

DICE × NBCUNIVERSAL

STREAMING CASE STUDY

Exploring a new route to market for recorded stand-up comedy shows

NBCUniversal Content Group was looking to explore alternative ways to distribute its exceptional comedy content in the context of the pandemic.

The team got in touch with DICE to explore a series of ticketed online streaming events, aiming to find the right partner to help facilitate an additional distribution window ahead of more traditional routes to market.

THE LOWDOWN

8K

total tickets sold for Eddie Izzard and Dylan Moran

1K+

cities streamed both events globally

37%

average sales uplift on day of events



DICE works with the world's best creators to bring quality streams to fans



Take your next event online

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Brief

NBCUniversal had two pre-recorded and unreleased shows from some of the most established comedians in its portfolio. As pilot projects, Dylan Moran's show 'Dr Cosmos' and Eddie Izzard's show 'Wunderbar' would both premiere on DICE, enabling audiences around the world to enjoy these shows from the comfort of their own homes for the very first time. Content security was an important consideration for NBCUniversal, and DICE's protocols and systems were a great fit for its requirements.

Strategy

As experts in the pay-per-view streaming space, DICE provided both on-the-ground and remote support throughout the event lifecycle from set-up to reporting.

- Each stream would have multiple time-zones to accommodate audiences around the world, which were set up with best practice guidance from the DICE team.
- DICE provided advice and helped facilitate the recording of an exclusive Q&A for Izzard's streams.
- NBCUniversal had access to DICE's MIO tool, allowing their team to monitor ticket sales and demographic information in real time.
- Custom campaign tracking links would help the team understand exactly where ticket sales were coming from.
- One show had rights restrictions and was not available in every territory. DICE ensured that only the right regions would be able to access the streams.



Results

Dylan Moran Dr Cosmos

For Dylan Moran’s ‘Dr Cosmos’, fans joined from 63 countries and 800 cities around the world. Ticket sales saw a dramatic uplift in the final 24 hours. Based on DICE’s data, this is the purchase trend we often see for this type of content. As expected, 37% of sales came in on the day of the event, and 19% of fans buying tickets for Dylan Moran’s streams had previously watched comedy streams on DICE, including James Acaster, Off Menu, No More Jockeys and The Horne Section.

4

time zones

£10

ticket price

Eddie Izzard Wunderbar

For Eddie Izzard’s ‘Wunderbar’, fans purchased standard tickets for £10 from over 1,000 cities in 66 countries. The streams had an additional live Q&A purchase available for £12, which accounted for 30% of total sales, indicating a highly engaged audience. Similarly, 37% of sales occurred on the days of the stream, and 42.6% of the audience were aged 45 to 59, proving that streaming isn’t solely for younger demographics.

3

time zones

£10

ticket price
(£12 with Q&A)

Results

In total, the events sold 7,937 tickets globally, with the artist pages being viewed 60,775 times. The audiences were engaged and vocal on social media, with a large amount of ticket sales coming from posts on the artists' social media and mailing lists.

By tracking where and when ticket sales were coming from, the team at NBCUniversal were able to adjust the targeting of their paid media campaign. The pilot streams provided interesting

learnings for future projects, ensuring that the team at NBCUniversal will be able to apply their data-driven marketing approach to pay-per-view streaming in the future.



“Our priority was finding a streaming solution that would be robust enough to host global streams locked to each region. DICE were a fantastic partner from the outset and we were pleased with the support and communication we received.”

CHARLOTTE CHESTER, Commissioning Director, NBCUniversal Content Group