



# **BLACK SABBATH CASE STUDY**

REACH, REVENUE, AND ROCK 'N' ROLL

## Challenge

To ensure that fans around the world would be able to celebrate Black Sabbath's final concert from Birmingham, England, the band decided to livestream the "Back To The Beginning" event. This wasn't just another concert; it was a monumental, career-defining final performance for the legendary band and frontman Ozzy Osbourne. This ten-hour event also featured tribute performances from iconic bands like Metallica, Guns N' Roses, Slayer, Tool, and other artists inspired by Black Sabbath.



Produced by Mercury Studios, the challenge for the livestream was to build a branded destination in three weeks to serve as a virtual destination for Sabbath fans around the world to celebrate this historic moment, while driving additional revenue for the band and the charities they were donating to.



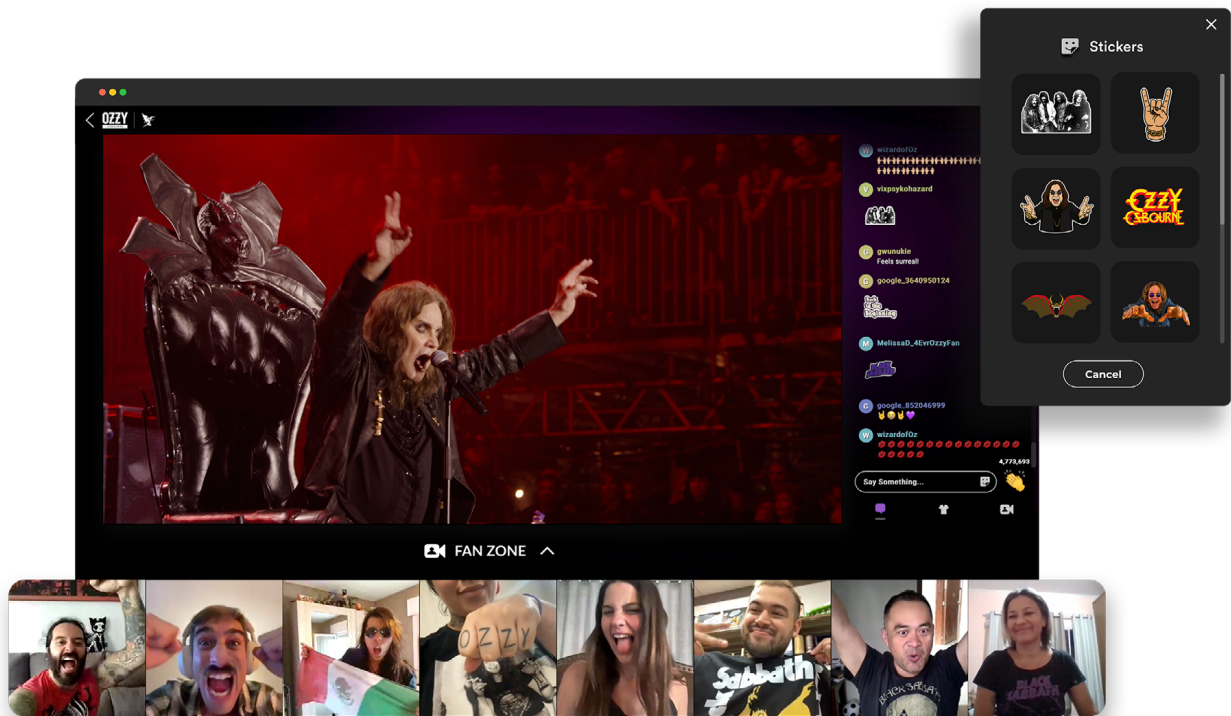
# Partner Goals

The primary goals for this landmark livestream event were:

- **Global Accessibility:** Ensure every fan, regardless of geographical location, could witness Black Sabbath's final performance and Ozzy Osbourne's farewell with the band.
- **Enhanced Fan Experience:** Create a dynamic, interactive virtual environment that allowed the global fanbase to celebrate this momentous occasion together, fostering a sense of community and shared memory.
- **Maximize Revenue & Monetization:** Generate significant incremental revenue beyond traditional concert ticket sales by leveraging unique digital offerings and in-stream commerce opportunities.
- **Flawless Technical Delivery:** Guarantee a high-quality, uninterrupted, and reliable stream capable of handling massive global viewership and complex transactional demands.







## Kiswe Solution

To meet these ambitious goals, Kiswe delivered the following:



Designed and built a custom landing page in under three weeks at [backtothebeginning.com](https://backtothebeginning.com) to both sell tickets and merch globally, but also serve as the destination to watch the concert.



Enabled the purchase of livestream tickets and merch bundle sales globally, seamlessly handling multiple payment types in multiple currencies.



Provided a dedicated team to handle customer support and operations to provide easy access and ensure a flawless streaming experience.



Enabled fan engagement features like chat, fan video selfies (Fan Reacts), and custom animated stickers to allow fans to feel like they were part of the experience.



Employed a dedicated team of pirate hunters, automation, and watermarking technology to track and remove unauthorized streams.

# Results



## Unprecedented Global Reach & Flawless Delivery:

The “Back To The Beginning” event transcended geographical boundaries, successfully reaching **275K** devoted Black Sabbath fans in **174** countries. Kiswe’s platform delivered a flawless, high-definition stream to every corner of the globe, ensuring a consistent and high-quality viewing experience. Our advanced payment processing capabilities efficiently handled diverse currencies and facilitated seamless merchandise purchases from all 174 participating nations.



## Deep Fan Engagement & Vibrant Virtual Community:

Despite the epic ten-hour runtime of the event, the **average viewer watched over 85%** of the concert, a testament to the captivating content and immersive experience. Additionally, with approximately **2.6B chat messages** delivered during the event, rivaling the high levels of interaction typically seen in Kiswe’s renowned K-pop events. This fostered a powerful sense of shared community and collective celebration among fans worldwide, transforming individual viewers into a global congregation.



## Significant Incremental Revenue from Integrated Merchandising:

Beyond the impressive ticket sales, revenue generated from merchandise proved to be significant. Merch sales made up **almost 20% of the total event revenue**, showcasing the immense potential of integrated commerce. While **83% of merch sales** were generated in ticket bundles, 17% of merchandise sales were generated directly from the **in-event merch store**, demonstrating the effectiveness of Kiswe’s seamless, in-stream purchasing flows in driving substantial incremental revenue for partners.



## Tireless Protection for Partner’s Intellectual Property:

Kiswe’s anti-piracy technology and team were relentless in their pursuit of bad actors seeking to divert revenue from the partner through illegal streams. By the end of the event, **241 pirated streams**, totalling roughly 475 thousand viewers, were found and **shut down**.

Learn more at [kiswe.com/music](https://kiswe.com/music)

