

Cassper Nyovest to kick off Joox's Big Live music-streaming concert series

After it launched its #Gig2Earn initiative - which is aimed at supporting local musicians during the Covid-19 lockdown - Joox has introduced a new music-streaming concert series, Big Live. The first Big Live concert will feature Cassper Nyovest on Friday, 8 May 2020 at 8pm on Joox.

The prominent rapper's set will be free of charge to watch for all Joox users, regardless of subscription status, as are all the other artist appearances in the #Gig2Earn initiative.



The music-streaming concert series will bring big names in the music game to the Joox app in aid of up-and-coming artists by creating awareness of the #Gig2Earn initiative.

The #Gig2Earn initiative invites musicians to stream directly to their fans via the Joox live video streaming feature – and get paid to do so.

Viewers watching at home who would like to contribute to #Gig2Earn can do so by using the custom-made 'tip jar' in the Joox app – just keep an eye out for it on the Discover page in-app this week. This 'tip jar' works using Busqr technology, so users can donate straight from the app using a live donation solution. All funds will be shared directly among the artists who performed in that given week. Tips over the Cassper Nyovest Big Live stream will also be donated to the #Gig2Earn artists.

Keep an eye on the Joox social media channels for further Big Live announcements, and for regular artist updates on our 6-8pm #Gig2Earn slots. Currently all appearances can be viewed through the Joox mobile app.