



ASSOCIATION OF BRITISH ORCHESTRAS

HOSTED BY
**SOUTHBANK
CENTRE**
IN PARTNERSHIP WITH ITS
SIX RESIDENT ORCHESTRAS

INTERNATIONAL PARTNER



PRINCIPAL MEDIA PARTNER

CLASSIC *f*M

ABO Annual Conference

CLASSICAL CUT THROUGH

11:45-13:00

Sarah Price (Chair)

George Chambers

Hannah Fiddy

Katy Rogers-Davies

Maddy Shaw-Roberts

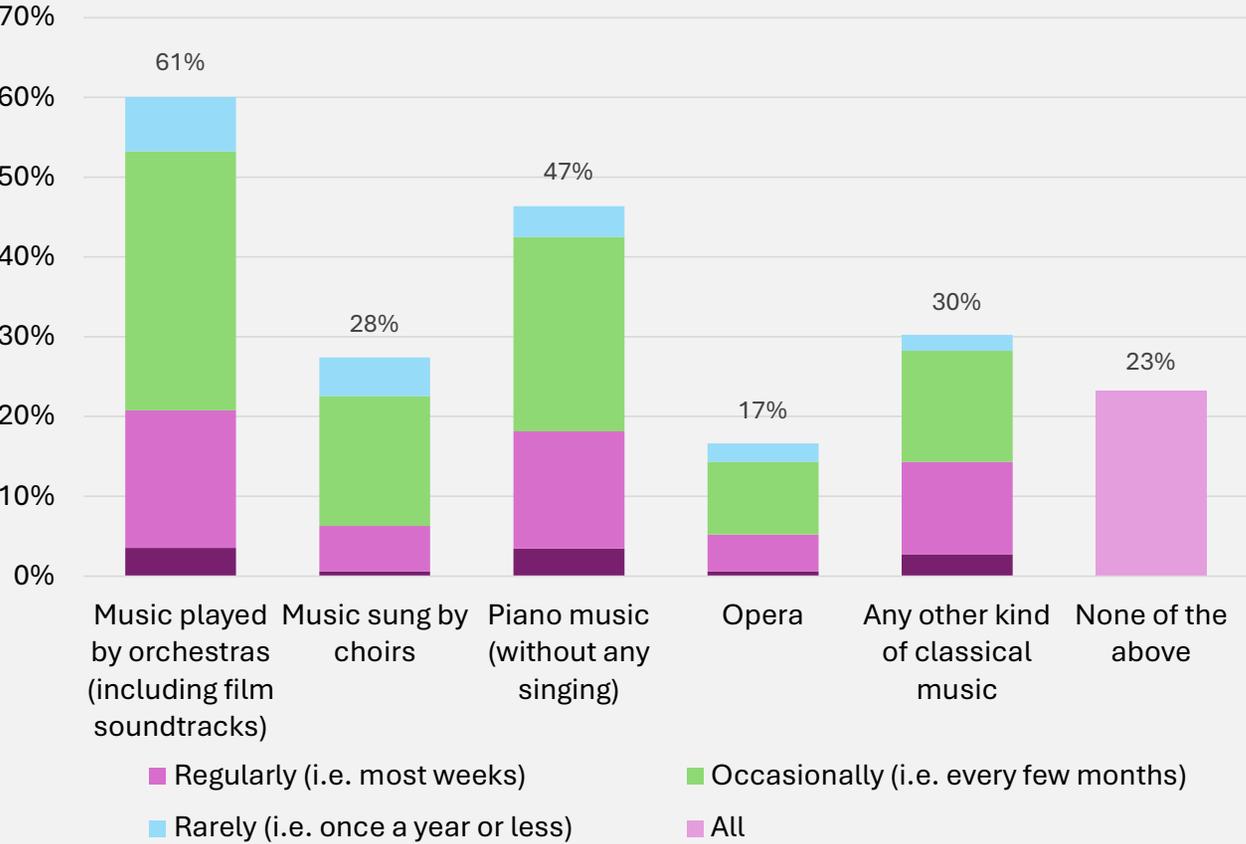


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Classical music cut-through on streaming platforms

In the last 12 months, have you listened on music streaming services to any of the following?



Nationally-representative survey of 1208 UK adults in May 2024

Overall, 77% of respondents had listened to at least one form of classical music in the previous 12 months.

