

A trailblazing approach to livestreaming electronic music

Long-term partners of DICE, [Bicep](#) built their reputation in the club, where DICE worked closely with the duo on a sell-out residency at XOYO in 2015 and many more club nights across the UK and beyond.

But it was their launch of the live show in 2018 when the partnership really came to life. Acting as a presale partner across all live dates, DICE was able to help Bicep predict and build demand via the Waiting List, resulting in a run that started at Village Underground and culminated with three breathtaking sell-out shows at [Printworks](#) (all with zero marketing spend).

Fast forward to 2020, and Bicep were moving towards the release of their second album, with sell-out dates scheduled across the globe. When the pandemic put a stop to this, a new and innovative approach was required.

THE LOWDOWN

5K

tickets sold

71

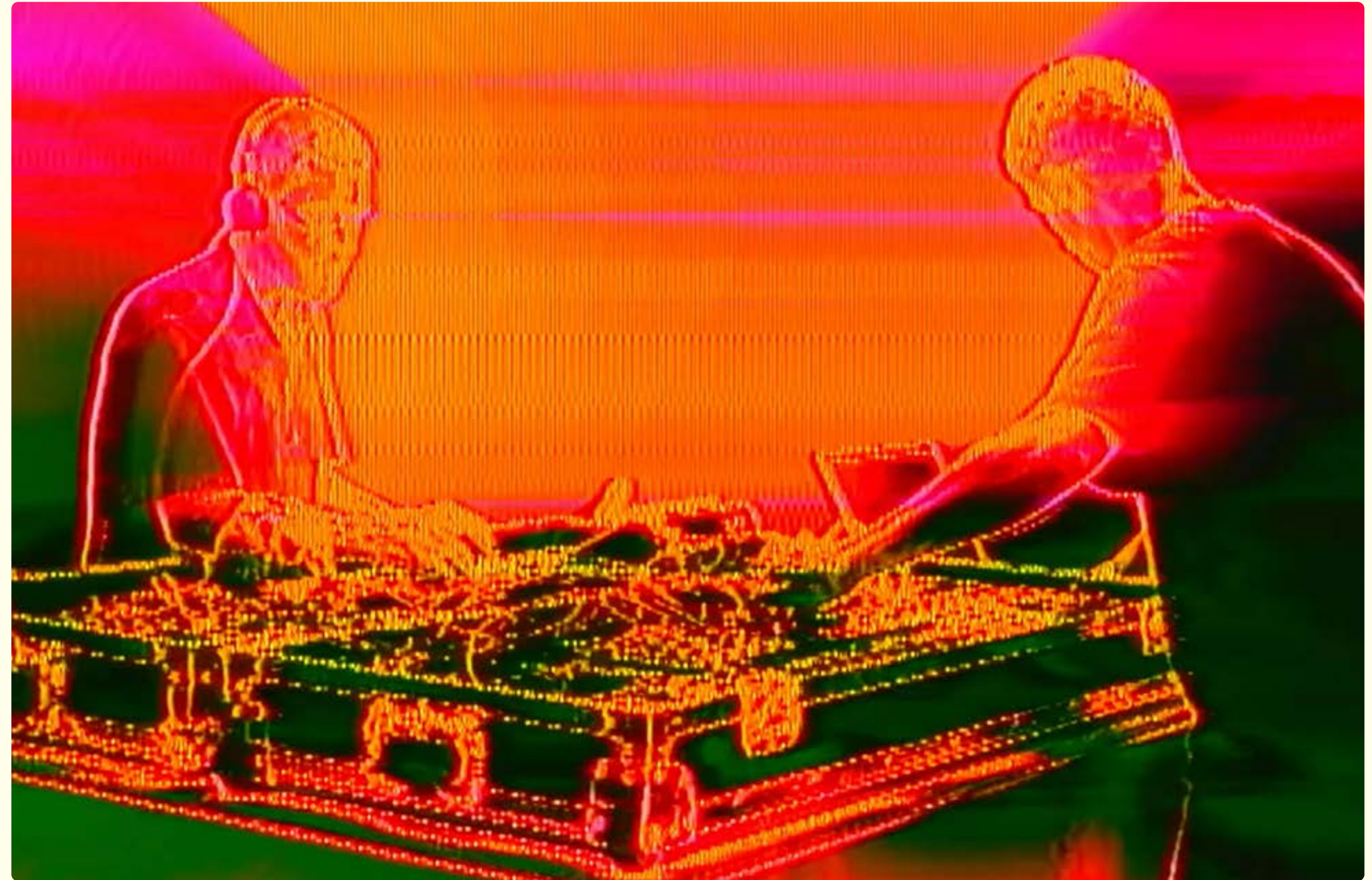
countries

52%

of tickets sold the day of the stream

\$75K+

grossed



Brief

Bicep wanted a trailblazing approach for the dance and electronic scene – a pay-per-view stream. Fans would have the first chance to listen to new material from the forthcoming record, as well as reworked classics. Despite the electronic and dance music sphere possessing one of the most thriving live-streaming scenes, with platforms such as Boiler Room and Cercle having previously proven themselves as invaluable marketing tools, no one had yet cracked the PPV model. Bicep challenged DICE to do just that, converting streaming fans into paying customers.

Strategy

Having hosted successful global PPV streams for other artists such as Nick Cave, DICE was able to draw on this experience to leverage the DICE app and data to get the event in front of the right fans.

- The chance to hear new and reworked tracks was leveraged via a [trailer video](#) and this engaged fans online ahead of the stream.
- DICE was able to remarket the stream to the 50K fans who had previously joined the Waiting List for Bicep live events on the DICE app.
- Bicep also worked to create a unique audio-visual experience with long-term collaborators [Black Box Echo](#).
- Four broadcasts were planned in Bicep’s key markets (UK, USA, AUS, EU).



