

The Day After Tomorrow – Episode #4

Live-streaming: the surge of a new media

Or how COVID-19 is shifting the world of influence
and content production

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The Day After Tomorrow

We're all feeling it. This unprecedented crisis is clearly shaking things up: consumer views are shifting, and their behaviors are changing.

Will it be temporary or are we truly 'stuck in a moment'?

What seems sure though, is that brands will need to reinvent themselves to adapt and keep pace with their audience.

All around the world, individuals are sowing seeds on the social sphere and by doing so, they help us dive deeper into their evolving concerns and behaviors. Each week, with the help of one of our local insight crafters, we'll aim to give you a sneak peak into what our world could look like, the day after tomorrow.



Live-streaming: the surge of a new media

Or how COVID-19 is shifting the world of influence and content production – By Juliette David

What's happening?

I'm Juliette and as an Insight Crafter at Dynvibe, one of my roles is to **follow and analyze the evolution of social influence**. We all know that the notion of influence was shaking a bit these last years (in Western countries particularly) with overly sponsored influencers sometimes overwhelming the audiences.

With live-streamings rapidly gaining ground during the lockdown (from InstaLive to Twitch), **the world of influence and content production is shifting** and to a higher extent than previously expected.

We've identified early signal that suggest that this trend could mark **a turning point regarding brands' communication strategies** as there is no doubt that it will outlive the Covid crisis and create new social norms in the near future.

What do people say?

A need to connect

During the COVID-19 lockdown, people feel the need to connect with others, to find support, be inspired, share their emotions, be entertained and so much more. In that sense, live-streamings that offer an open window to the outside have immediately answered that specific need and started its mass-adoption process in no time.

From live-streaming to life-streaming

People like that livestreaming is produced by real people sharing their real life. People appreciate the 'raw' & 'unfiltered' content, allowing them to build a special relationship with "life-streamers", based on trust & honesty. Thus, this new medium is now deeply associated with spontaneity and authenticity.

“ (FR) The lockdown has pushed me beyond my limits and forced me to rethink relationships. Keeping a connection, maintaining a sense of lightness... Those who attended my live events know that everything I do is serendipitous. (Instagram)



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(Cont.)

Relevance more than influence

Live-streaming is also changing the concept of influence. Indeed, there is no longer an ‘influencer-influencee’ relationship but rather a **peer-to-peer connection**. On the one hand, most live-streamers are not looking for fame or influence. They simply want to share a passion, a specific knowledge or just a down-to-earth moment in their life with the communities they belong to. On the other hand, followers are looking for streamers that resemble them and their lifestyle rather than an aesthetically perfect feed.

“ (FR) So great to see #LiveSPA on Twitch, they are a wonderful association from which I adopted my kitten. I would have loved to livestream for them myself, if anyone knows how to make that possible, please let me know! (Instagram)

Why does it matter?

- **The number of content providers will explode:** with live-streaming democratizing as a new form of social media, all kinds of people are giving streaming a go, widening the content offer and making it accessible to everyone.
- **It is reinventing ways of communicating:** by “humanizing” digital relationships, live-streaming is reinventing the communication codes on social media. Therefore, it can’t be considered as just a new media channel, but as a new way people want to discover peers and brands. Small brands that are already closer to their community should adapt more quickly than more statutory ones.
- **New business models will come to light:** as previously seen in China with local retailers using live-streaming to sell their products, we have also witnessed artisans selling their creations through live-auctions on their Instagram, or meditation coaches providing paid courses on Zoom. As soon as social media platforms adapt by offering Live payment features, new forms of monetizable businesses will appear from all kinds of content or product creators worldwide.



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They say...

(UK) Many thanks to everyone who tuned into our candle-making workshop using scrap candles today! Join us at the same time next week to learn how to make candles from scratch! If you missed it, the live video is on our Instagram profile for 24 hours!

(UK) We had a blast chatting with and entertaining key workers in honour of all the hard work they've been doing on the frontlines! Love you guys!!!

(US) Thanks everyone for joining the live!!!! I had so much fun and I'm looking forward to doing it again! LMK if there is something you want me to do on a live

(US) Alright, friends. Instagram Live hamster therapy time, 7:15-7:45ish ET tonight. Non-essential businesses in VA are shutting down, & I'm feeling anxious. Time to hang out with Lily. Come hang out with me.

(FR) « J'ai envie de faire un live sur twitch uniquement avec de la guitare acoustique, en mode je vous joue des morceaux chill au coin du feu »

(FR) « J'suis posée devant le live de @yseultofficiel et @L0oic depuis 21h, je bois leurs paroles, je ne loupe pas une minute. J'en ai appris plus sur eux en 3h de live que sur mes potes en qq années de connaissances ????? LOVE THEM 🤍🤍 »

(FR) « Hier lors du live sur les TCA (troubles du comportement alimentaire) je vous ai parlé à cœur ouvert sur ce qui a fait partie de ma vie pendant plus de 10 ans de manière invalidante (et même plus longtemps que ça... depuis l'enfance)»

(FR) « Aujourd'hui j'ai suivi le super live broderie de @caro_tricote pour réaliser ce petit éléphant dessiné par @mariesavartillustrations et c'était trop bien ! »



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Take the next step and let Dynvibe help you decrypt this trend



Understand how users are reinventing new ways of sharing content and which live-streaming platforms are preferred and why.

Get key recommendations on how to position your brand on these new media.



Be inspired by all new types of businesses or new ways of doing retail via live-streaming.

Get a deep understanding of the paths you could take for your brand.



Go beyond the world of gaming and decrypt which type of communities arise within this growing live-streaming platform.

Identify key topics of interest amongst these communities.



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Thanks for hearing us out!

We'd love to hear your feedback on this episode or get your opinion about other topics you would like us to explore.

Feel free to contact our team or visit our website:

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