Music from film/TV was very popular:

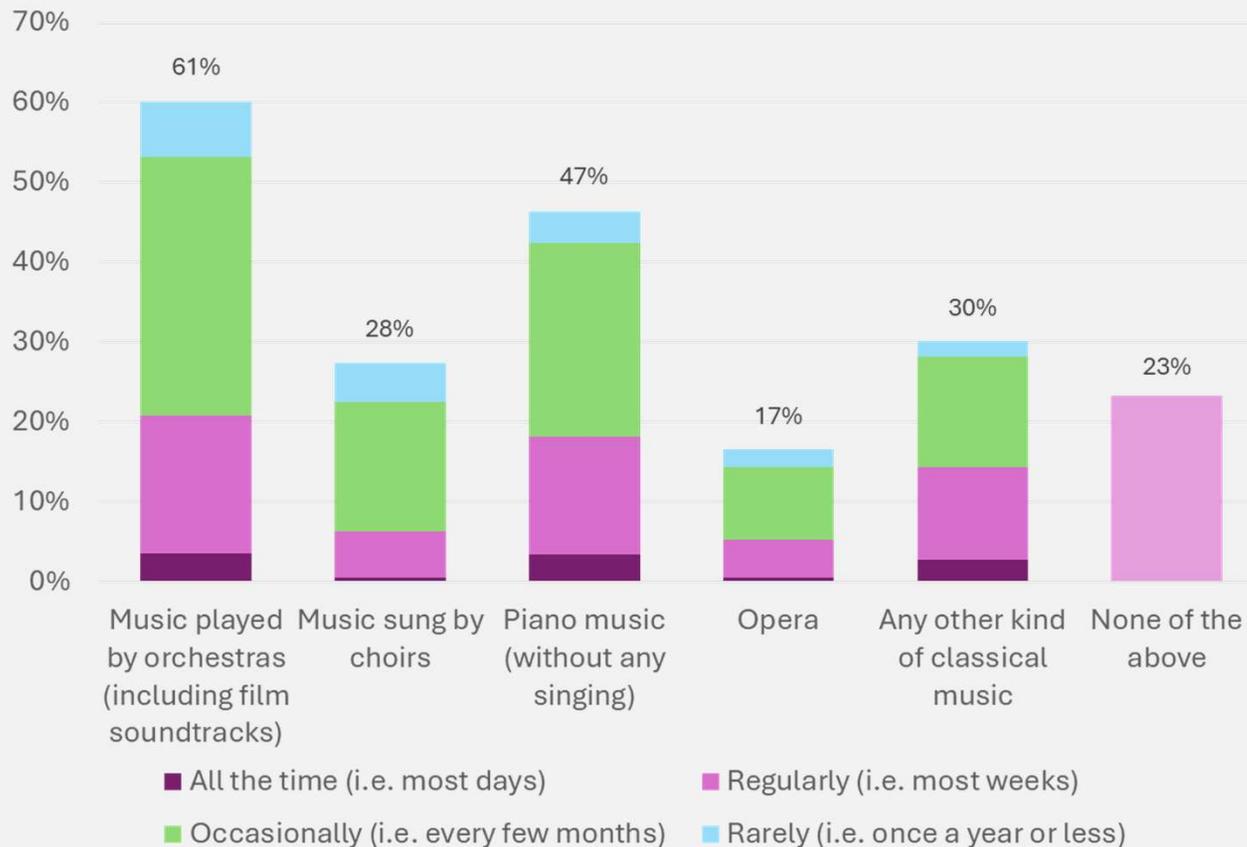
- Mentioned by 260 people (22% of sample)
- 92 people (8%) said it was the only classical music they listened to

When are people listening?

- At all frequencies of listening, no.1 answer is “to relax and unwind”
- BUT “just listening to the music and not doing anything else” comes in second (except “all the time” listeners)

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Building an Influencer Strategy



ESTABLISHING OUR STRATEGY

- Starting from scratch
- Identifying and mapping targets
- Room for experimentation
- Being direct in our asks
- Building this into our comms strategy



BUILDING AMBITION

- Influencer tiers
- Authenticity
- A move from the programme to the experience
- Nurturing the relationships we've built. Paid partnerships.



