

2026 Detroit Jazz Festival

Livestream — Global Digital Engagement

Labor Day Weekend, September 4-7, 2026 | Streamed Worldwide

1.73M

STREAM CONNECTIONS, CONTENT
VIEWS & RADIO LISTENERS

22,600+

HOURS WATCHED (STREAMWORKS +
YOUTUBE)

66.7K

WEBSITE VISITORS (30 DAYS)

92

COUNTRIES & TERRITORIES REACHED

Engagement By Channel

Seven livestream feeds — Carhartt Stage, JPMorgan Chase Stage, Waterfront Stage, Gretchen C. Valade Jazz Hall, Dee Dee Bridgewater’s, our Anchor Desk, and the Companion Stream — were delivered via StreamWorks, YouTube, and Facebook, with six of the seven feeds simulcast live on our website, live.detroitjazzfest.org, and carried live on the air by our radio media partner

STREAMWORKS

836,520

Stream connections — Sep 4-7 (festival weekend)

Hours watched	10,569
Video delivered	31.4 TB

YOUTUBE

94,017

Total livestream views

Watch time	12,100 hrs
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FACEBOOK

442,100

Views — Aug 21-Sep 17 (28 days)

Viewers	112,700
Interactions	15,400
Festival-weekend views	235,066

INSTAGRAM

282,341

Views — Sep 4-7 (festival weekend)

Peak daily reach	23,892
Interactions	16,589
New follows	804

WEBSITE

66,712

Active users — Aug 19-Sep 17

Livestream page views	76,378
Tracked interactions	948K
Avg. engagement	2m 31s

RADIO PARTNER

77,000+

Listeners — 4-10 PM broadcast window (preliminary)

Southeast Michigan	13,000+
National & international	64,000+
Avg. local listen	47 min

Where the World Watched

Every pin marks a country or territory where the festival’s online audience tuned in — 92 countries and territories, from Detroit to Singapore

