

# Virtual Concert Platform Market Outlook 2025–2034: Key Drivers, Market Share, Segmentation & Emerging Trends

*The Business Research Company's Virtual Concert Platform Market Outlook 2025–2034: Key Drivers, Market Share, Segmentation & Emerging Trends*

LONDON, GREATER LONDON, UNITED KINGDOM, June 13, 2025

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It will grow to \$127.63 billion in 2029 at a compound annual growth rate (CAGR) of 8.0%.”

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market size is projected to reach \$127.63 billion in 2029, indicating a CAGR of 8.0%. These robust growth trends reflect increasing consumer desire for immersive, real-time performances as well as the rising popularity and adaptation of live streaming among artists worldwide. Aiding this growth are innovative technological advancements like high-speed internet, 5G and the advent of smart devices further integrated with breakthroughs like blockchain and NFTs in the events scene. As highlighted by

the Business Research Company's latest report, these emergent digital trends are shaping and driving the global virtual concert platform market.

## How Significant Is The Virtual Concert Platform Market's Growth?

The virtual concert platform market has seen impressive growth in recent times, rising from \$86.85 billion in 2024 to \$93.90 billion in 2025 at a CAGR of 8.1%. This escalation can be attributed to various factors like the ramping up of live streaming among artists, greater demand for immersive digital experiences, and an increased reliance on smart devices, wearables, high-speed internet, and 5G. This surge can also be credited to the incorporation of blockchain and NFTs in recent events.

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### What Does The Future Hold For The Virtual Concert Platform Market?

The clamor for live entertainment, which provides unique, emotional, and authentic experiences that digital counterparts cannot wholly replicate, is the primary driver for the forthcoming growth in the virtual concert platform market. Virtual concert platforms, which allow artists to perform in real-time across various locations worldwide, are anticipated to ride the demand wave for live entertainment. These platforms also provide a dynamic and accessible environment and offer immersive and interactive experiences like VR and live streaming.

### Who Are The Virtual Concert Platform Market's Key Players?

Prominent names such as Cisco System Inc., Zoom Video Communications Inc., Twitch Studio, GoTo Group Inc, Cvent Inc., Live Nation Entertainment, Vimeo Inc, OneCause Inc., Whova Inc., 6Connex Inc, Influitive Cooperation, EventX Limited, XRSPACE Inc, Remo Inc., DaCast Inc., Show4me Mobile World Ltd., Eventcube Limited, ESYO GmbH, Journee GmbH, Pheedloop Inc., BlueJeans Network Inc are spearheading the virtual concert platform market.

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### What Are Emerging Trends In The Virtual Concert Platform Market?

Innovative advancements, like creating virtual avatars, are being used by major industry players to broaden the reach of live performances across digital environments. Such a technology allows users to design and control 3D digital characters, facilitating real-time presence and engagement in virtual settings like concerts, games, or events.

### How Is The Virtual Concert Platform Market Segmented?

The virtual concert platform market report is classified as follows:

- 1 By Platform Type: Mobile Applications, Web-Based Platforms, Virtual Reality VR Platforms
- 2 By Event Type: Live Concerts, Music Festivals, DJ Performances, Virtual Meet-And-Greets, Exclusive Releases
- 3 By Monetization Model: Ticket Sales, Subscription Fees, Sponsorships, Merchandise Sales
- 4 By User Type: Individual Users, Artists Or Musicians, Event Organizers

### What Are The Regional Insights From The Virtual Concert Platform Market?

North America held the largest share of the global virtual concert platform market in 2024. However, the Asia-Pacific is expected to register the fastest growth in the forecast period.

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