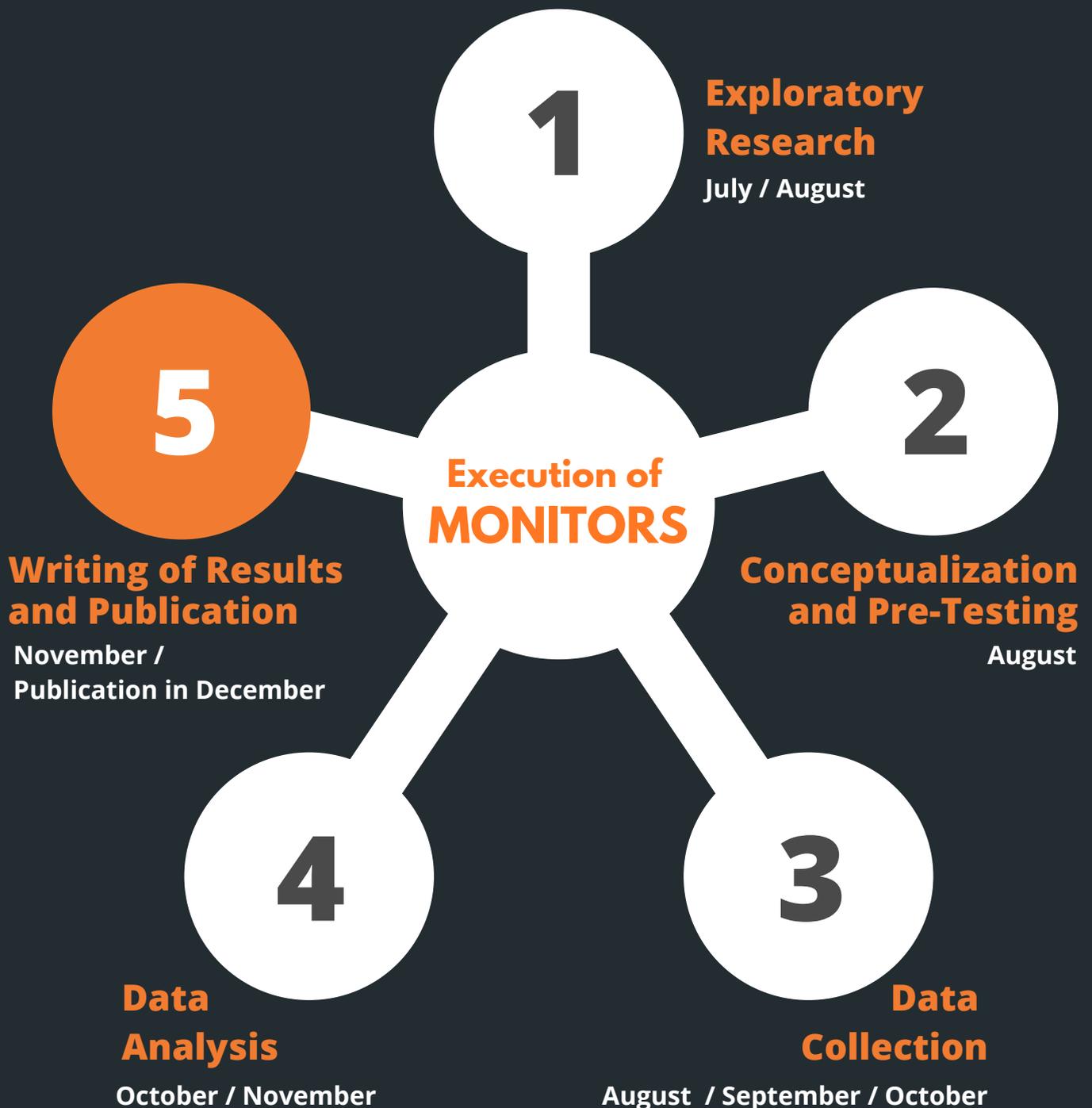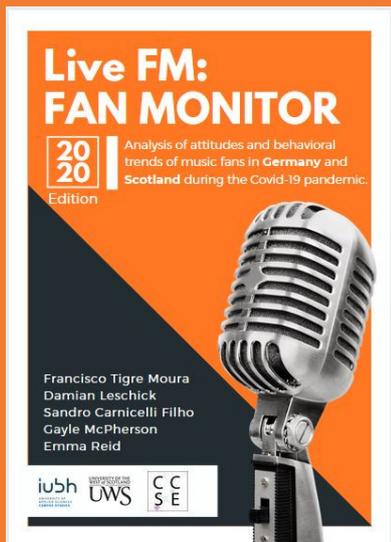
THE START

lessons from the first edition.

