

# Cross Border: Classical Streaming

**James Fleury**

Founder & Director, Nouvague (*Moderator*)

**Becky Lees**

Head of LSO Live, London Symphony Orchestra

**Steve Long**

Managing Director, Signum Records

**Maarten Hoekstra**

Chief Marketing Officer, Primephonic



| @JamesFleury91



Primephonic @primephonic · 40m  
Welcome October and Label of the  
Month @challengerec with an interview  
of Christoph Prégardien po.st/...

**nouvague**  
a new wave of music marketing

Never before has there  
been a time when  
**genre lines** are so **blurred**,  
and audiences so  
**arbitrary** in their music  
**consumption** habits.



| @JamesFleury91

**nouvaque**  
a new wave of music marketing



**Aretha Franklin**



**Ed Sheeran**



**ABBA**



**Bruno Mars**



**Hamilton: An American  
Musical (Original  
Broadway Cast Recording)**



**Bee Gees**



**Jess Glynne**



**Cardi B**



**Coldplay**

# Streaming is set to propel global music revenue to record highs.

\$40 Billion

\$35B

\$30B

\$20B

\$15B

\$10B

\$5B

\$0B

1998

2000

2002

2004

2006

2008

2010

2012

2014

2016

2018E

2020E

2014E

2026E

2028E

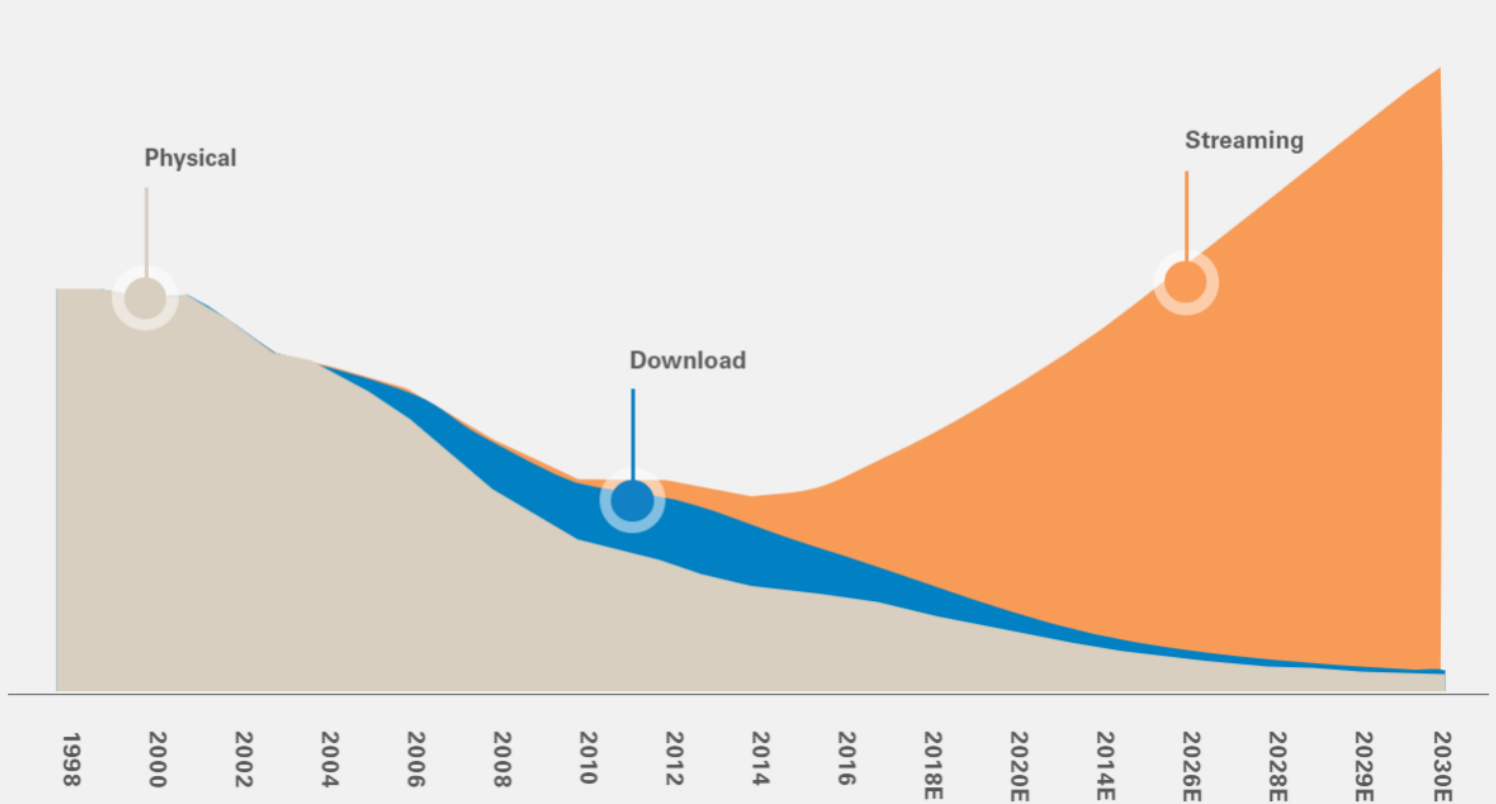
2029E

2030E

Physical

Download

Streaming



let **your** fans  
choose where  
they want to  
consume  
~~your~~ **their**  
music



Spotify



| @JamesFleury91

nouvaque  
a new wave of music marketing

- ✓ An **engaged** fan base
- ✓ Discovery builds a **community**
- ✓ An audience waiting to hear you **live**
- ✓ Carefully curated, **informed** music listening  
*(Performers, period vs modern, tempo, live vs studio, with/without commentary)*
- ✓ It is **affordable for everyone**
- ✓ Opportunity for **longer engagement** on the platform to compete with streaming successes like **Netflix** or **YouTube**



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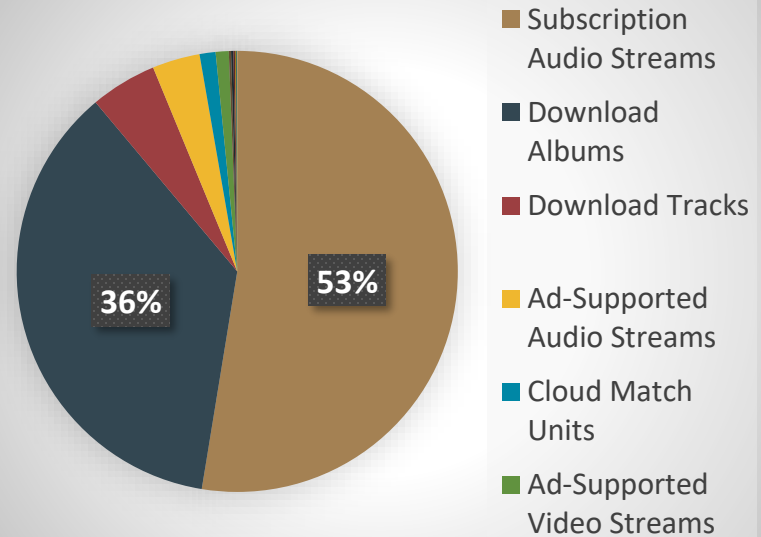
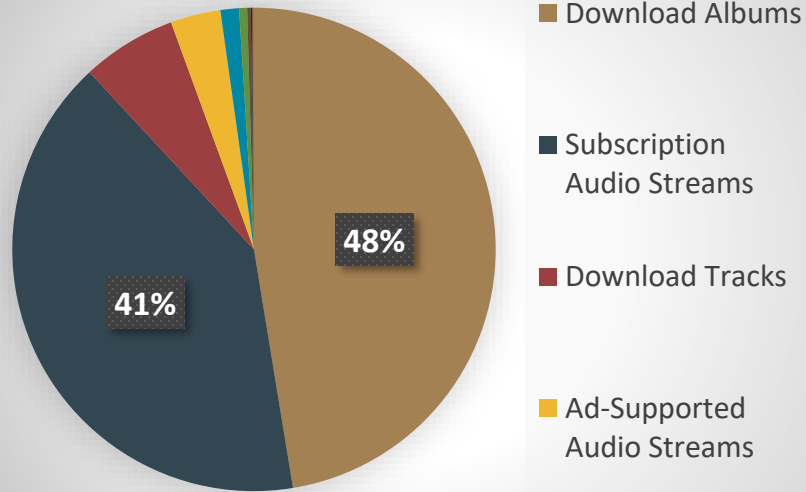
LSO