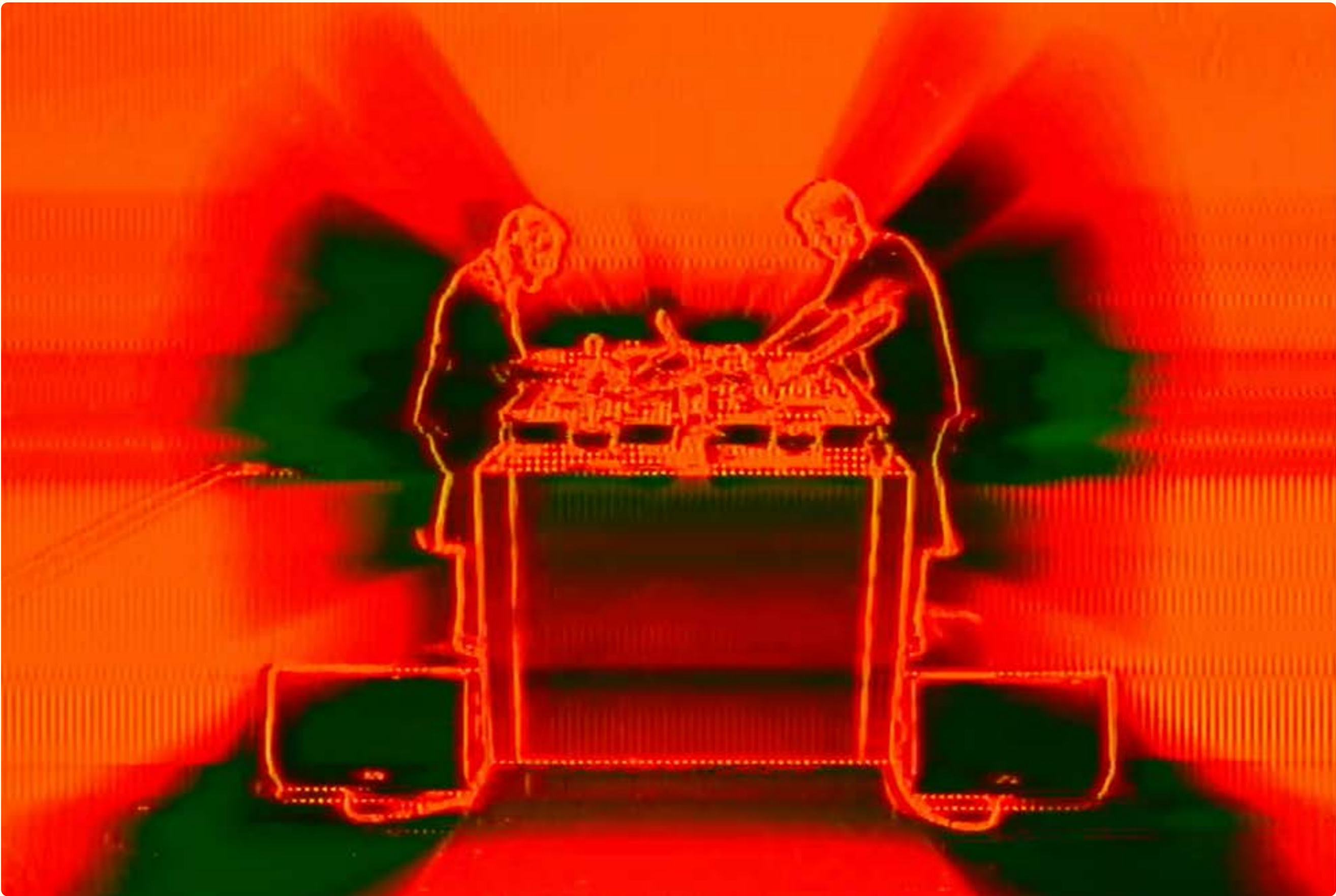
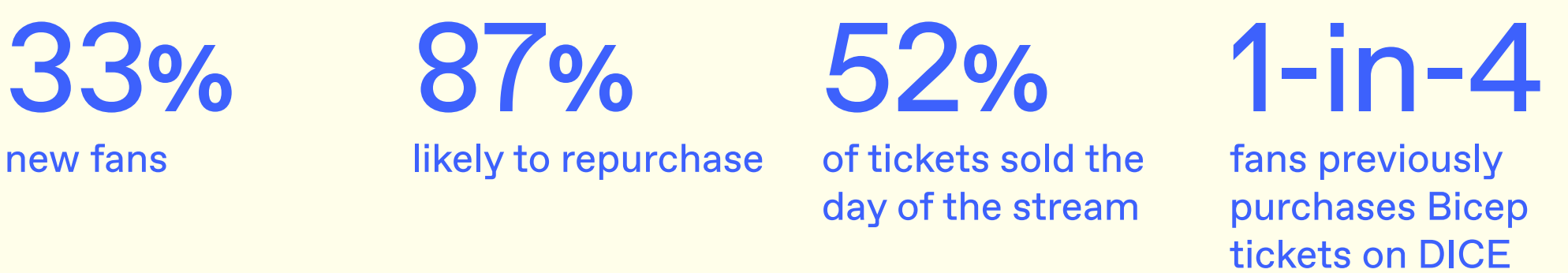
Results

With over 5,000 tickets sold, the stream proved a monumental success, engaging fans across 71 countries worldwide. This engagement was evident by the increase in social media activity around the stream, far in-excess of what’s usually seen for live shows.

Used to almost-instant sell outs, it was also interesting to see a large volume of purchases at the last minute, with 52% occurring on the day. Of those who attended the stream, 33% were brand new fans, who had never attended a Bicep show, while one quarter had

previously purchased Bicep tickets on DICE. A post event survey revealed that production (42%) and duration (41%) were key factors in future stream attendance, with just 9% considering price a decider. In fact, 50% said they’d actually be willing to pay more in future.

FAN INSIGHTS



“The Waiting List functionality for fans on the DICE app has been instrumental in helping us to understand the demand out there and set us up for success, exemplified by our sell-out run at Printworks.”

SIMON GOLD, Artist Manager