

RECORD STORE DAY 2020, HOW ARE THE RECORD STORES HANDLING THIS EVENT DURING THE PANDEMIC

THE 29TH OF AUGUST 2020 MARKED THE 12TH ANNIVERSARY OF RECORD STORE DAY. EVEN THOUGH THE ORIGINAL DATE WAS MOVED THANKS TO THE COVID-19 PANDEMIC AND NO LIVE GIGS AND LISTEN PARTIES COULD BE HELD, PEOPLE WERE NOT STOPPED FROM BUYING RECORDS.

THE SITUATION

Originally the set date for the first of two record store days was supposed to be April of 18th. After the original date was postponed to June 20 due to the corona virus, Record Store Day was then split into

3 days. The 29th of August, the 26th of September and the 24th of October. The organizers of the event had this to say: *"Record Store Day organizers have looked at numerous possible dates and various ways to re-work an event that takes place at thousands of record stores around the world, taking into consideration the varying circumstances and situation they and their customers might find themselves in at any point"*

Record store day in 2020 has been split into three days, the reason for this is to keep supporting the stores. This way stores could have more opportunities to participate in the event if the circumstances didn't allow for it on one of the set days. On the 29th of august it was reported that the record stores did roughly half the sales of a normal record store day. So having two other days could also help more with spreading the customers out and having less people at the same time in the stores. The impact of the event for record stores is immense as they reach Christmas numbers of sales during the event. And is for a lot of stores a necessity to stay afloat.

Even though the sales were down this wasn't a discouragement for the owners of record stores. During RSD there are special limited edition vinyl "dropped". Specially made vinyl are pressed for the event, this year's drop however is also being spread out just like the dates. So the sales were down massively there was also less to sell.



MEASUREMENTS TAKEN

One measurement that was taken in a lot of locations were designated time slots for customers to go into the store. Closing of certain parts of the shop that would normally also be open. This lead to some stores holding lotteries to see who got the earlier time slots. Not every store went with a lottery system Jarret Hankinson, CEO of Zia records had this to say about it: *"it went*



smooth for us. We had people line up at all of our locations but they were masked, distanced and overall in great spirits — no issues. The online portion was also received very well. There are some things for us to tinker with internally to make sure we maximize the online experience, but we are generally very pleased with the outcome of the first drop."

A lot of stores did their entire event online. Some even understocked thinking not a whole lot of customers would be showing up.

BACKGROUND

The idea of Record Store Day originated in the US in 2008 by a group of record store owners and is now becoming a more worldwide phenomenon with countries like France, Germany, the Netherlands, Denmark, and Japan joining in.

Each store participating in the event normally holds its own event for the day. In normal circumstances there would be a live act included and or listening parties to celebrate highly acclaimed records. In 2008 Rasputin Music in California had Metallica as an opener to the event. And it has seen notable artist like Dave Grohl, Jack White, and Pearl jam as ambassadors of the event.

THE NETHERLANDS

The inaugural Record Store Day in The Netherlands was held in 2010 where most notably the stores of Plato participated in the event. Plato has stores all over The Netherlands. Including Amsterdam, Groningen, Leiden, and Utrecht.