



AN UNCOMMON SENSE
OF THE CONSUMER™

USE THE POWER OF LIVE ENTERTAINMENT

LIVE 360° U.S. STUDY

WHAT IS IT?

Live event-goers discover more than just what's on the stage, they're there for the EXPERIENCE. At live entertainment events, fans engage with each other, with branded activations and they share it all on social media via connected devices (e.g., smartphones).

Nielsen's **Live 360 Study** takes a look at live event attendance in the U.S. (e.g., live music concerts, music festivals, sporting events, arts & culture events and family live events). This study delves into how fans interact with live experiences from end-to-end: behavior preceding, on-site and following the event. The **Live 360 U.S. Study** will inform how to build popular live events and branded activations with a 'fan-first' mindset and how to enhance it for event organizers' and sponsors' needs.

WHAT YOU'LL DISCOVER

- Attitudes and passions of live event-goers
- Music festivals and live music attendance - incidence, spend and discovery
- Important drivers of live event ticket purchases
- Brand purchase behaviors – recent and intended for key sponsorship categories
- Values associated with music and live events that may inform how they interact with advertisers
- Attitudes about social media and how fans stay engaged even when not attending events in person
- The content lifecycle before, during, and after live music events
- Receptivity to specific on-site brand activations and actions taken after being exposed to them
- Key demographics – age, gender, ethnicity, income, employment, education and region of residence

WE ASKED LIVE FANS

A nationally representative sample of 3,000+ U.S. adults 18+ years old who have attended a live event in the past year. There is an opportunity to segment the study by custom live event targets. Additionally, the entire study can be made available via cross-tab for further analyses..

For more information contact your Nielsen representative or know@nielsen.com