

primephonic

Live Streaming Can't Save Classical Music

Challenges the classical community faces during the COVID-19 pandemic

primephonic

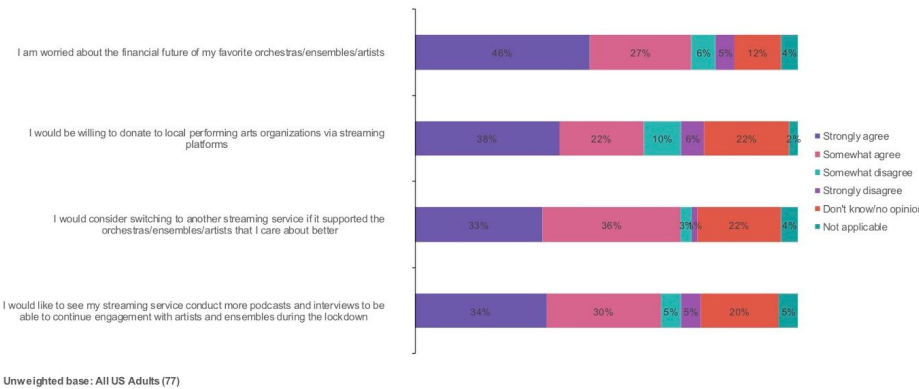
Primephonic, the world’s leading classical music streaming service, recently conducted an online survey with YouGov, one of the world’s top market research and data analytics firms, regarding challenges the classical music community faces during COVID-19.

The data shows that the majority of American classical music fans are indeed very worried about the financial future of their favorite orchestras, ensembles, and artists. Yet, even if local officials allow live performances, the majority of classical fans will still not feel comfortable attending live performances for the remainder of the year:

- **73%** of Americans who consider classical their favorite genre are **(very) worried about the financial future of their favorite orchestras / ensembles / artists**

Streaming vs. Art Statement Agreement

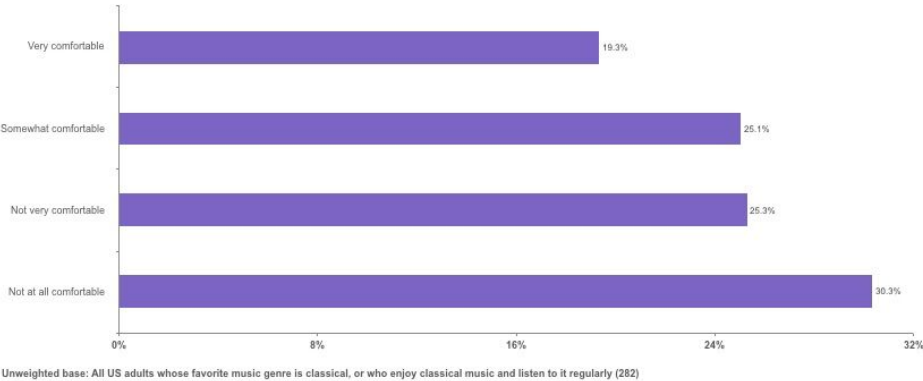
rpl_q7. And thinking about the orchestras/ensembles/artists you follow and the streaming services you use...To what extent do you agree or disagree with each of the following statements? Please select one option on each row.



- **The majority (56%)** of American classical music fans **do not feel comfortable attending a classical concert** anytime this year

In-person Concert Comfort

rpl_q5. How comfortable, if at all, would you feel attending an in-person performance within the next six months (i.e., by January 2021)?



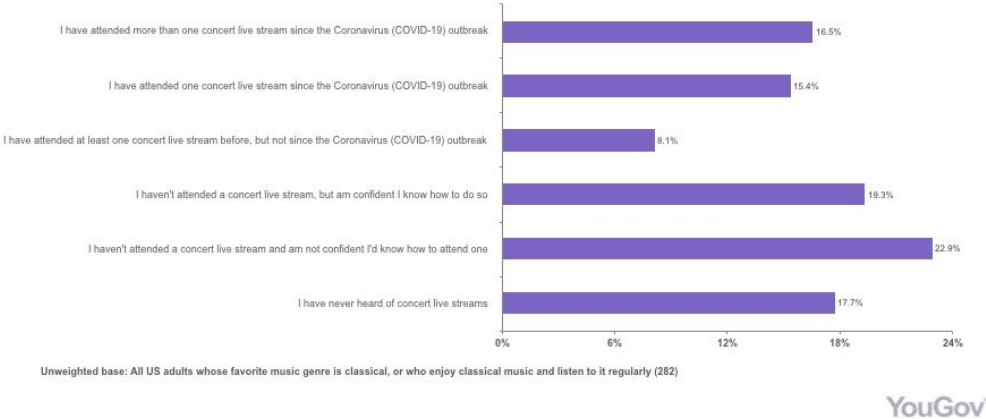
primephonic

As we have seen over the course of the past few months, orchestras, ensembles and classical artists have rallied to organize live streaming events to connect with their audiences and generate revenue. Despite these efforts, survey results show that concert live streaming is unlikely to make a significant financial impact:

- Almost **70% (68%)** of American classical music fans **have not attended a live stream (video)** since the COVID-19 outbreak

