



GLOBAL REVENUES FOR LOCAL SHOWS

Marc David Nathmann
IBC AWARDS 2025

CHALLENGES OF CULTURAL LANDSCAPE

RESTRICTIONS MONETIZING SHOWS ONLINE



Management & Administration



Distribution



AV Solutions & Systems



Live Director & Media Creators



Live Producers

**Revenue of a
17B industry is
limited to the
local audience
capacity**



**Today, upfront
costs are**

- ▲ Extremely High
- ▲ Time Consuming
- ▲ Soft- & Hardware Critical
- ▲ Maintenance-Intensive
- ▲ Labor-Intensive

SOLUTION

YOUR
STAGE.
LIVE

**SECONDARY EXPLOITATION OF
EVENTS AS STREAMING VIDEO**



 **LOCAL
STAGES**



**GLOBAL
AUDIENCES**

MARKET POTENTIAL: MASSIVE GLOBAL GROWING

61%

Global Penetration
Rate 2030

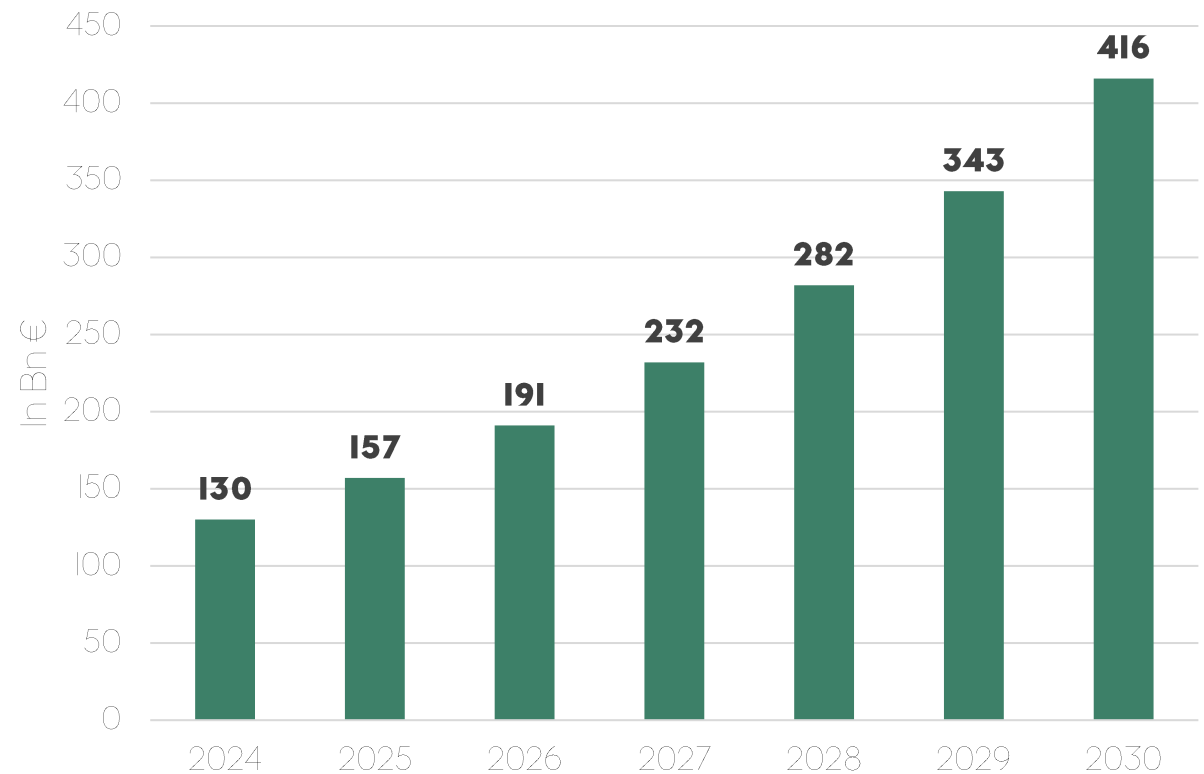
21.5%

Annual Growth
2024-30

\$416 Bn

Total Revenues of Global
OTT Market 2029

GLOBAL VIDEO STREAMING MARKET SIZE¹



■ Video Streaming Market

Sources: ¹ Grand View Research
<https://www.grandviewresearch.com/horizon/outlook/video-streaming-market-size/global>

MARKET NICHE: HUGE ENTERTAINMENT & MONETIZATION POTENTIAL

STAGE & CULTURE LANDSCAPE

B2B: VENUES IN SWITZERLAND

250 MUSIC-CLUBS & FESTIVALS

500 INDEPENDENT VENUES

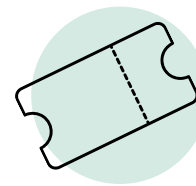
30 THEATERS & OPERAS VENUES

17B REVENUES (CHF)
IN SWISS SHOW INDUSTRY ²

24K TOTAL ANNUAL EVENTS

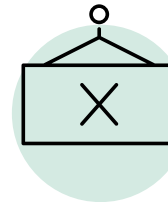
B2C: POTENTIAL IN DACH

TOO FAR, TOO EXPENSIVE, TOO DIFFICULT, SOLD OUT



~60%

of Population has no access
to cultural events⁵



~12M

People with unmet interest in
the art and culture landscape^{4,5,6}

Sources:

