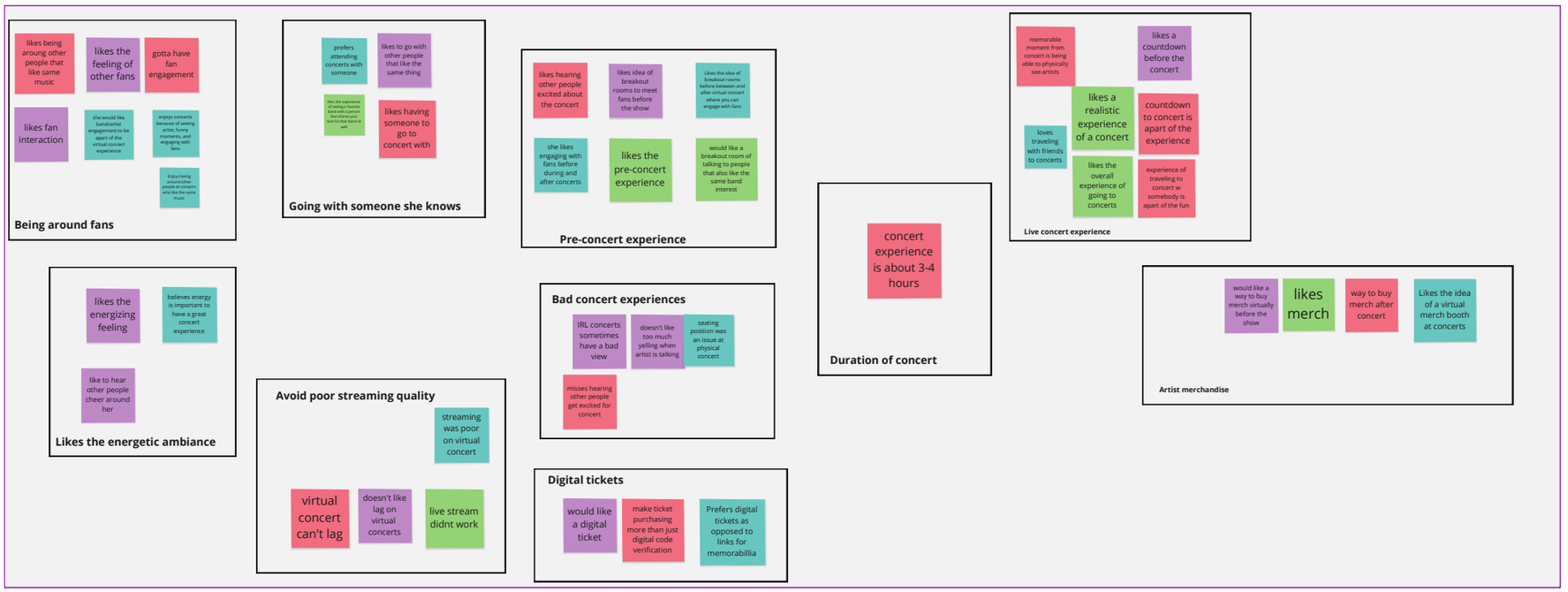
likes being aroung other people that like same music
likes the feeling of other fans
gotta have fan engagement
likes fan interaction
she would like band/artist engagement to be apart of the virtual concert experience
enjoys concerts because of seeing artist, funny moments, and engaging with fans
Enjoys being around other people at concerts who like the same music
Being around fans
prefers attending concerts with someone
likes to go with other people that like the same thing
likes having someone to go to concert with
Going with someone she knows
likes hearing other people excited about the concert
likes idea of breakout rooms to meet fans before the show
Likes the idea of breakout rooms before between and after virtual concert where you can engage with fans
she likes engaging with fans before during and after concerts
likes the pre-concert experience
would like a breakout room of talking to people that also like the same band interest
Pre-concert experience
concert experience is about 3-4 hours
Duration of concert
memorable moment from concert is being able to physically see artists
likes a countdown before the concert
likes a realistic experience of a concert
countdown to concert is apart of the experience
loves traveling with friends to concerts
likes the overall experience of going to concerts
experience of traveling to concert w somebody is apart of the fun
Live concert experience
likes the energizing feeling
believes energy is important to have a great concert experience
like to hear other people cheer around her
Likes the energetic ambiance
Bad concert experiences
IRL concerts sometimes have a bad view
doesn't like too much yelling when artist is talking
seating position was an issue at physical concert
misses hearing other people get excited for concert
Avoid poor streaming quality
streaming was poor on virtual concert
virtual concert can't lag
doesn't like lag on virtual concerts
live stream didnt work
Digital tickets
would like a digital ticket
make ticket purchasing more than just digital code verification
Prefers digital tickets as opposed to links for memorabillia
would like a way to buy merch virtually before the show
likes merch
way to buy merch after concert
Likes the idea of a virtual merch booth at concerts
Artist merchandise

