

# Concept

Visitors to a festival can (if allowed by the organiser of the festival) stream live video (and music) to a server with this app. Users can then log on to that server and follow the concerts of the festival live on screen.

Our main focus/selling point is Dutch festivals. The reason for this is that there's many Dutch festivals that a lot of people enjoy watching. Another reason to focus on festivals is that in our market research we found out some of the main competitors (see 'market analysis') focusses on international entities like artists or concerts/music events, but not Dutch festivals specifically.

About [82% of the Dutch](#) visit at least one event/concert every year. There's also an increasing amount of foreign visitors who are mainly from neighbouring countries. In [2018](#) about 18.2 million people visited the Dutch festivals. In 2019 19.5 million people were expected. This shows there's a growing demand. Unfortunately, due to Covid-19 only a certain amount people are allowed so even though a lot of people want to go the concerts/festivals they can't all go.

## Problem

A lot of people can't go to concerts and festivals due to Covid-19. There are also legal problems that occur when livestreaming without permission.

## Solution

By creating a platform that festival organizers can use to host livestreaming events where visitors can livestream without getting into copyright problems. Meanwhile the organizers raise festival participation when the festival is sold at capacity.