# BEYOND THE CONCERT HALL

Becky Lees, Head of LSO Live

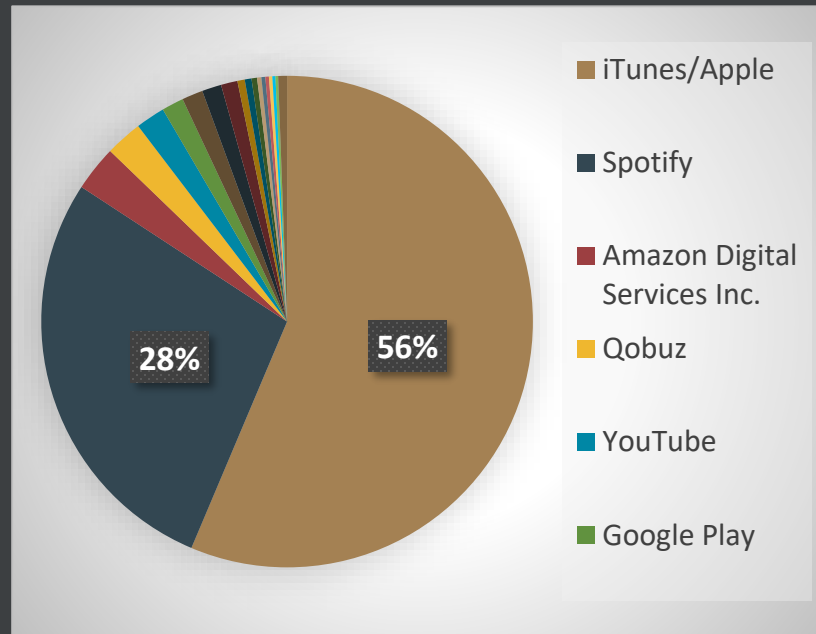
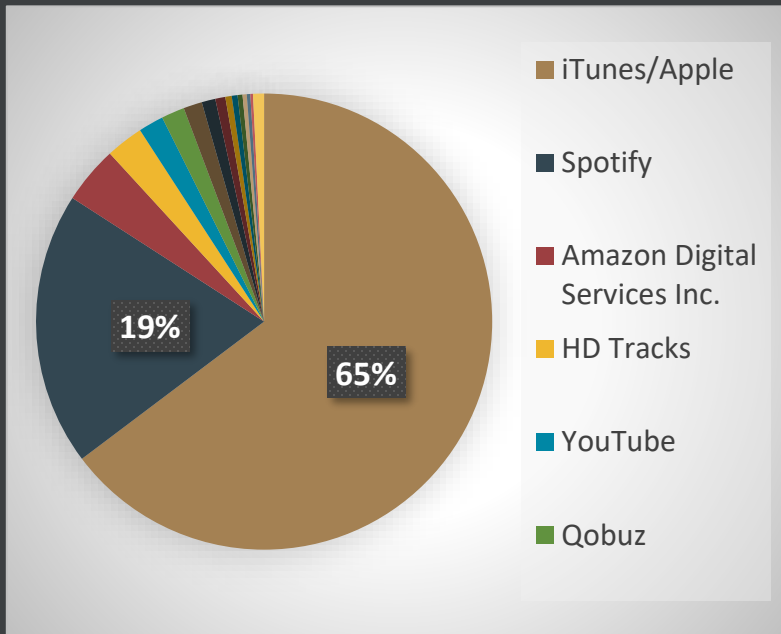
London Symphony Orchestra

