

Jon Savage chats Busqr, a new live donations platform

 By [Ruth Cooper](#)

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Busqr, a live donations platform harnessing QR technology recently launched in South Africa to help performers and music artists generate income while live streaming.

Conceived by broadcasting veteran Jon Savage, the platform aims to streamline the live streaming revenue process for artists and entertainers who have lost income due to the Covid-19 lockdown and social distancing protocols put in place by countries seeking to halt the coronavirus pandemic.



Jon Savage

We sent a few questions to Savage to find out more as well as his thoughts on emerging entertainment trends and his top tips for staying sane during this challenging time.

What has the response been like since you launched Busqr?

In a word, insane. We had 300 sign up and paid out nearly half a million rand in just the first few weeks! It seems to be highly appreciated by the music industry (and a few other industries actually) both locally and internationally and it's just been a great way to help out during this difficult time.

Was the idea conceived before the lockdown or in response to the lockdown?

Actually, it's an old idea that was repurposed for lockdown. I always felt that the idea would not be accepted in the way I had envisioned it and when the lockdown was announced, I felt that maybe this would be the perfect time for a cultural shift in how fans support their favourite artists.



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■ ***How many artists have signed up?***

Over 500 so far with at least 30 new sign-ups a day at the moment and close on to having paid out nearly R1m to artists.

■ ***What would be your advice to local musicians struggling due to the lockdown?***

Never say never. Come try out Busqr. It's been changing artists' lives. And for more established artists, it's been an incredible vehicle to raise money for charities and fundraisers who really need help at this time. So get busy!

■ ***What trends have you seen emerge in the entertainment industry during this time?***

I see the whole industry pivoting in real-time and it's been incredible to be part of the conversation as to where the industry goes from here. There's a very loud conversation about how music rights work during this time and how artists are going to function after all of this. To me, Busqr is not just a lockdown solution, we've built it with a lot of extra added value so that it can become a permanent viable income stream for artists in other ways too, to help create other avenues open to them to earn. Lots of news to come...



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■ ***Your top tip for staying sane during the lockdown?***

I've got two.

1. The way to stay positive is to see this time as a time of possibility. If you've spent your whole life making excuses not to write a book, a movie, learn animation, make an album, learn to tap dance – this is that time! You'll never get another time like it. It's so simple, just spend each day doing what you love.

2. When your kid pukes on your face, it's time to take a break from work and go play some Lego because he needs some attention.

 ***How do you hope those in the entertainment industry and humanity, in general, can come out of this pandemic better and stronger?***

I think it already has. Businesses and people have had to slow down and completely reevaluate what is important to themselves, their families and businesses. This is the foundation of a new future.

See more or sign up at busqr.co.za or visit Instagram at www.instagram.com/BUSQR.live.

ABOUT RUTH COOPER

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