

# DICE × JAMES ACASTER

STREAMING CASE STUDY

## The unexpected live-stream premiere of ‘Cold Lasagne Hate Myself 1999’

James Acaster’s critically acclaimed sell-out tour ‘Cold Lasagne Hate Myself 1999’ finished on a high at London’s EarthH in 2019. Acaster’s agency PBJ Management recorded the final show of the tour, intending to share it with fans at a later date.

### THE LOWDOWN

29.8K

lorem ipsum

26%

lorem ipsum

81

lorem ipsum

£8

lorem ipsum



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



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## Brief

After the pandemic hit, PBJ were looking for the right opportunity to release the recording and approached DICE to discuss doing a one-off broadcast of the show, bringing it back to life for audiences who were missing live comedy. The right opportunity would have to offer strong technical support and the means to broadcast a reliable stream globally, as well as engage with fans around the world.

## Strategy

DICE worked closely with PBJ to create a tailored strategy that best suited James's channels and fan base.

- The stream was announced on his podcast [Off Menu](#), with a presale code for early access and a weekly talk up about the show to keep fans engaged.
- A bespoke PR campaign managed by DICE secured interviews on high-profile radio shows including Times Radio, The Chris Evans Breakfast Show and TalkSport's morning show with Alan Brazil.
- A digital marketing campaign was run by Sine Digital a week before the event in the US, leading to 4,553 tickets sold – the second highest number per country after the UK.
- A custom video player built by a leading broadcast company and coordinated by DICE offered premium quality streaming for fans. DICE also worked with a rights specific specialist to clear all music used in the show.
- Fan support was provided globally by DICE before, during and after the live stream to make sure the event ran smoothly.





# Results

With a total of 29,805 tickets sold in the UK, the stream had an audience that exceeded the capacity of the O2 arena, making this one of DICE’s best-selling UK streaming events.

Fans joined from 81 countries worldwide, and 83% were first-time purchasers, proving that fans are hungry for quality comedy streaming. Aside from revenue generated, ticketing the stream via DICE

provided valuable demographic insights into James’s global fan base that can be used to reach even more fans for future tours and shows.



Credit: Photographer

“When we realised that we could release content that we knew fans wanted, we approached DICE for a premiere streaming event. The DICE streams we had seen were better, high quality productions, so we knew it would be a good fit.”

DAISY SKEPELHORN, PBJ Management