# Changes in transaction type

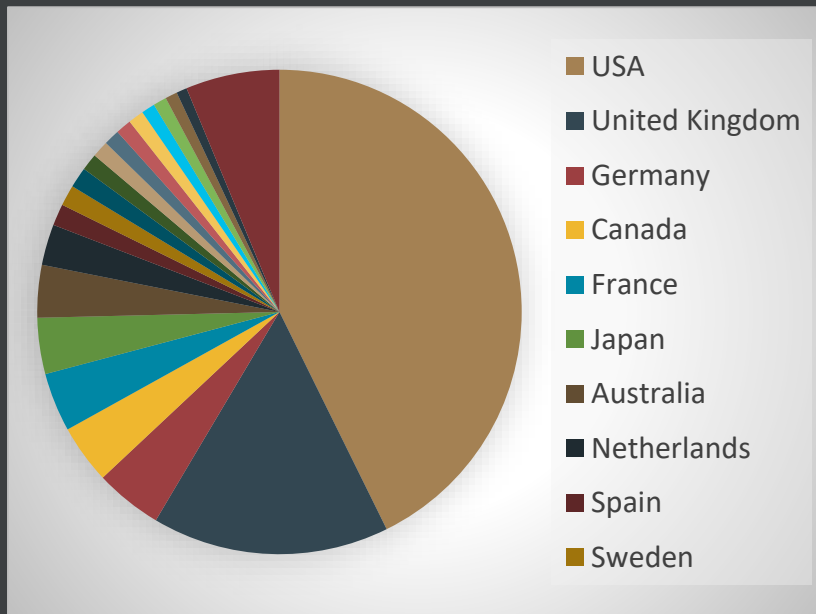
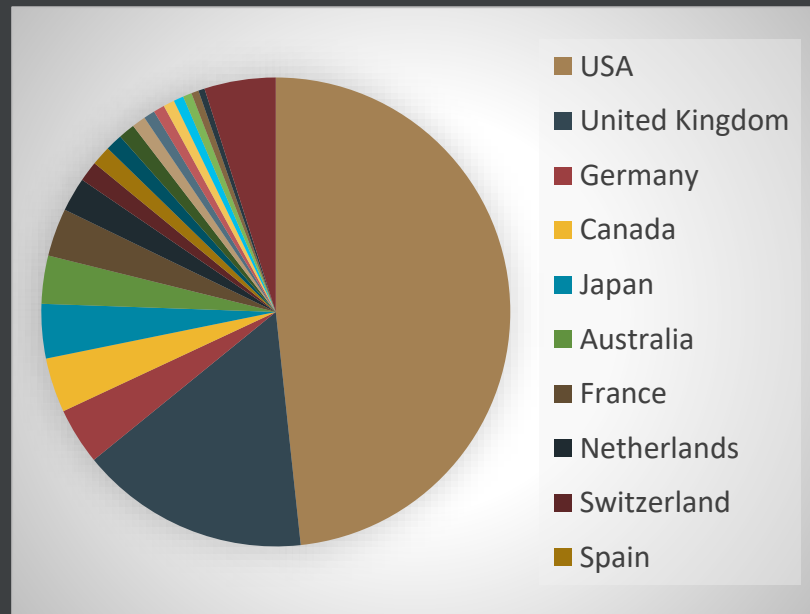