Live Stream Familiarity

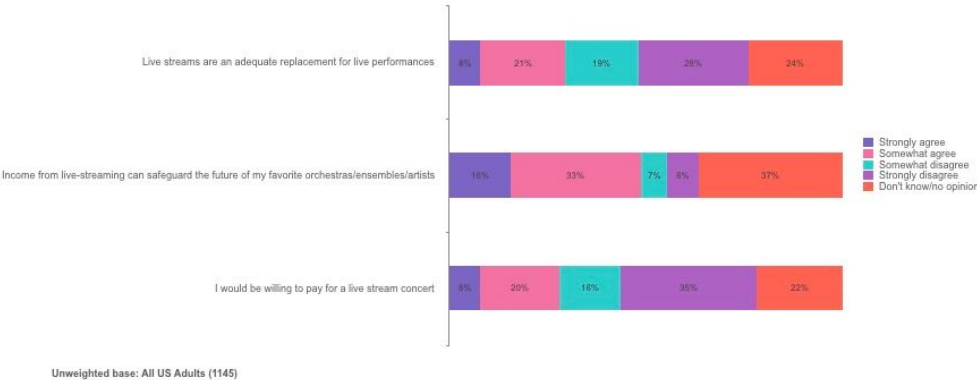
rpl_q1. Which ONE of the following BEST describes your familiarity with concert live streams (by orchestras, ensembles, or artists)?



- **The majority** of Americans (51%) **are unwilling to pay for live streams**

Live Stream Statement Agreement

rpl_q3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.



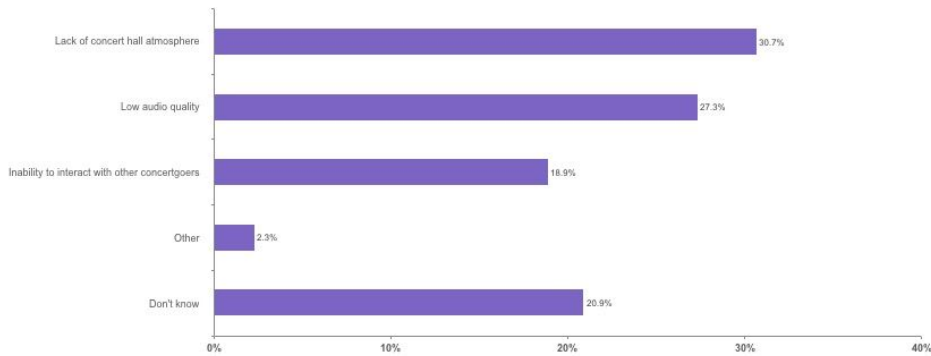
- Of those classical fans who have not attended a live stream - **30% are unfamiliar with the concept of live streaming**, 38% are familiar with the concept of live streaming but do not understand how it works, and the remaining 32% are familiar with concept of live streaming and understand how it works, but do not feel that it is an adequate replacement for live performances

primephonic

- The key reason why the majority of American classical fans do not consider livestreaming to be an adequate replacement for live performances is the **lack of live performance atmosphere (31%)**.
- Another key drawback with livestreaming was the low audio quality. **27%** of respondents indicated that **audio quality was the key drawback** for live streaming.

Live Stream Drawbacks

rpl_q4. When compared to a real concert, which ONE, if any, of the following do you think would be the BIGGEST drawback of live streaming?



Unweighted base: All US adults whose favorite music genre is classical, or who enjoy classical music and listen to it regularly (282)

YouGov

However, there is good news for the classical community. According to data from Alpha Data, regular audio streaming of classical music (audio recordings) is increasing faster than any other music genre. This could be a trend-break, as historically, when compared to most other genres, classical music has benefitted much less from the streaming revolution. Furthermore, although unwilling to pay for live streaming, the majority of American classical music fans would be willing to donate to local arts organizations:

- **60%** of Americans who consider classical music to be their favorite genre would be **willing to donate to local arts organizations** via streaming platforms

Primephonic CEO Thomas Steffens: "It hurts to see the difficulties that many orchestras and ensembles are facing. Many of them are exploring live streaming as a source of additional income. The classical community however should not keep their hopes too high, as live streaming is unlikely to generate substantial cash flow. Nevertheless, COVID-19 may also become a pivotal moment in the history of classical music. Over the last decade, audio streaming of recorded music has benefited nearly every music genre enormously, except for classical music. As a result, classical music revenue has continued to decline over the course of the last 20 years. However, COVID-19 seems to be accelerating many classical music fans' lagging digitization. If this trend continues, classical music can finally benefit from the streaming revolution and reach a wider audience. Live streaming may help the classical community survive the COVID-crisis, but to thrive in the long term, the classical music industry will need to embrace audio-streaming platforms for recorded music.

Primephonic was founded in 2017 to bring classical music into the digital age, offering better search functionality, personalized recommendations, expert curation and fair artist payout. Given these survey results and the current state of the music industry, Primephonic continues its commitment to building a better financial model and sustainable future for classical music.

Research Methodology

This research was executed by [YouGov](#), one of the world's top market research and data analytics firms, and commissioned by [Primephonic](#), the world's leading classical music streaming service. All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1145 adults. The survey was carried out online with fieldwork undertaken between 20th-21st July 2020. The figures have been weighted and are representative of all US adults (aged 18+). Please reach out to ellie.stork@primephonic.com if you are interested in learning more about this survey and its findings.

About Primephonic

Primephonic is the world's leading classical music streaming service, offering listeners premium-quality audio, optimal search functionality, hand-picked recommendations, and detailed song and artist information.

The streaming revolution saved the mainstream music industry, but it left niche genres like classical behind due to the existing one-platform-fits-all-genres approach applied by the major streaming services. Primephonic is the antithesis of this, designed to support classical music's complexities to provide fans with an optimal listening experience, and artists and labels with fair compensation through their unique pay-per-second-listened payout model.

Headquartered in Amsterdam with an office in New York City, Primephonic is reigniting passion for classical music by bringing it into the digital age.

For more information visit www.primephonic.com.