# MeAttend's pay‑per‑view live streams aim to revive London nightlife — but costs could deter cash‑strapped venues



MeAttend, a new London‑born app from entrepreneur Tyrone Reid, is pitching live video as a remedy for sagging footfall in the capital’s hospitality sector. According to the original report in South West Londoner, the platform streams real‑time footage from restaurants, bars and clubs so potential customers can judge atmosphere and availability for themselves rather than relying solely on reviews or static listings. Tech titles have framed the product as a novel entrant in events discovery and live‑streaming for hospitality, positioning it as both a consumer discovery tool and a possible new revenue channel for venues. [Reid is 38.]

At its simplest, MeAttend lets users press play and “visit” a venue online. The service is free to download, but the app charges users £3 for each live viewing while venues keep 60% of that fee; businesses are offered an initial four‑month free trial before a minimum service fee — reported to sit between £400 and £1,500 — is levied. TechRound’s profile of the start‑up and other coverage describe the dual proposition: customers avoid disappointing nights out and operators gain a targeted, trackable channel to showcase atmosphere, menus or special events. The company claims the viewing revenue will be ploughed back into premises, bolstering investment on high streets.

Reid has repeatedly framed MeAttend as a response to the practical frustrations of choosing where to go. “The purpose of the app is to create memories for people,” he told South West Londoner, adding that he was “very frustrated using Google and other websites” when trying to find up‑to‑date information on venues. Reid has also described his personal journey from sport into tech on a podcast interview, explaining that years of learning to code and building digital products fed into MeAttend’s multi‑year development. Such first‑person accounts help explain both the product’s shape and the founder’s ambition.

Early adopters named in local coverage include Soho’s Zebrano and Aces Brunch in Croydon, which reflects a common pattern for hospitality tech: small‑scale trials before wider roll‑out. Industry pieces and founder interviews describe the format as more than livestreaming — the app supports interactive content and real‑time updates that MeAttend says can function as an alternative to conventional marketing or third‑party listings. The Daily Brit and other outlets note Reid spent several years developing the platform and that the product is being marketed as a way for venues to monetise live content and attract last‑minute bookings. Editorially, these claims remain those of the company until adoption and independent measurement demonstrate a material uplift in visits or revenues.

The appetite for digital fixes is set against a hard‑edged industry backdrop. The Hospitality Market Monitor, produced by industry consultants and cited in national media, shows the independent hospitality sector remains markedly smaller than before the pandemic — about 15.9% down on March 2020 — with high inflation and rising costs continuing to squeeze margins. Analyst commentary in the Monitor and BBC reporting underline that while openings are occurring in some channels, the overall recovery is fragile and investment decisions are being made cautiously. Any technology that imposes fees or requires staff time to run streams must therefore demonstrate clear and rapid returns for cash‑strapped operators.

MeAttend’s founder is explicit about growth ambitions: beyond London, Reid has talked about expansion to Europe, Dubai and the US. TechRound and other start‑up roundups have welcomed the concept as timely and potentially useful for tourism and nightlife discovery, but observers also flag the practicalities — whether customers will regularly pay per viewing, how venues will resource live coverage, and whether the revenue split and subscription‑style fees are sustainable for small independents. The contrast between enthusiastic early adopters and the sober industry data illustrates both the opportunity and the risk.

MeAttend arrives at a moment when hospitality operators are experimenting with every channel to recover lost trade. The platform’s live‑stream proposition neatly answers a real consumer frustration — unpredictable ambience and availability — and the founder’s backstory and early press attention give the project credibility. That said, the claim that pay‑per‑view receipts will meaningfully restore high‑street investment should be treated cautiously: industry monitors show structural pressures remain. According to coverage in trade and local press, the sensible conclusion for venues is to treat MeAttend as a tool to be trialled alongside other approaches, and to measure whether it drives bookings and spend in practice rather than relying on the promise alone.

