

# How music fans have turned to virtual experiences during the Covid-19 outbreak

By [Takakiyo Fujita](#)

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Self-isolation and social-distancing laws have given rise to new trends in the music industry. In a bid to flatten the curve, fans across the world have substituted live music concerts for virtual alternatives, relying heavily on technology's ability to recreate these experiences in the comfort of their homes.

From the yesteryears of evenings spent on the couch, enjoying the ambience created by the magnificent combination of vinyl and gramophone to the more current trend of wirelessly streaming the latest chart-topping hits through state-of-the-art Bluetooth speakers – audio technology has continuously adapted to the changing requirements of fans and performers alike.



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## A new trend is on the rise for music consumption

Research by Billboard and Nielsen Music, titled [Covid-19 tracking the impact on the entertainment landscape](#), indicates an 8.1% increase in the number of fans streaming music videos in April. These numbers have continued to climb during the outbreak, with fans showing a growing interest in exploring virtual concerts.



SA's entertainment industry is finding novel ways to stay afloat amid the escalation of Covid-19

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The growing number of fans that are tuning in to virtual music experiences, like the [Global Citizen One World: Together at Home](#) and the unforgettable Andrea Bocelli: [Music for Hope](#) livestreamed concert, is evidence of this phenomenon.

It's for this reason that South African DJs, like DJ Shimza and Black Coffee, have encouraged regular partygoers to stay home by hosting online parties that are live-streamed via popular social channels accessible to communities of fans looking to connect to some of the biggest music stars in the industry.



Global Citizen, WHO to present star-studded event, One World: Together At Home

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## Advanced audio technology makes it possible to create virtual music experiences

Millions of people from across the world can connect through music thanks to advancements in audio technology. From smartphones to laptops and even smart TVs, fans can join virtual concerts streaming live to their living rooms or get lost in the moment through virtual parties using home stereo technology and portable Bluetooth speakers that enable them to experience music as if it's live.

For instance, virtual house parties can be enjoyed without causing or being affected by external disruption thanks to headphones.

Whether fans are streaming live music concerts, a parody over YouTube or are captivated by amazing solo performers – today's technology enables music to stay true to the original recording through sound that's optimised for minimal distortion and allows listeners to enjoy all the subtleties of the music.

### ABOUT THE AUTHOR

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