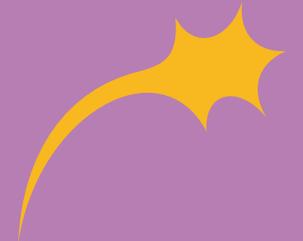
WHAT NEXT?

- **Build on the 'experience'**
- **Nurture our relationships**
- **A focus on music creators**
- Going to the Proms is an experience. How do orchestras create a moment which will appeal to influencers?
- Where do we go when we've sold the experience?
- How does this change what we do as comms professionals? Altering the balance.



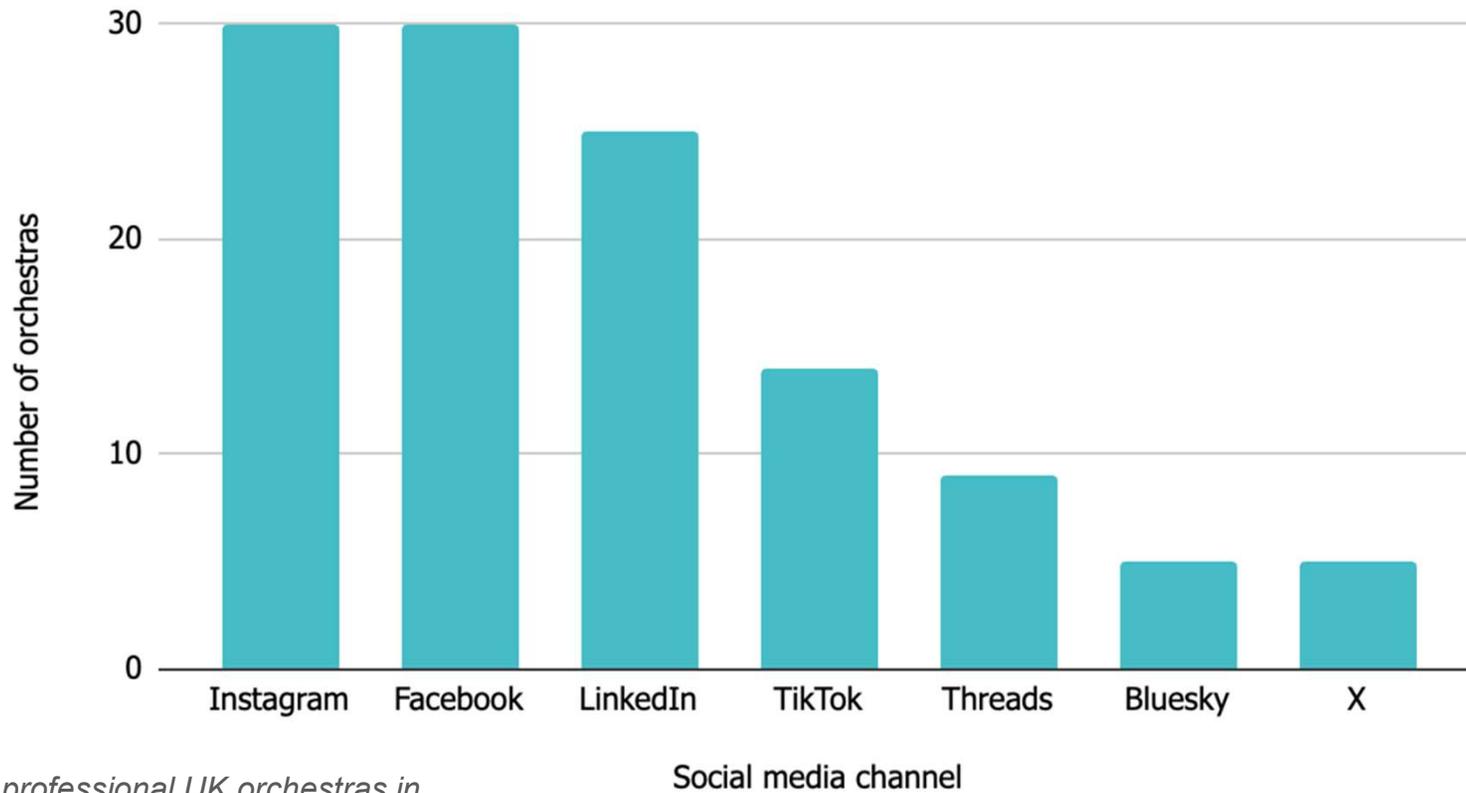


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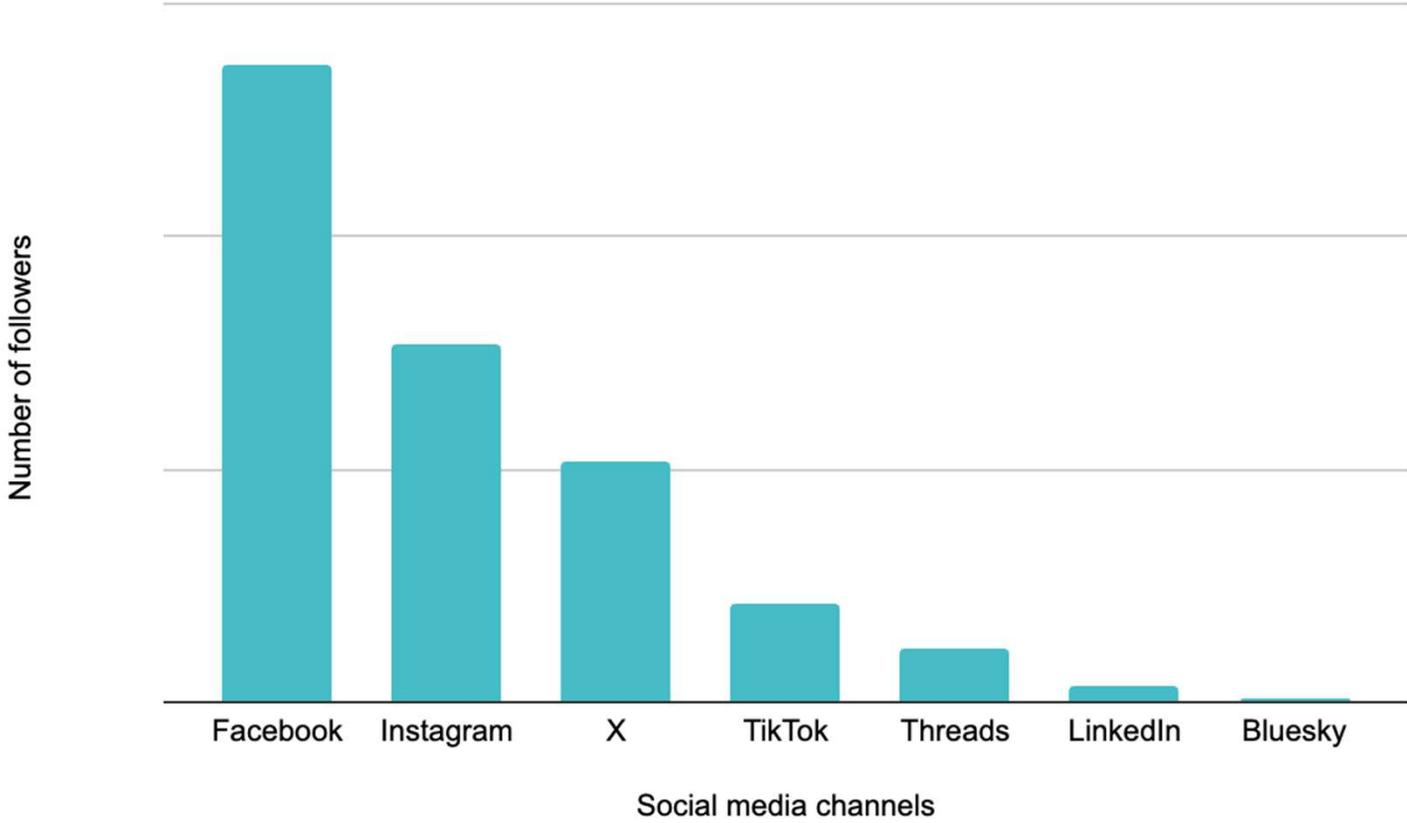
Proms

Which social media channels are UK orchestras on?



Data from 30 professional UK orchestras in Jan 2026. Graph only includes orchestras that are posting regularly on these channels.

Where are the followers?





