




IMS IBIZA PRESENTS

# THE IMS BUSINESS REPORT 2021

An annual study of the electronic music industry by David Boyle for IMS

**billboard**

*Pioneer Dj*

 **Beatport**

## Beyond clubs

# A business reliant on clubs, touring and festivals found opportunity in lockdown livestreams

IMS spoke to **L-Acoustics**, who supply the sound systems for some of the biggest clubs and festivals, to learn lessons from their pandemic experience

### How did you innovate?

- One of our answers was the correlate of livestreaming - **"bring the concert home"** which we did by configuring our professional loudspeakers into high end sound systems for home use that provide the exact same type of listening you would have in Ibiza's top clubs. In fact, one of the systems is called Ibiza 2.0 and is literally the monitoring set that gets specified on stage for festivals such as Tomorrowland
- Also in the "bring the concert home" bucket was a collaboration with JH Audio, known for being the market leader of in-ear monitors used by touring artists, leading to Contour XO, an **in-ear monitor which replicates the L-Acoustics signature of live sound**, including adjustable bass. It's been extremely well received and is likely *not something we could have moved forward on so quickly with live events in full swing*

### Where do you see opportunity for innovation in live and livestreamed settings?

- We believe **"space is the next frontier in sound"** to increase engagement. Electronic artists have always been on the bleeding edge of using technology in the service of art and music. Now technology provides them with a new tool: the ability to use space (i.e. spatial audio) as a type of instrument. **"The drop" can be 10 times more spectacular** than it ever has been because it can move and morph in space
- We would like to think **how Livestreams SOUND is critical**. One tool at artist's disposal is L-ISA Studio, software that offers the ability to easily mix spatialized audio on either a laptop or up to 12 speakers with binaural output for headphones. But it also serves the purpose of creating spatialized mixes for live shows so scales effortlessly from the recorded media world to the stage
- Early adopters? ODESZA, Wonderfruit Festival in Thailand, Tomorrowland Atmosphere stage and Molécule a French electronic artist who tours with a 360° setup and plays in the dark. Plus Brian Eno, Childish Gambino, Kid Francescoli, Fakear and Latroit

