

DICE × LAURA MARLING

STREAMING CASE STUDY

Pioneering a premium and intimate live-stream experience

In April 2020, Laura Marling chose to bring forward the release of her seventh studio album, *Song For Our Daughter* from its original summer release date.

It provided her fans with a welcome escape from the anxiety and confusion that the pandemic and lockdown was causing worldwide. A soothing, timely relief.

The record was met with widespread acclaim, signalling another exquisite record by an artist who seemingly deals solely in exquisite records.

Following its release, Laura was keen to find a way to perform it live. With 48 live dates cancelled, she wanted to do something special that felt so much more than just another smartphone camera filming another Instagram story. No precedent had been set. How can a real, personal connection be made through her fans' TVs and computer screens? Sound and vision was key.

THE LOWDOWN

\$100K

tickets sold

1hr

duration watched
by fans

100+

pieces of press
coverage

5★

reviews



DICE

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

ATC

AVANT
GARDNER

Drift

ELSEWHERE

The
Nation

PRIMAVERA
SOUND

UNIVERSAL

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Brief

To deliver a one-off live streamed show that felt so much more than that, it needed to look stunning and sound as if you were in the room with Laura. Quality was paramount, and value for money a given. Promise less, deliver more.

Giorgio Testi from Pulse Films was to direct the show, housed within the amazing space of London's Union Chapel and beamed across the globe, live.

It was decided that two one-hour performances would be filmed from the same venue: one, for Laura's UK/European fans, and a second for Laura's North American fanbase, both within a couple of hours of each other.

Strategy

Laura Marling's Management company, ATC (who had also just devised Driift), and DICE worked together to achieve a sense of exclusivity.

- Streams to the US, UK and Europe were geo-locked.
- Tickets were set at £12/\$12 and included access on the day only.
- With three weeks from announcement to event, DICE was able to target fans who had previously purchased tickets to see Laura Marling live, tapping into the demand built by her cancelled live shows.

Results

The UK stream sold in excess of 4,000 tickets – a figure that would have filled the Union Chapel’s pews four times over. Combined with the North American show, those performances sold over \$100K in tickets, and garnered Laura five-star reviews across the board, with many heralding it as ‘historic’.

The Guardian covered the show behind the scenes, and there was also national television coverage in the run-up to the event – these Union Chapel performances became the news.

A precedent was now set, with Laura’s lockdown performances the benchmark for how to pull off a live-streamed show. In turn, the music industry had a very clear example of how it could start laying the foundations for rescuing the ailing live sector, with proof that fans were willing to pay for a live-streamed ticket.



“For the tour, we’d refunded about 25,000 people so we wanted to do a show from a proper venue, and shoot it in a stunning way, to give something back. It worked brilliantly as Laura is in her element when it’s just her and her guitar.”

RIC SALMON, ATC and Driift