¹ Taschenstatistik Kultur in der Schweiz

² Statista

³ Bundesamt für Kultur (BAK)

⁴ IFD Allensbach

⁵ Kulturverhalten in der Schweiz

⁶ Kulturstatistik Österreich

COMPETITION: DIRECT-TO-CONSUMER

CONTENT IS KING

NETFLIX

SERIES & FILMS

0 to 33B
IN 21 YEARS

prime video

SERIES & FILMS

0 to 13B
IN 15 YEARS

Disney+

SERIES & FILMS

0 to 6B
IN 6 YEARS

DAZN

SPORTS

0 to 100M
IN 4 YEARS



?

SHOWS

0 to 27M
IN 5 YEARS

BUSINESS MODEL

CONTENT VALUE CHAIN

ON-SITE CONNECTIVITY



Infrastructure as a Service
AV-SOLUTIONS

From
CHF 650
Per Month



REMOTE PRODUCTION SERVICES



AI/ ML AUTOMATED MEDIA CREATION



Production as a Service
CREATION & MEDIA

From
CHF 395
Per Event Video



REACH



Streaming as a Service
PUBLICATION & DISTRIBUTION

From
CHF 12,90
Per Monthly Subscription



VISIBILITY

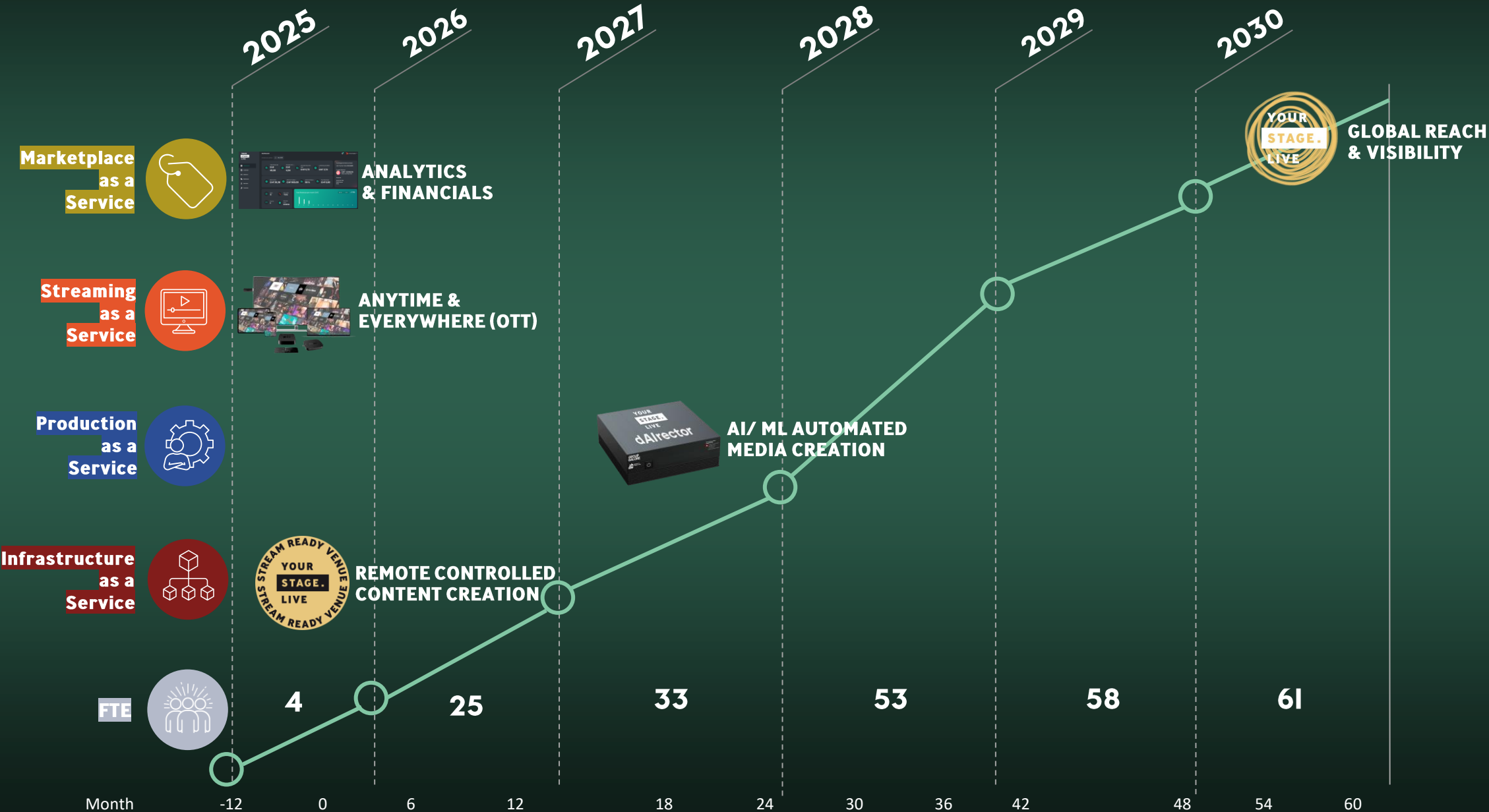


Marketplace as a Service
E-STAGE, BRAND & SALES

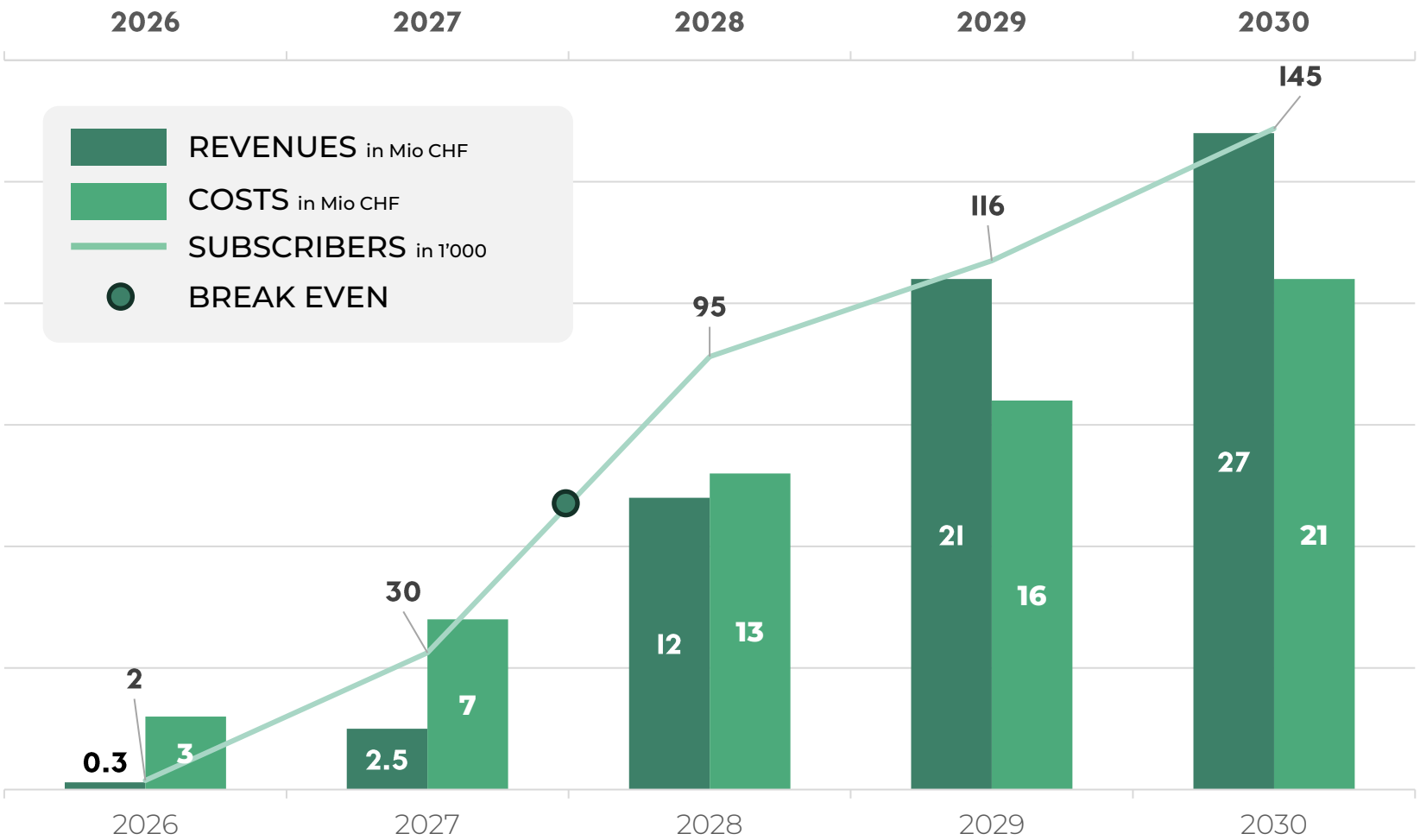
From
CHF 150
Per Publication



ROADMAP



FINANCIAL OVERVIEW



**WE BREAK EVEN WITH JUST
A SMALL NUMBER OF THE
EXISTING POTENTIAL**

9% of Venues & Stages (61)

4% of Annual Events (406)

0.3% of Target Group (40K)

**YOUR
STAGE.
LIVE**

**THANK
YOU**

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Nik Bärtsch, Musican & Distributer