

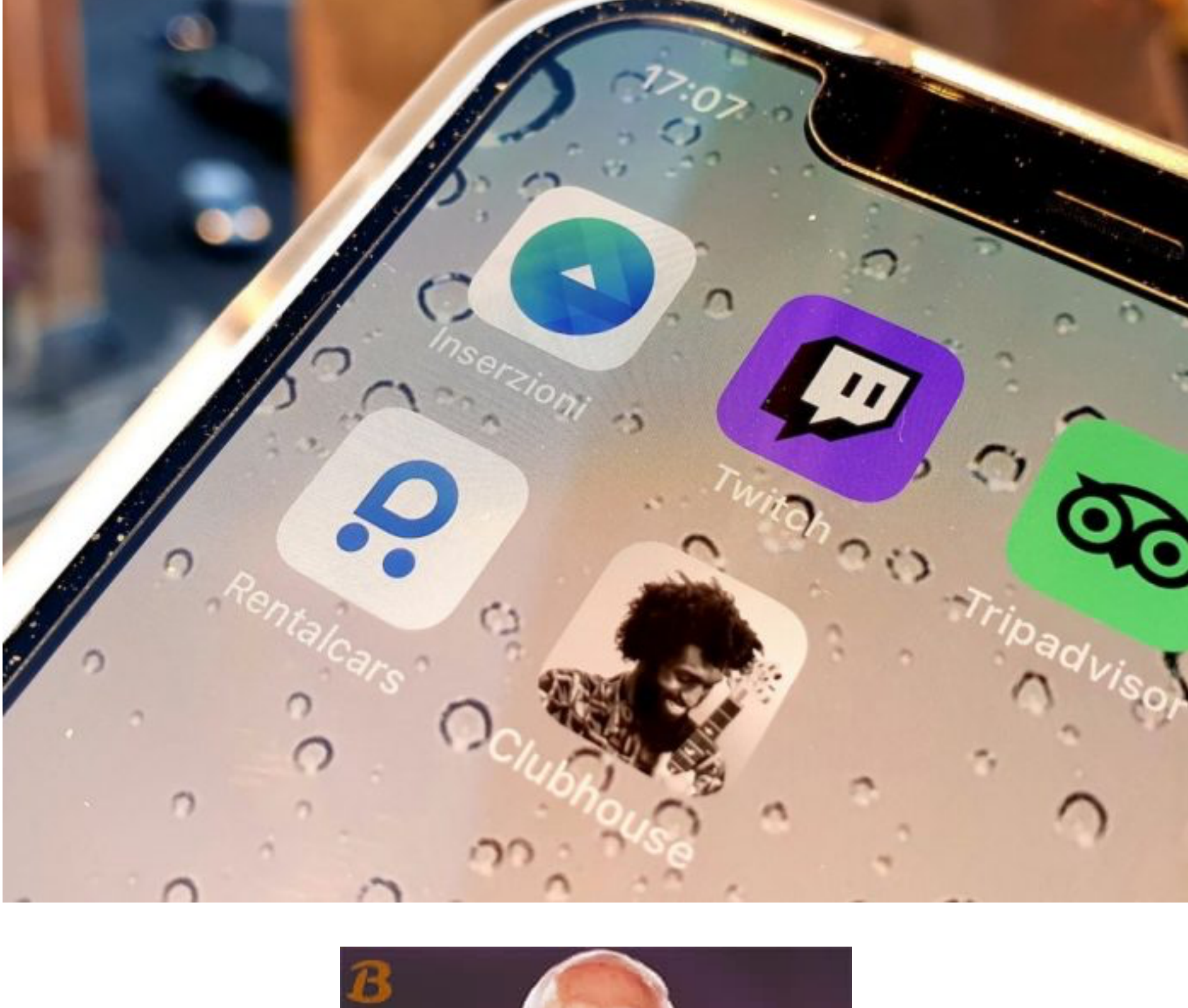
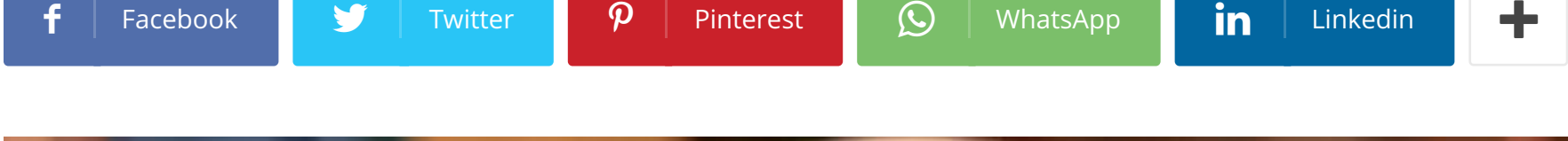
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Lifestyle

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Clubhouse. What is the new voice social network and how does it work

By admin February 6, 2021



Clubhouse is undoubtedly the social of the moment. After the North American boom it is now rampant in Europe. But not only **Clubhouse** has been "the social of the moment".