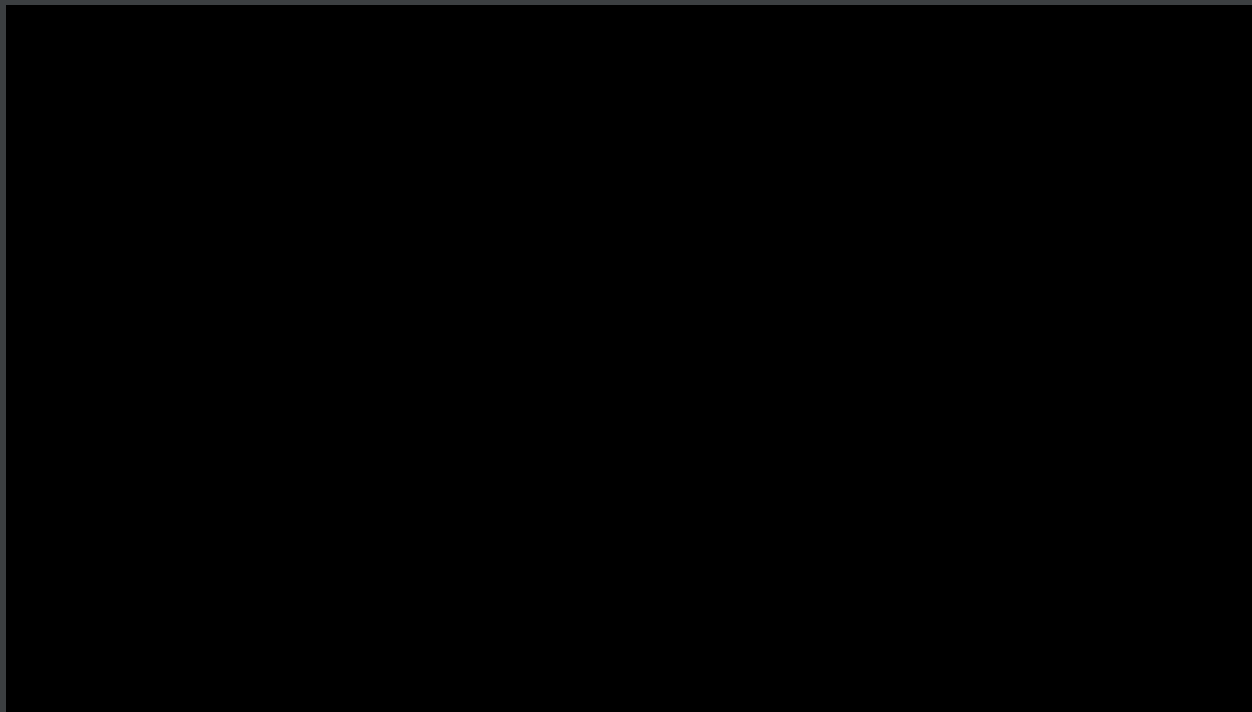
# 2017 vs 2018 by digital service



# 2017 vs 2018 territory breakdown



# The LSO's mission: visualised



# AppleMusic.com/Iso



# London takeover



# LSO Wechat Campaign



# LSO Weibo Channel




# 16/17 season: In-house Live Streaming





# LSO Youtube channel



The screenshot shows a YouTube video player with a video of a conductor leading an orchestra. The video title is "Stravinsky The Rite of Spring // London Symphony Orchestra/Sir Simon Rattle" and it has 347,482 views. The video player includes a search bar, a search button, and a search icon. The video player also features a play button, a progress bar, and a volume icon. The video player is embedded in a browser window with a taskbar at the bottom.