Pre-concert activities

- liked to pregame before concert
- "Pre-games" before attending concerts
- pre-game

Friends enhancing the experience

- hearing likeminded people around him
- likes going with friends
- friends enhance the experience
- likes going to concerts with friends, believes they enhance the concert going experience
- so many other people saying what youre thinking
- likes going with friends
- everyone's enjoying the concert

Venue size preference

- likes smaller venue
- Prefers smaller venues for concerts
- likes small venue with personal connection
- likes smaller venues because of smaller crowd

Good Concert experience

- likes the anticipation
- good setlist makes a good experience
- likes the feeling of everyone singing along
- likes going to concerts in warmer weather
- anticipation of going to concert
- watching music come to life
- Loves concerts because he can meet the artist and have fun with friends
- always a good time when you get to meet your heroes
- Misses being outside for concerts and the anticipation in seeing live performances
- likes watching music come to life

Most important thing about concerts

- He believes the energy is important in having a great concert experience
- the overall energy is the most important thing
- energy of the concert/artist affect experience
- the artist plays the biggest part to him
- The Artist is the deciding factor in him going to a concert
- tune out and enjoy the moment
- can disassociate from negativity in personal life
- you get to see heroes @ concert
- good setlist

Qualifications to see a band virtually

- would expect diff price range for virtual concert
- artist and ticket price affects concert going decision
- needs to know the duration
- 12 hour concert experience
- 12hrs
- worldwide bands
- will attend a virtual concert
- Expects different range of prices for virtual concerts

Bad concert experience

- friends in a bad mood would ruin experience
- a bad stage makes a bad experience
- bad vibes from friends makes a bad experience
- doesnt like it when a friend kills the mood

Being around people

- likes being around likeminded people
- enjoys being around like minded people
- enjoys going to concert w friends
- likes being around like minded people
- going with friends make awkard moments not awkward
- going with friends is more enjoyable
- says going to a concert with friends is more fun
- has gone to a concert with friends and also alone
- being able to socialize with others (if going alone)
- likes going with 2-3 friends
- more enjoyable with friends

Qualifications for buying virtual concert

- depends on artist if they will pay for virtual concert
- not willing to pay for virtual performance if price is same as live
- wont pay the same price for virtual events
- thinks virtual concerts should be cheaper than physical ones

Expectations/What make a concert better

- artist is a deciding factor in attending a concert
- he has to like the music
- says that the production adds to the overall experience
- the artist creating a good atmosphere is important
- being able to see the artist is important
- would be perfect if: fav artist, front row, good production, good performers
- production of stage matters per artist, but not necessity
- enjoys good production at concerts
- prior performances of artist matter (ticket purchasing factor)
- performance skills of artist matter
- people dancing, having good time together
- they have to perform well
- prefer to be close to front of stage
- likes the idea of VIP passes

Make concert feel "real"

- says live concerts are more organic
- miss how organic live performances felt
- prefers organic performances
- liked personal small venue when going alone
- says most artist do pre recorded concerts now - not organic
- going alone can be enjoyable for intimate concert

Overall atmosphere/energy of concert

- enjoys the atmosphere
- enjoys the atmosphere at concerts
- favorite thing is atmosphere

Duration of concert

- spends about 1 - 2 hours at a concert
- stays at a concert until its over
- says concerts can be year round
- 5 hours of concert including travel time

Pre/post concert rituals

- play music before the show
- go out to eat before the show
- Eats and takes pictures before concerts
- take pics before the show
- listening to music before concert boosts experience

