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Video Killed the Radio Star : An Analysis on the Decline in Popularity of Classical Music

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VIDEO KILLED THE RADIO STAR

An Analysis on the Decline in Popularity of Classical Music
Yuhas, Malinda 

CLASSICAL MUSIC IS DEAD...

With rapid advances in modern technology and the lack of funding in musical education across the United States it has been widely accepted that traditional Western classical music is dying. Evidence of shifting preferences in musical genres amongst younger generations and a widening divide between "art" and "pop" music prove classical music's growing irrelevance in this modern age.

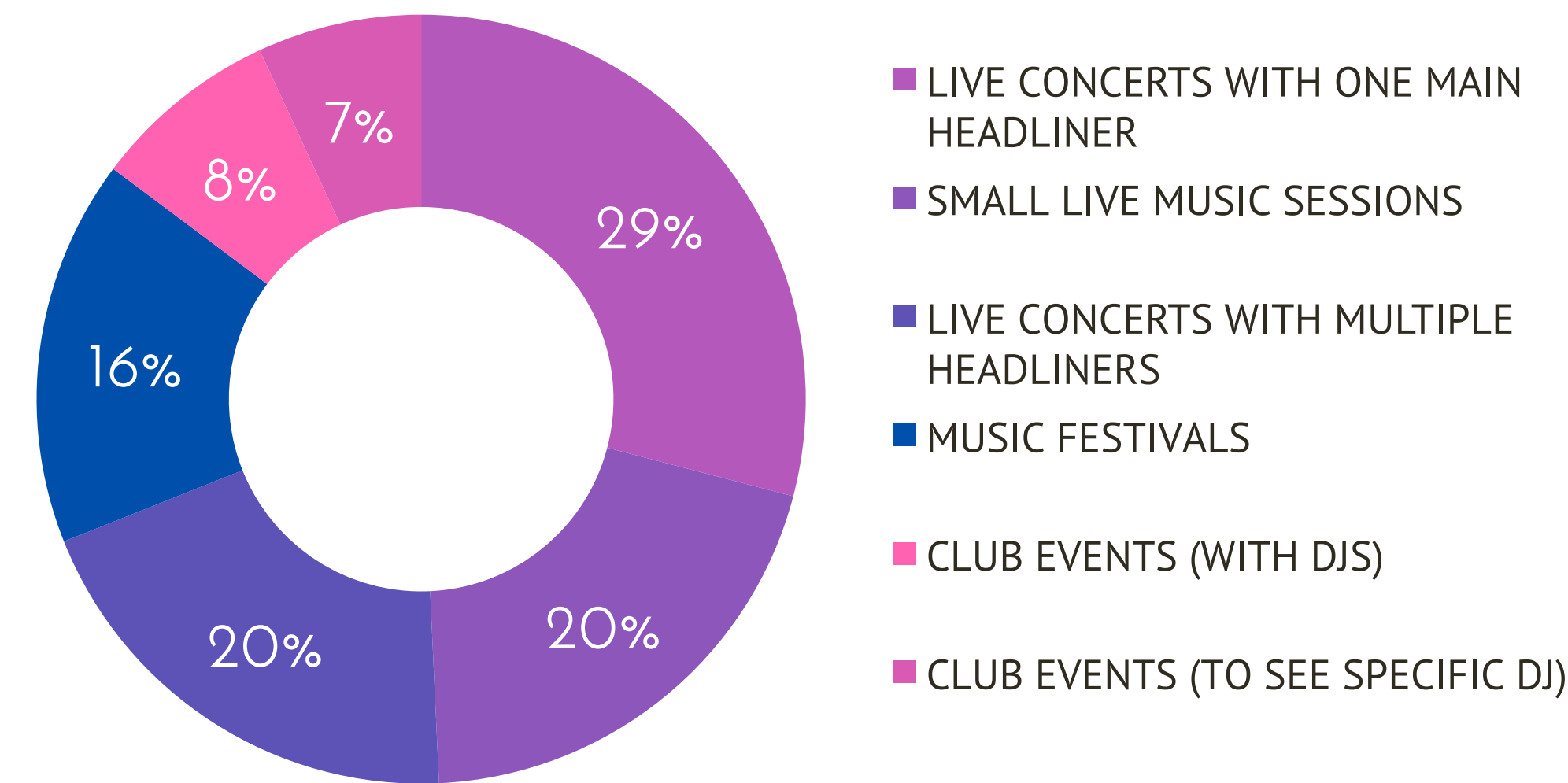
Are we seeing an end to classical music as we know it, or does the genre's image simply need an "upgrade"?