Available for download at **liveinnovation.org**

In 2020 the first editions of both **Live FM: FAN MONITOR** and **Live AM: ARTIST MONITOR** were conducted. Here is a summary and some important lessons from the first edition:

The **Live AM: ARTIST MONITOR** was restricted to the German market. In total, over 100 music professionals answered the survey, which resulted in a valid sample of 70 respondents. The population of the study was described as individuals, which actively worked in the music industry in Germany. As to be expected, the main topic involved the impact of the Covid-19 pandemic in the music industry.

The first edition of the **Live FM: FAN MONITOR** was conducted in two markets: **Germany** and **Scotland**. It represented also a collaboration between academics from IU University of Applied Sciences in Germany and the University of the West of Scotland, in Glasgow.

In total, over 616 music fans answered the survey, This resulted in a valid sample of 343 respondents in Germany and 111 in Scotland.

The population of the study was described as individuals, which had frequently attended live music concerts in the year of 2019.

Main challenge of the Live AM 2020?

The low number of respondents represented the main challenge of the first **Artist Monitor**. The project was still in its infant stage, it did not provide respondents with valuable rewards to stimulate participation and, also, the authors did not have access to large mailing lists of the industry. Thus, a convenience and snowball sampling techniques were used in order to recruit participants.

Main challenge of the Live FM 2020?

Similar to the Artist Monitor, the rather low number of respondents in both countries represented the main challenge of the first **Fan Monitor**.

The authors applied similar sampling techniques to Live AM in order to recruit participants. Also, student sampling was widely used, which led to a rather homogeneous profile of respondents.

IN 2021 WE AIM TO TAKE LIVE FM AND LIVE AM TO LARGER STAGES.

What would the ideal scenario for the project in Germany be?

The ideal scenario to conduct the data collection of both monitors would be one where collaborators and partners are spread across the country, triggering the activation of the online survey and its promotional media simultaneously across different channels.

Such collaborators could include, for example, event organizers, concert halls, arenas, music stores, music schools, universities and more.

Digital activation made directly in specific geographical locations would allow for a better overview across the country, a more in-depth investigation of different consumer profiles and an overall more valuable contribution to the industry.
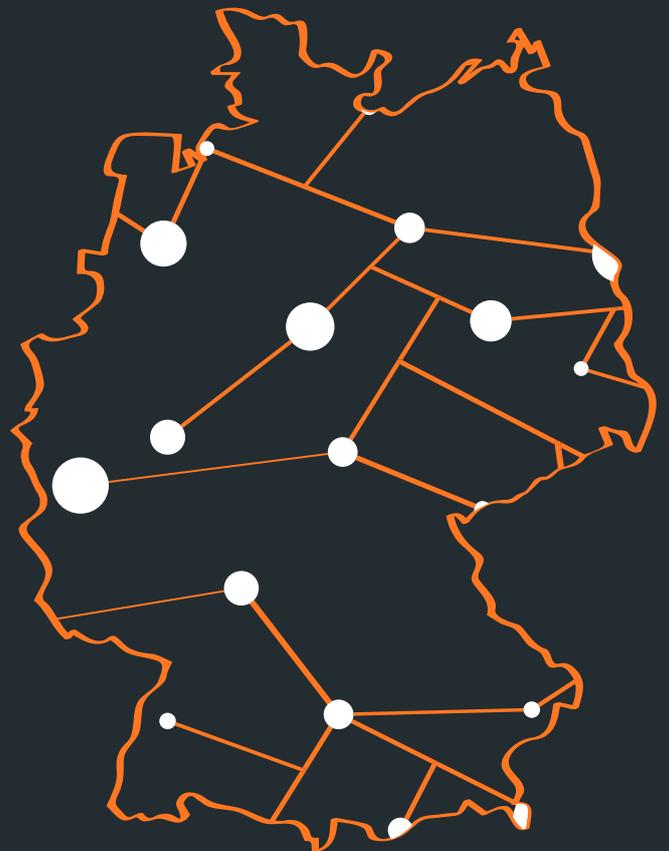
WOULD YOU LIKE TO SUPPORT US?