Article link <https://www.italy24news.com/en/2021/02/clubhouse-what-is-the-new-voice-social-network-and-how-does-it-work.html>

The laurel actually passes from hand to hand approximately every semester at an incessant pace. In the second half of 2020 it was Tik Tok's turn, in the first half of last year there were Houseparty and Twitch, in 2019 Snapchat and so on until the dawn of the social era, fifteen years ago, with the dear old Facebook.

WHAT CLUBHOUSE IS AND HOW IT WORKS

Clubhouse is an American start-up born in 2020 by the hand of **Paul Davison e Rohan Seth** (they come from Pinterest and Google); it was recently financed for a further round of tens of millions of dollars and is already worth, according to the latest estimates, one billion. Clubhouse is a brand new social media app, downloadable from the App Store, based exclusively on the **audio**: there are no photos, you do not write anything, there are not even recorded voice messages, you cannot exchange files or chat. **Article link** <https://www.italy24news.com/en/2021/02/clubhouse-what-is-the-new-voice-social-network-and-how-does-it-work.html>

The interaction transits only through live talk, without anything being saved or recorded: all live and all self-destruct after the end of each conversation. It is strictly forbidden to save the audio: a global aggregator of thematic round tables on every theme. **Article link** <https://www.italy24news.com/en/2021/02/clubhouse-what-is-the-new-voice-social-network-and-how-does-it-work.html>

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The social network is divided into 'rooms' (a bit like Facebook rooms but above all like a huge conference center full of rooms) each with a topic and with participants: there are the moderators, there are the people invited to the stage who they have the right to speak and there is the public who can only listen or, at least, raise their hand and be called on stage to have their say. Plus there is simply excellent audio quality. Similar to the podcast? Not really, because the podcast is recorded, you can listen to it whenever you want, and it has a montage from which you can remove errors, unpleasant passages, pauses. Similar to the radio? Not really because it is difficult for those who listen (the audience) and those who moderate (the conductors) to end up on the same level on the radio immediately and without a shadow of filters.

CLUBHOUSE: HOW TO ENTER

Clubhouse is already a few months old because it was actually born in April 2020. As often happens with these **start-up**, the first months were decidedly muted, the boom came with the new year, during the month of January 2021. Today Clubhouse is the most talked about and observed social network by communication and digital experts, marketers, enthusiasts and perhaps the most desired since access is allowed by invitation only and only for those who own an iPhone. **Article link** <https://www.italy24news.com/en/2021/02/clubhouse-what-is-the-new-voice-social-network-and-how-does-it-work.html>

The app for Android is under development, but it is not known when it will arrive, just as it is not known when the platform will be open to all, even if the founders are talking only about the running-in period and announce a future of total openness. Without a doubt, when it is fully open, Clubhouse will change a lot considering that today it is populated almost exclusively by professionals from the worlds of communication, politics, media, journalism, startups and marketing. What will happen when, very shortly, the indistinct people come in and raise their hands?

CLUBHOUSE. CONTENTS ON ART, CULTURE, TOURISM AND CREATIVITY

Meanwhile, Clubhouse has left, the lucky ones who have had access sniff each other and try to accumulate followers and authority, the rooms multiply and of course vertical contents are born on the most varied topics (in addition to the classic Clubhouse-themed where we talk ... of Clubhouse!): from politics to the Sanremo Festival passing through Covid, startups or TV series. There is no lack in this framework, even if they are still limited, i **artistic content**. For example, he threw himself headlong **Andrea Concas** that animates many rooms and moderates others. There is no shortage of tourism-themed contents that in this first phase seem to be popular with experts such as **Roberta Milan** who have been committed for days to create a real schedule, same discourse and in the same context as regards **Roberta Garibaldi**. In fact, tourism seems to be a much appreciated topic by the current community, which is in any case forming hour after hour with the arrival of many operators, even more specifically from the world of art and museums, including journalists and directors. And then, in the conspicuous group of politicians, the young councilors for culture also arrive: none of the most interesting discussions are lost **Tommaso Sacchi** for example.

