



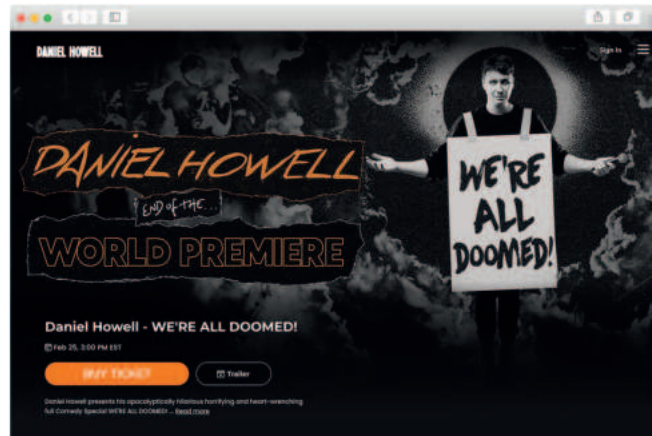
DANIEL HOWELL:

UNITING A GLOBAL FANBASE WITH
INTERACTIVE D2C STREAMING

 **KISWE**

About Partner

Daniel Howell is a prominent English creator known for his witty and introspective content that resonates deeply with his global fanbase, fostering a unique connection through comedy, vlogs, and personal storytelling. With millions of subscribers across a variety of social media channels, Howell has earned a reputation for being a voice of authenticity and mental health advocacy within the digital sphere.



Partner Goals

After nearly a four-year hiatus, Daniel Howell announced the “We’re All Doomed!” tour in May 2022. Hitting major markets in the UK, EU, US, Australia, and New Zealand over the span of a year and a half, culminating in two final performances at Alexandra Palace Theatre in February 2024. Despite this extensive tour, it’s nearly impossible to make the show available to his global audience with traditional touring alone. Given how much time he put into bringing this show to life, it was personally important to Howell to partner with a dedicated team that could help him share this performance with as many fans as possible.

To accomplish this, Howell decided to record one of his Alexandra Palace performances and create a global fan event around the live debut of the edited recording distributed via livestream. His main goals for the event were to:

1. Create a familiar, digital space where Howell and his fans could come together to watch and interact with each other live.
2. Ensure every fan could view the event from anywhere in the world.
3. Provide Howell with the flexible content monetization options needed to add value for fans beyond the live viewing of the pre-recorded material.
4. Collect detailed audience data to both grow his email list and learn more about his most devoted fans.
5. Maximize event revenue through merch sales directly within the experience.



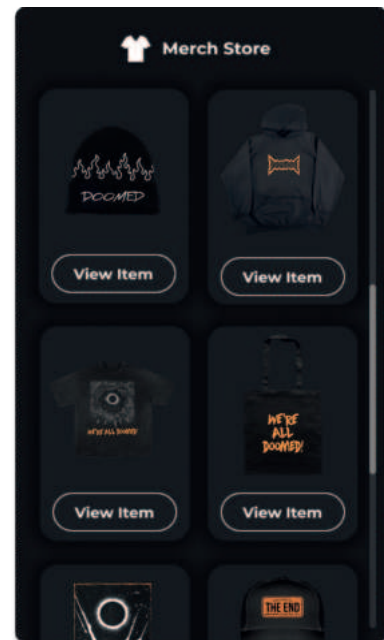
Kiswe Solution

To accomplish these goals, Kiswe delivered the following solutions::

1. Empowered Howell to own his platform by building a branded, direct-to-consumer platform on top of his existing website at live.danielhowell.com.



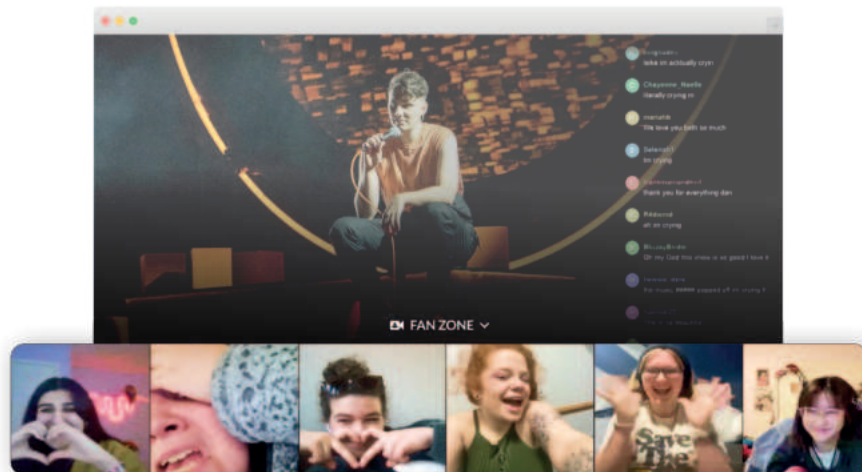
2. Utilized dynamic currency conversion and automated tax tables to process ticket and merchandise sales from anywhere in the world.
3. Seamlessly stitched a live pre-show and live fan Q&A post-show to the beginning and end of the pre-recorded event giving Howell more opportunities to connect directly with his fans. Howell was also able to drive additional fan interactions during the main event using Kiswe's chat and video selfie functionality.
4. Delivered a detailed analysis after the show containing information about how his fans engaged with the content, demographic information, and first-party emails.
5. Integrated merch sales into both ticket bundles and live during the event.



Results



- ✓ Through Kiswe's **flexible monetization options** and **fan-first approach**, Howell successfully reached his global audience with **ticket purchasers and viewers from over 100 countries**. His team was also to use the detailed geographic fan data generated from the event to help route his next tour.
- ✓ These types of creator events often have high engagement rates when compared with other verticals, with 25% of users on average utilizing one of Kiswe's fan engagement features. However, **over 60% of Howell's audience participated in the event using either the chat or fan selfie features during the event**, making it by far Kiswe's most interactive event to date.
- ✓ By utilizing Kiswe's seamless merch integration, Howell was able to maximize the financial opportunity of the event, **generating almost 25% of the total revenue from merch sales**.



Learn more at kiswe.com/creators