CLASSICAL CUT-THROUGH IN ASIA

LSO Live: Streaming Growth Campaign – Japan & China

OBJECTIVE

Increase LSO Live's streaming revenue and audience reach in Japan and China by running a digital marketing campaign alongside the London Symphony Orchestra's tour to Asia.

CLASSICAL CUT-THROUGH IN ASIA

LSO Live: Streaming Growth Campaign – Japan & China

APPROACH

Funding

Storytelling

Territory-specific strategies

MUSIC EXPORT GROWTH SCHEME

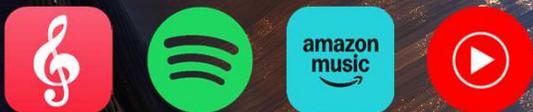


CLASSICAL CUT-THROUGH IN ASIA

LSO Live: Streaming Growth Campaign – Japan & China

OUTCOMES

On major international platforms



Japan

+13%



China

+17%



On local platforms



Japan

+28%



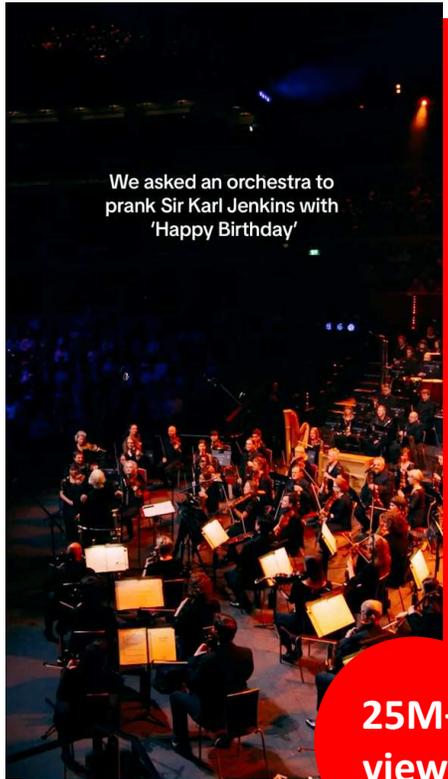
China

+35%



Working collaboratively

RSNO
SCOTLAND'S NATIONAL
ORCHESTRA



We asked an orchestra to
prank Sir Karl Jenkins with
'Happy Birthday'

25M+
views

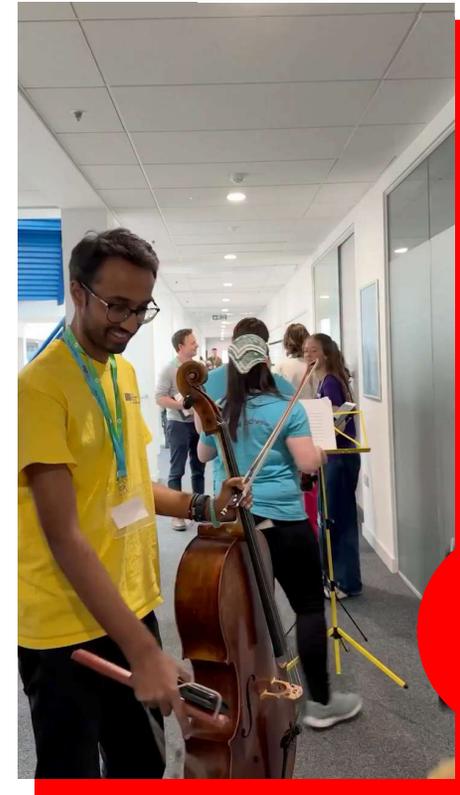
ROYAL
LIVERPOOL
PHILHARMONIC
ORCHESTRA



Orchestra performs
'Sleigh Ride! ❄️

1M+
views

NYO THE
NATIONAL
YOUTH
ORCHESTRA



200K
views

CLASSIC *f*M

Surprise and delight

bourne
mouth
symphony orchestra



Choir surprises John Rutter with 'Happy Birthday' in four-part harmony 🥰❤️

🎵 Happy birthday to you 🎵

3M
views



Margot Robbie's classical morning alarm 🎵

1M
views

It's our **job** to get audiences excited about classical music.

CLASSIC *f*M

5 key strategies

1. Feed-first
2. Fans not followers
3. Every post meets a need
4. Feed the beast
5. Original content only



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