

Dude, Where's Your Phone?: Live Event Experience in a Phone-Free Environment

Matthew Dunn
University of South Carolina

Armen Shaomian
University of South Carolina

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https://www.youtube.com/watch?v=HOe1chSik_w

Abstract

The argument between experiencing a moment versus documenting a moment continues to grow. However, San Francisco startup company Yondr is leading the advocacy for an experiential environment. Yondr technology creates phone-free events by locking the patron's cellphone into a pouch that is maintained on their person while inside the event. It has been widely adopted by touring comedians and even some major musical acts over the past few years. This study details examples of customer impact, both within a feeling of lost social capital and in focused consumption, while also quantitatively detailing impacts on venues, promoters, and artists in on-site transactional opportunities. What are the rights of paying spectators at events in 2019 and beyond? What are the attendant costs of disconnecting? Where is the incentive for talent to adopt such a service? Where are the marketing advantages and disadvantages of Yondr technology? Yondr provides an interesting forum to have a fluid and flowing discussion about technology and consumption through the lens of live events today and into the future.

Keywords: Yondr, live performance, live music, concert venues, music business



Matthew Dunn is a Clinical Instructor and Internship Coordinator in the Department of Sport and Entertainment Management at the University of South Carolina. Dunn comes to UofSC by way of an extensive career in the music industry where he logged

years at independent record label Trustkill Records and major label Warner Music Group while simultaneously owning and operating Syracuse Shows LLC, a live event promotion and production company in Syracuse, New York. Dunn holds a Bachelor of Arts in Sociology from Syracuse University (2016) and a Master of Science in Music Industry Leadership from Northeastern University (2018). His research focuses on music subcultures/groupings as well as technology within live entertainment.

Armen Shaomian is an Associate Professor in the Department of Sport and Entertainment at the University of South Carolina and is currently serving as the President of the Music and Entertainment Industry Educators Association (MEIEA). Dr. Shaomian has extensive background in performing arts management and project management consulting.



He is the founder and CEO of Armenize, Inc., an arts consulting agency specializing in non-profit arts management and foundational strategies. Prior work includes programs manager/associate producer for the National Foundation for Advancement in the Arts (NFAA) and its signature YoungArts program. Dr. Shaomian holds Master's and Doctor of Musical Arts degrees in Accompanying and Chamber Music with cognates in Music Business and Entertainment Industries from the Frost School of Music at the University of Miami. He also holds a Bachelor of Music degree in Piano Performance from Wayne State University. He is an active concert pianist and has performed numerous concerts at venues in Europe and the United States. He has authored a book on Swedish National Romantic Music and his piano recordings of composer Hugo Alfvén are featured on Vax Records' Vaxholm - Ett Dubbelnöje.



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