Advanced Privacy. A Vimeo Feature

Vimeo vimeo.com/privacy LEARN MORE

Up next AUTOPLAY

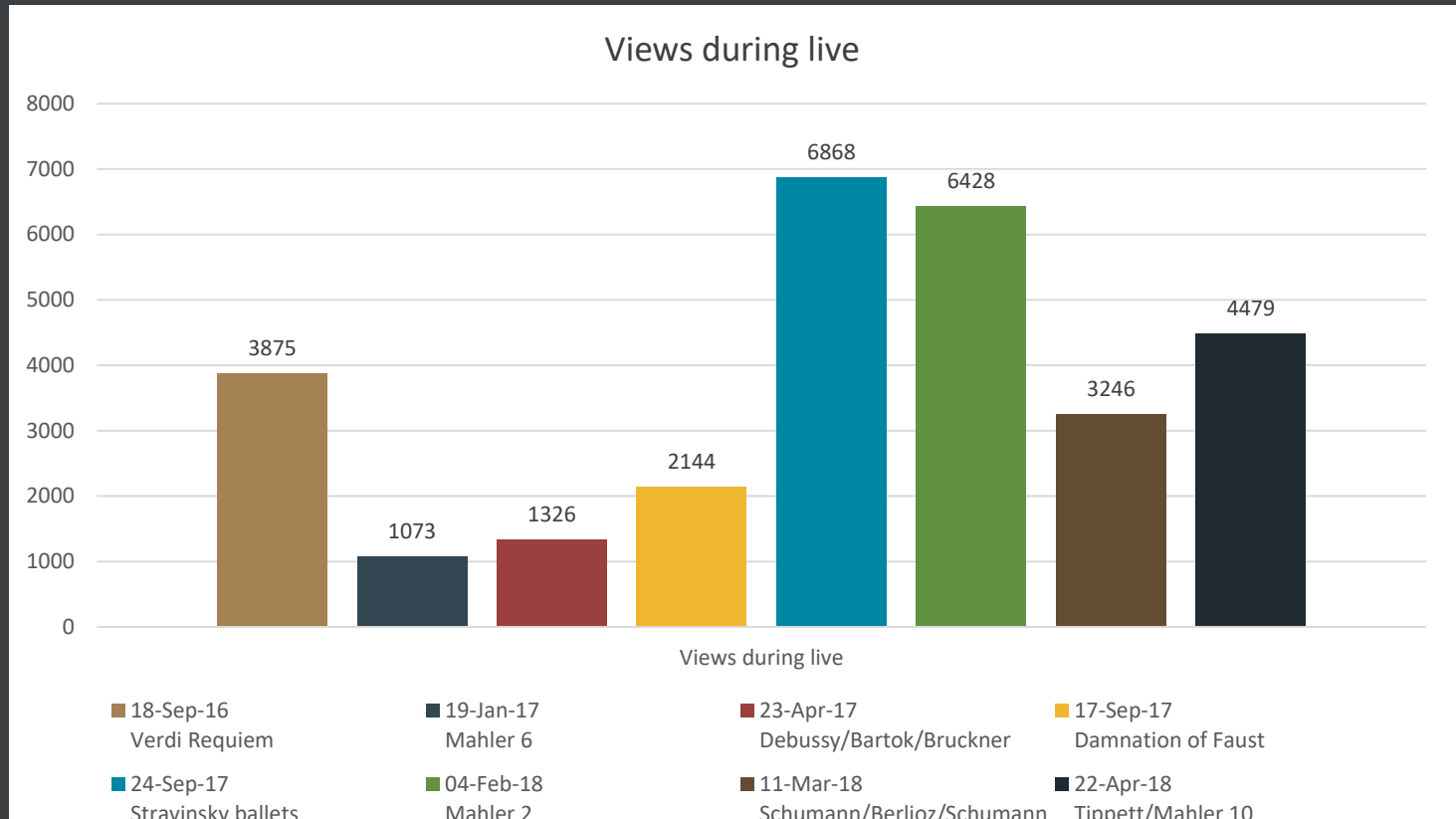
- Vaughan Williams – The Lark Ascending Richard Strauss 4.6M views 14:55
- Mix - Stravinsky The Rite of Spring // London Symphony Orchestra/Sir Simon Rattle YouTube 50+ (1-9)
- Stravinsky: The Firebird / Gergiev - Vienna Philharmonic ... Jose 4.3M views 47:14
- Brahms - Sextet No. 1 & 2 - Members of Berlin. WuKang Chiang 359K views 1:07:59
- Tchaikovsky: Romeo & Juliet / Gergiev - London Symphony... Jose 1.4M views 25:28
- Mozart: Klavierkonzert C-Dur KV 467 hr-Sinfonieorchester – Frankfurt Ra 101K views 32:49