We need your help to reach more fans and artists.

The larger the data sets, the more valuable will be our contribution to the industry.

You support us.
We do all the work.

Types of Support.

How can you help us?

Online Distribution

1 Distribution of the survey to fans and artists through your mailing lists and social media channels. All promotional material is provided by us.

Networking

2 Help connect us with industry stakeholders and event organizers in Germany, which may help us with funding, data collection or dissemination of findings.

Tangible and Intangible Rewards

3 Provide us with tangible and intangible rewards (e.g. tickets, merchandise, products) or funding, to be raffled as positive reinforcement to induce greater participation.

Types of Support.

Dissemination of Findings

4 Share our research reports through your mailing and social media channels. Also, communicate during industry events and with other professionals and media.

Expansion to Other Markets

5 Do you know others who would like to replicate the Live FM and Live AM monitors in other international markets? Similar to Scoland in 2020, we would love to replicate in other markets and develop comparisons.

WHICH RESEARCH TOPICS WILL LIVE FM AND LIVE AM INVESTIGATE?

TOPICS ARE MEASURED IN TWO MAIN APPROACHES!

1 **Cross-sectional:**
Timely issues that measured only in one point in time, due to their characteristics.

2 **Longitudinal:**
Topics that are measured annually to allow for historical analysis and broader understanding of perceptions and behaviors.

Live FM: FAN MONITOR

RESEARCH TOPICS

TIMELY TOPICS
(CROSS-SECTIONAL)

- In a fast changing society, it is important to devote a section of the survey to topics, which are relevant for the industry in that particular time. Recently, topics such as "digital cancel culture", elections and role of musicians, and the Covid-19 pandemic are examples of timely issues.

MARKETING AND CONSUMPTION
(LONGITUDINAL)

- Overall social media use and interest
- Consumption and intended behaviors related to the entertainment industry. Examples:
  - Streaming
  - Ticket purchase
  - Festival and concert attendance
  - Virtual events

SUSTAINABILITY AND SOCIAL
(LONGITUDINAL)

- Own sustainable consumption behaviors and perceptions
- Role of industry stakeholders in sustainability practices
- The connection between social and political issues and the entertainment industry stakeholders
- Social and cultural inclusion in the music industry

TECHNOLOGY INNOVATION
(LONGITUDINAL)

- Facial recognition in live events
- Artificial intelligence in music
- VR and AR in live events
- Technology innovation in brand activations

Live AM:
ARTIST MONITOR

TIMELY TOPICS
(CROSS-SECTIONAL)

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MARKETING AND CONSUMPTION
(LONGITUDINAL)

- Development of social media content
- Collaboration with brands
- Perceptions towards issues involving stakeholders in the entertainment industry. Examples:
    - Streaming companies
    - Ticket selling
    - Festival organization and line-ups
    - Labels

SUSTAINABILITY AND SOCIAL
(LONGITUDINAL)

- Role of artists in raising awareness to environmental, social, educational and political issues
- Sustainable practices during live events
- Perceptions towards social inclusion issues in the music industry
- Overall perception towards the music inustry

TECHNOLOGY INNOVATION
(LONGITUDINAL)

- Facial recognition in live events
- Artificial intelligence in music
- VR and AR in live events
- Impact of automation in employability in the music sector

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DISSEMINATION OF FINDINGS

How will findings be shared?

In the past years Prof. Tigre Moura has actively participated in events of the music industry in Germany to discuss topics and research findings related to marketing and music. As consequence, a network has already been built, which is useful to help disseminate findings of the research of both monitors. Here is an overview of channels through which the findings can be shared:

Live AM and FM Findings

Industry Events

Industry events related to music, marketing and technology.

Live Innovation .org

Official website and all social media channels.

Media

e.g. Radio stations, podcasts, websites,

Academic Events

National and international academic conferences.

University Networks

U University of Applied Sciences (Germany) and the University of the West of Scotland (CCSE).

SHALL WE TURN LIVE FM AND LIVE AM INTO BIG STARS?

Contact us.

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Is your
curiosity
alive?

LiveInnovation.org

Research to collaborate.
Educate to inspire.

Music | Marketing | Technology