Bad concert experiences

- alone feels awkward
- would like virtual if it is actually live and not recorded
- doesn't like pre-recorded music video looking virtual events
- bad seating position made bad concert experience
- live vocals form artist, costume changes, live band
- most artists prerecord; feels like MV or studio version
- had a bad seat/view

Attending with like minded people

- goes to concerts with friends that like the same music
- likes to go with family and friends
- likes going with people who like the same music
- only attends concerts in groups
- going with people makes concert better
- you can talk about what you're excited about with people you're going with
- talk about the concert afterwards with your group
- likes doing activities pre or post with group you're going with
- going with group is like extending the time of the concert (build anticipatoin)

The Immersion

- likes the immersion and getting lost in the music
- lost in music
- submerged in the concert
- experience is close to having noise cancelling headphones - not the same but close
- noise cancelling headphones
- Feels immersion is an important factor in making a great concert experience
- likes being there in the music

Time spent at concerts

- attends for 2-3hrs
- 3 hours at concert
- attends concerts about 2-3 times a year

Factors that make a good experience

- Won't pay for a virtual concert if it isn't special
- in order to see a concert artist has to be good, price right
- wants to go to concert of artist he actually likes so he can sing along
- virtual performance has to be different than a youtube video
- says you look forward to the event when you build up anticipation
- experience has to be different than watching a live video on youtube
- multiple artists perform
- Wants to see his favorite artists perform after each other

Opening Act

- seeing a band live is like a sports event because its not on tv
- usually sees the opening band
- likes opening acts
- likes opening acts
- likes to see the opening act
- get there early for good seats

What he liked about a virtual event

- likes virtual because it seems more organic than live event
- virtual concert felt more involved
- liked the live comments
- live performances gives diff versions of songs
- attended instagram live concert
- Felt that his virtual concert experience felt more up close and personal than a physical concert
- IG live performances was more connected
- likes being able to interact with artist performing (virtually)

Intimate setting

- likes being close to artist
- likes being able to physically see artists
- likes smaller venues
- small venues more exciting
- likes smaller venues/ close experiences
- small setting is moreexciting

Bad concert experience

- doesn't like people spilling beer on him
- doesn't like people holding up signs
- Feels technical difficulties could make a bad experience
- technical difficulties
- if he couldnt see would make a bad concert experience
- things that get in way of view (posters, people, etc)
- likes being able to see the artist
- technical difficulties would make a bad concert experience

The emotion

- likes the surreal experience
- when its unplanned there's more emotion
- more emotion
- music performed naturally instead of planned and mass production
- Feels that concerts are surreal and immersive

Likes the anticipation

- Likes participating in pre-concert activities
- will get something to eat nearby so it makes the experience better
- likes to extend the anticipation of seeing the band
- likes anticipation before concert

Good feeling of seeing artist live

- live performance enhances experience
- feeling of seeing the artist on stage
- good feeling is being in the same place as the artist
- live performance is impactful

Factors for attending a concert

- ticket prices
- traveling, hotel, a prices can get expensive
- would not pay over 1,000
- Ticket prices and location are deciding factors for her attending concerts
- location is important
- travel, hotel, food

Qualifications for paying for virtual concert

- willing to pay for virtual if with friends
- would have enjoyed virtual concert a lot more if was with friends
- must have access to virtual concert after
- virtual concert experience was okay but if friends were there would have made it more fun and entertaining
- went to 1 virtual concert

Number of concert experiences

- only ever been to one concert
- has only gone to one concert
- you don't experience concert everday

UNITY

- unity
- "unity"
- unity is important
- unity is most important aspect to a good concert experience
- feels unified with strangers

Likes going with enthusiastic fans

- likes being surrounded by fans with the same intrests
- surrounded by dedicated fans
- being around other people that love artist as much as you do
- energy of fans
- real fans at concert
- wants to be surrounded by fans who enjoy her music interest
- likes to be around people that have the same interest

Would like to go with friends

- wouldnt go to a concert alone
- not as willing to pay for virtual if watching alone
- prefers to attend concerts with friends, makes experience better
- likes to go with friends
- wouldn't go alone due to lack of social skills

Artist is important to concert experience

- admire artist outside of talent
- long setlist
- stays for as long as the artist plays at the concert
- the artist makes a big impact on whether or not shed go to a concert or not
- artist performance is important
- she only stays at concerts as long as the artist is performing
- would like people to be polite at concerts
- has to listen to artist frequently
- must have the artist she listens to frequently!