London Symphony Orchestra © ANALYTICS EDIT VIDEO

Type here to search

1320 23/01/2019

# Statistics and trends





**London Symphony Orchestra**

# Primephonic

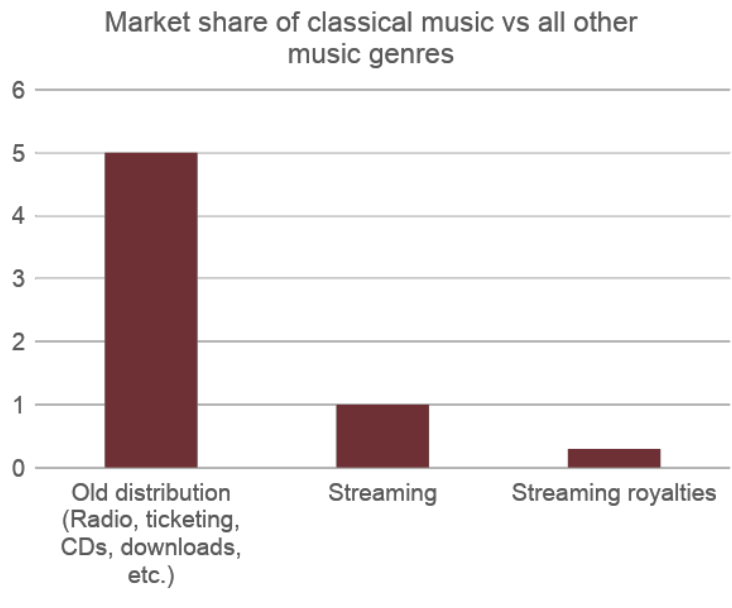
Creating a better future  
for classical music

Maarten Hoekstra

Chief Marketing Officer (CMO), Primephonic



# Classical music is heavily underrepresented on streaming, putting future development of the genre at risk



**Less talent development** as labels increasingly lack funds to take recording risks

**Less genre development** (e.g. few releases) as revenues to recoup production and recording costs increasingly decline and playlists focus on popular classical music

**Less income for artists** as their royalties decrease and they increasingly need to pay for recording costs themselves

**Less rejuvenation of the audience** as the next generation is not served by classical in ways they want to be served

# Current streaming services are not providing an offering that works for classical as they are designed for pop music



## Poor sound quality

MP3 is adequate for popular music, but not for classical music



## Dissatisfying search results and recommendations

Classical music has a different metadata structure than other genres



## Limited insights behind the classics

Generic playlists, no enriching editorial and biographical content



## Unfavorable revenue allocation

Classical music tracks are on average 3x longer but paid out the same as pop tracks

# Primephonic is developing a classical ONLY streaming service to fix these pain points for classical listeners, one by one...

Poor  
sound quality



**Superior audio  
quality**

Stream classical in the superior audio quality that classical music deserves; up to 24 bit

Dissatisfying  
search results



**Search built for  
classical**

No more frustration with our search algorithm designed for classical music; find what you are looking for, instantly

Limited  
music curation



**Insights behind the  
classics**

Interesting background information and anecdotes at your fingertips while you listen

Unfair royalty pay out  
for classical artists



**Fairer pay-out to  
artists**

Second-based revenue allocation preventing negative economic incentives for classical music artist growth

## Search functionality built for clarity

COMPOSER	TYPE	NUMBER	
Beethoven:	Symphony	No. 3	in
KEY	OPUS NUMBER	NAME	
E-Flat Major,	Op. 55	“Eroica”	
ORCHESTRA			
New York Philharmonic Orchestra			
CONDUCTOR	LABEL		
Leonard Bernstein	Sony Classical		



... and on top we spoil classical music listeners with even more features that create the ultimate classical experience



### Discovery of hidden gems

Our curation team will introduce you to hidden gems, every day again



### The latest recordings

Listen to every new album the same day it is released and access exclusive pre-releases



### Side by side comparison of all recordings

Finally you can compare all different recordings of a work to get inspired, with just one click



### One stop shop

The only platform where you can stream and download your favorites in Hi-Res instantly

**We have contracted nearly all classical labels in the world (>1000) to offer the definitive classical collection**



**& growing!**

**The statistics show that there's an appetite for a service dedicated to fixing these needs for classical music...**



**65,000  
APP  
DOWNLOADS**



**25,000  
REGISTERED  
USERS**



**1250% INCREASE  
IN SOCIAL TRAFFIC  
SINCE SEPTEMBER**

## How Primephonic can support your organisations

**Interview on our blog** for instance with your soloists, orchestra players or music director

**Playlist on our platform** showcasing a recording or a theme within your concert season

**Advertising** promoting a recording, concert or tour via e-newsletter or through a social campaign

**Reduced subscription offers** for your musicians and staff

**Exclusive audio and video content** commissioned and produced by the Primephonic team

**Shared social content** to support the release of a new record, or to promote a curated playlist

**Brand partnerships**, for instance co-editorials in leading industry magazines

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