While press offices like **Lara Facco** The **CasadoroFungher**, reporters like **Luca Beatrice**, museum directors like **Lorenzo Giusti**, famous authors such as **Gianluca Neri** connect to the platform, the feeling is that many debates on cultural issues in the coming weeks will definitely be able to experience this platform by grasping its defects and opportunities. For now, however, on the Italian Clubhouse (it is not the same in international rooms, attention) the **artists**: courage.

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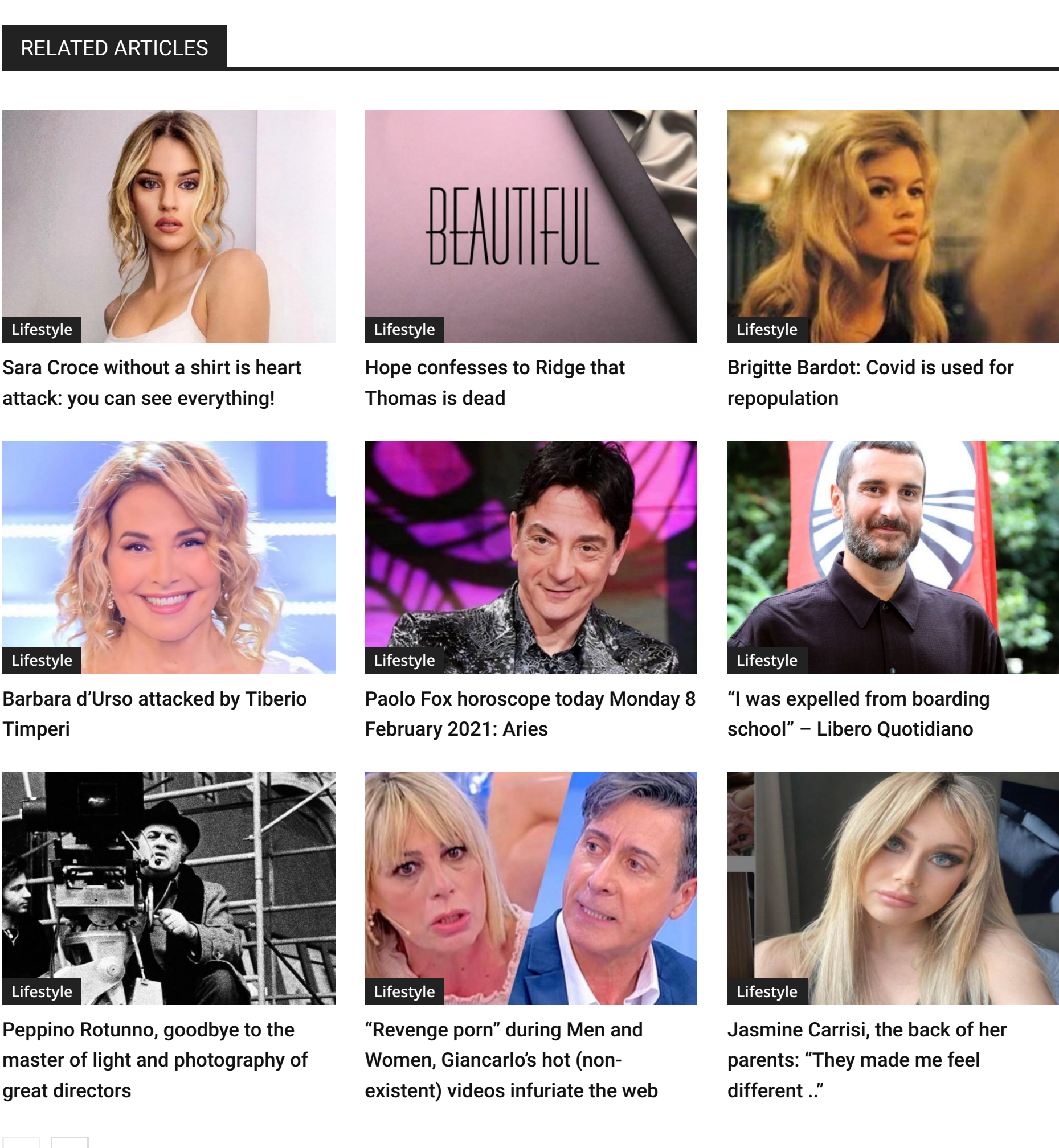
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