Artist has to be ontime/schedule

- hates when artists make fans wait
- artist who are mindful of wait time
- doesn't like when artists make the fans wait
- artist that is mindful of time
- time difference can be difficult

Pre-concert Activities

- listens to artists song before concert to get hype
- showed up early to the only concert shes been to and enjoyed the opening acts
- likes listening to artist otw to concert
- likes dressing up and getting ready for the show

What ruins a concert

- pandemic ruined concert experience
- bad concert etiquette would make a bad concert experience
- doesnt like the lack of concert etiquette
- cant participate in/during live performance

Favorite experiences from a concert

- Being close to the artist was her most memorable concert moment
- liked the artist getting close to the crowd
- feeling of seeing your favorite artist is surreal
- likes the surreal experience
- surreal feeling/ experience

Make concert longer than scheduled

- Loves artist encores
- artist makes concert longer (encores)
- perfect show has encore stages, remixes, something new
- concert doesnt end abruptly

Most important thing

- audience make good or bad experience
- The audience is an important aspect

Meeting new people

- fangirling with strangers
- likes meeting people there
- someone has to go with her
- usually goes with friends
- get to see artist in person
- Misses the artist audio, meeting people
- likes meeting people there
- favorite thing about seeing a live band is meeting people
- the people/audience make the concert
- misses artist voice
- live performance more exciting

Bad experience

- Crowded concert was a bad concert experience
- Lagging virtual concert makes a bad experience
- bad when its too crowded
- the lag is bad
- virtual concert lags
- bad experience was when it was too crowded
- bad experience was when she couldn't see
- sometimes online concert video would lag
- can't see the stage
- too crowded venue
- tall people in front of you at venue
- Bad energy from people in the fans can make a bad concert experience
- bad energy from artist

Option to buy merch

- will pay for virtual if the cost is reasonable
- pre-order merch
- Has payed for virtual events, will pay depending on artist and price
- option to buy merch
- option to purchase merch

Does not like going alone

- doesnt want to go alone
- doesnt like to go alone to concerts
- Virtual concerts alone feel like she's just watching a YouTube video
- Doesn't like to go alone on concerts

Pros of virtual concert

- likes the real time feeling
- felt like she was spending time with friends on virtual concert
- was able to split virtual concert on two screens

Most memorable moment in the beginning

- first song artist plays
- likes the start/ the expectation
- the beginning of a concert is the most memorable
- whole crowd hyped when artist first comes out
- Exciting seeing the artist began performance
- the expectation of the first song
- very beginning of concert is exciting

Reasons to buy tickets

- Wouldn't pay 30 dollars to see an artist she doesn't like
- depends on artist and cost of tix
- artist has to give off good energy
- must be an artist she really likes
- has to know the artist to go to a concert
- have to really like artist to pay
- depends on who can go to concert with you

People with similar taste

- likes to attend concerts with friends with similar tastes in music
- better to go with people that have same music raste
- Sees concerts with friends usually because of similar taste in music.
- likes being around friends with similar taste

What makes unique concert experience

- Loves when artist brings different material to the stage, makes the concert fun
- perfect concert is when artist is bringing something new
- artist brings something new to performance
- every performance is different
- the audio in person sounds different
- the artist sounds different from the studio version
- 1st person to see new things from artist
- being the first person to see the performance is cool
- sneak peak of new song
- different versions of songs performed

Pre and Post concert activities

- extend the feeling/energy of the concert
- Listen to the songs before the show
- gets food with friends before/after concert
- typically stays 3 hours at a concert
- Celebrates before and after concert, usually takes the whole day
- get hype before the show
- stays 2 or 3 hours
- reserves whole day for concert
- plans days out for concerts
- Stays at a concert for about 2-3 hours

Activities during virtual concert

- Not since call for the virtual concert or live, but mostly her time spending with friends/friends viewing the virtual concert
- likes to talk with friends during virtual cocnert
- Would have loved a liking/reaction feature in the virtual concert
- would like to give likes/hearts to virtual concert
- has been to a virtual concert
- was on call w friends for virtual concert
- viewing virtual concert with friends