

BEYOND STREAMING

How Music Streaming Companies are Responding to the COVID-19 Pandemic

“We have seen the media industry come together time and again to address the most critical issues facing our country, and the COVID-19 pandemic is no exception. These digital and technology platforms have generously donated their talents and reach to empower millions of Americans to stay safe, informed and connected.”

– Lisa Sherman, Ad Council President & CEO

PIONEERING NEW ARTIST-FAN CONNECTIONS

At a time when live performances and touring have been put on hold, streaming companies have stepped in to provide an invaluable platform for artists and creators to virtually connect with fans. Artist discovery tools, [playlist curation](#) and [live streaming options](#) have provided unfettered access to global fanbases for artists and musicians, allowing them to produce and perform music, engage existing fans and be discovered by new listeners. This has been especially beneficial for new and emerging artists, allowing them to reach new fans, be discovered and launch careers despite being unable to build a following from live shows. Streaming services have even transformed the [collaborative process](#), allowing songwriters and producers to use streaming platforms [to create together](#) and deliver new music to fans who are able to livestream the process while it’s happening.

SUPPORTING THE MUSIC COMMUNITY

In March, streaming companies announced contributions to MusiCares’ [coronavirus relief fund](#) to support music industry workers in need. When the pandemic started putting the future of music venues around the country into question, companies came together yet again, [urging Congress to support](#) struggling independent concert venues and organizing fundraising events such as the [Save Our Stages Festival](#). Individually, streaming companies came up with ways to open new revenue streams for artists in need, from creating or [matching](#) charity fundraising efforts to helping [independent record labels](#) pay their artists and continue operations with advances on future royalties. In addition to helping the music ecosystem through these relief efforts, streaming companies offered millions of dollars in funding and [donations](#) to affected families, hospitals, schools and [small businesses](#) around the country.

KEEPING LISTENERS ENGAGED

By leveraging their reach to millions of people, streaming companies used their platforms to keep listeners informed and engaged in a variety of ways. From creating [information hubs](#) on their websites, to hosting an unprecedented series of virtual concerts and festivals, streaming companies [raised awareness](#) of charities, foundations, and resources that listeners could learn about and support to help those affected by the pandemic. Streaming companies worked with [government agencies and health officials](#), as well as influential figures to host virtual townhalls and facilitate key information sharing. During the peak months of the virus’ spread, many companies [waived subscription fees](#) to allow access to news programming and public health information around the pandemic, keeping listeners up-to-date on key developments around public health and safety.

“The last six months have shown that consumers have deemed streaming music an essential service during this COVID-19 pandemic.”

– Jason Peterson, GoDigital Media Group CEO

“With traditional concerts on hold, never has there been a more important time to support the live music industry through our partnership with NIVA. We’re committed to doing our part in saving independent venues and continuing to bring artists and fans together through music.”

– Robert Kyncl, YouTube CBO

“We felt we could uniquely help by providing the global reach of Spotify to artists who are fundraising during this challenging time – to help them get the word out to fans. And we’ve been really inspired by fans that want to help the artists they love and have been making direct donations.”

– Spotify

“In times like these the industry needs to come together to support those who are struggling ... We’re all in when the good times roll, and it’s important that we’re all in when times are tough.”

– Steve Boom, Amazon Music VP & MusiCares Chairman