### 📌 Reference Map:

## Reference Map:

* Paragraph 1 – [[1]](https://www.swlondoner.co.uk/food-drink/08082025-london-restaurants-turn-to-new-app-to-engage-with-customers), [[5]](https://techround.co.uk/startups/startup-of-the-week-meattend/)
* Paragraph 2 – [[1]](https://www.swlondoner.co.uk/food-drink/08082025-london-restaurants-turn-to-new-app-to-engage-with-customers), [[2]](https://www.swlondoner.co.uk/food-drink/08082025-london-restaurants-turn-to-new-app-to-engage-with-customers), [[5]](https://techround.co.uk/startups/startup-of-the-week-meattend/)
* Paragraph 3 – [[1]](https://www.swlondoner.co.uk/food-drink/08082025-london-restaurants-turn-to-new-app-to-engage-with-customers), [[7]](https://podcasts.apple.com/ae/podcast/episode-20-meet-tyrone-reid-from-football-to-tech-how/id1530844549?i=1000715991119), [[6]](https://thedailybrit.co.uk/tyrone-reid-spent-five-years-creating-the-saviour-of-the-tourism-and-hospitality-sector-and-night-time-economy-introducing-the-meattend-social-media-platform/)
* Paragraph 4 – [[1]](https://www.swlondoner.co.uk/food-drink/08082025-london-restaurants-turn-to-new-app-to-engage-with-customers), [[6]](https://thedailybrit.co.uk/tyrone-reid-spent-five-years-creating-the-saviour-of-the-tourism-and-hospitality-sector-and-night-time-economy-introducing-the-meattend-social-media-platform/), [[2]](https://www.swlondoner.co.uk/food-drink/08082025-london-restaurants-turn-to-new-app-to-engage-with-customers)
* Paragraph 5 – [[3]](https://www.bbc.com/news/articles/cx2nrd04xy4o), [[4]](https://www.alixpartners.com/insights/102jp1t/hospitality-market-monitor-indies-drive-outlet-growth-before-budget-dents-optim/)
* Paragraph 6 – [[1]](https://www.swlondoner.co.uk/food-drink/08082025-london-restaurants-turn-to-new-app-to-engage-with-customers), [[5]](https://techround.co.uk/startups/startup-of-the-week-meattend/), [[6]](https://thedailybrit.co.uk/tyrone-reid-spent-five-years-creating-the-saviour-of-the-tourism-and-hospitality-sector-and-night-time-economy-introducing-the-meattend-social-media-platform/), [[3]](https://www.bbc.com/news/articles/cx2nrd04xy4o)
* Paragraph 7 – [[5]](https://techround.co.uk/startups/startup-of-the-week-meattend/), [[1]](https://www.swlondoner.co.uk/food-drink/08082025-london-restaurants-turn-to-new-app-to-engage-with-customers), [[4]](https://www.alixpartners.com/insights/102jp1t/hospitality-market-monitor-indies-drive-outlet-growth-before-budget-dents-optim/)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.swlondoner.co.uk/food-drink/08082025-london-restaurants-turn-to-new-app-to-engage-with-customers> - Please view link - unable to able to access data
2. <https://www.swlondoner.co.uk/food-drink/08082025-london-restaurants-turn-to-new-app-to-engage-with-customers> - This South West Londoner piece (8 August 2025) profiles MeAttend, a new app created by entrepreneur Tyrone Reid, 38, designed to help London hospitality venues attract customers by offering live online streaming of restaurants, bars and clubs. The article explains the app’s premise — letting users view venue atmosphere in real time rather than relying solely on reviews — and quotes Reid about creating memories and solving misleading online information. It outlines MeAttend’s pricing model (£3 per viewing with venues keeping 60%), the four‑month free trial for businesses, minimum service fees of £400–£1,500, and names early adopters including Zebrano and Aces Brunch.
3. <https://www.bbc.com/news/articles/cx2nrd04xy4o> - This BBC News report summarises findings from the Hospitality Market Monitor and related industry analysis, noting the UK hospitality sector’s ongoing recovery from the Covid‑19 pandemic. The piece highlights that the independent sector was materially reduced by Covid and high inflation, reporting the independent segment as 15.9% smaller than in March 2020. It situates recent outlet openings and closures within wider economic pressures and includes commentary from industry analysts about the fragile but partially improving picture for pubs, bars and restaurants across Britain, thereby providing context cited by outlets covering new initiatives to support venues.
4. <https://www.alixpartners.com/insights/102jp1t/hospitality-market-monitor-indies-drive-outlet-growth-before-budget-dents-optim/> - AlixPartners publishes the Hospitality Market Monitor (in conjunction with CGA by NIQ), presenting quarterly data on licensed premises across Britain. This report details net openings and closures, channel growth patterns, and the particular vulnerability of the independent hospitality sector, which the Monitor states is 15.9% smaller than in March 2020. The analysis explores effects of Covid‑19 and high inflation on outlet numbers, regional trends and channel performance, and includes industry commentary on how recent economic measures and costs may dent confidence and investment. The Monitor is a primary industry source underpinning many news articles about sector recovery.
5. <https://techround.co.uk/startups/startup-of-the-week-meattend/> - TechRound’s Startup of the Week feature introduces MeAttend as a purpose‑built social platform for events and hospitality, describing functionality that lets users discover venues, see live updates, and access real‑time reviews and footage. The write‑up covers the app’s dual value proposition for consumers and businesses: consumers avoid disappointing outings while venues gain a targeted marketing channel and potential new revenue. TechRound summarises MeAttend’s proposition, founder commentary and the site meattend.com as a point of further information, framing the product as a novel entrant into the events‑discovery and live‑streaming space for hospitality.
6. <https://thedailybrit.co.uk/tyrone-reid-spent-five-years-creating-the-saviour-of-the-tourism-and-hospitality-sector-and-night-time-economy-introducing-the-meattend-social-media-platform/> - The Daily Brit publishes a feature on Tyrone Reid and MeAttend, describing the platform as a web portal and app intended to help tourism, hospitality and nightlife businesses by showcasing live streams, reviews and venue content. The piece outlines Reid’s multi‑year development of the project, presents the app as free for consumers with subscription options for venues, and explains how MeAttend aims to provide unfiltered, real‑time venue intelligence. It quotes Reid on the platform’s potential to change how customers choose nights out and how venues can monetise live content, echoing details reported elsewhere about pricing and business offerings.
7. <https://podcasts.apple.com/ae/podcast/episode-20-meet-tyrone-reid-from-football-to-tech-how/id1530844549?i=1000715991119> - This podcast episode (Long Story Short, Episode 20) features an interview with Tyrone Reid discussing his personal journey from sport to technology entrepreneurship and outlines his motivations for creating tech solutions for the hospitality and events sectors. Reid talks about learning to code, founding companies and building digital products, providing background on his experience and ambitions. The conversation gives listeners insight into the founder’s perspective, leadership and longer‑term plans for products like MeAttend, supplementing press coverage with first‑person narrative about why Reid developed a venue‑streaming and events discovery app.