JUST THE FACTS:

CURRENT CONSUMER MARKET

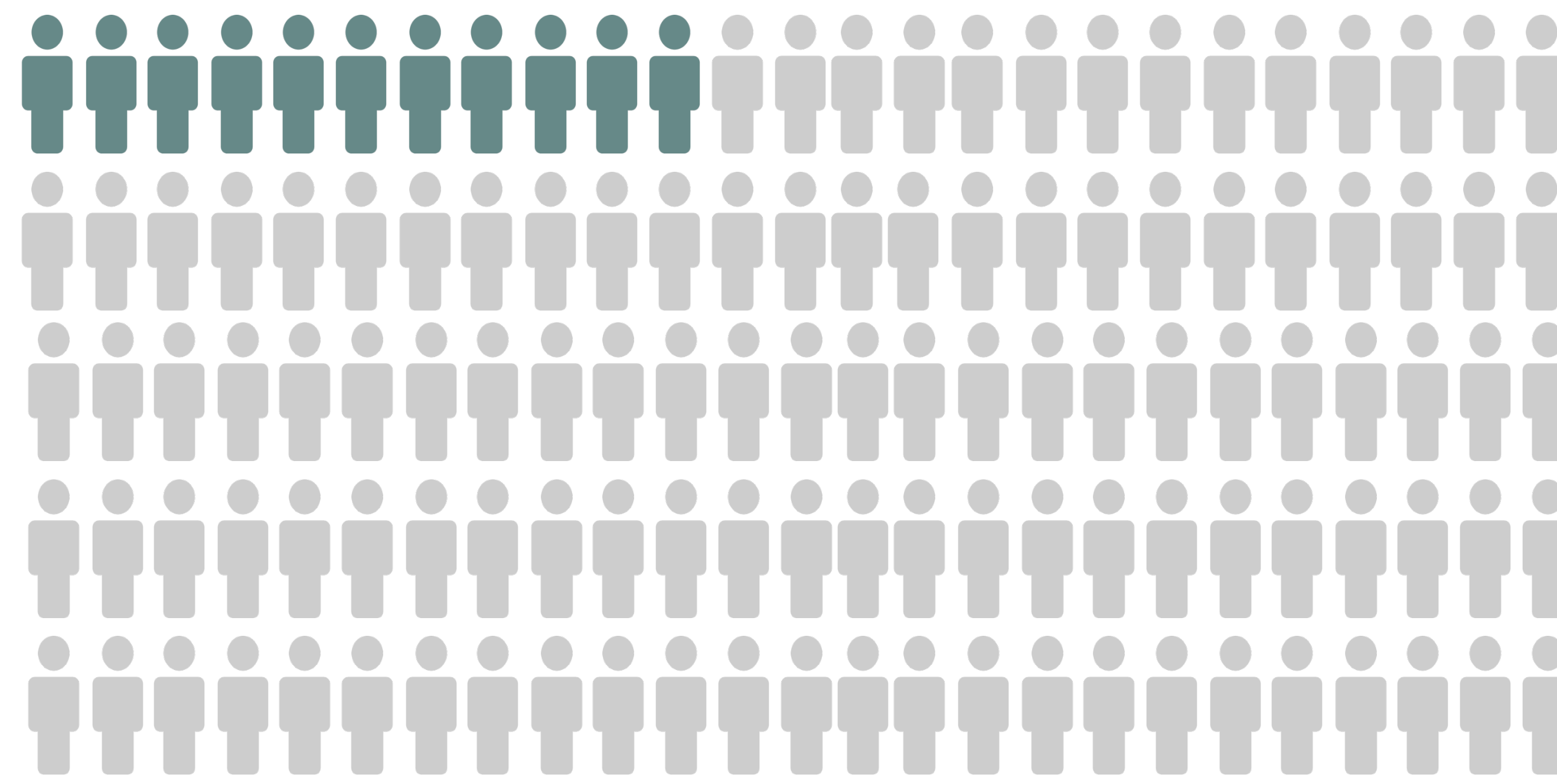
"FANS ARE INTERACTING WITH MUSIC DIFFERENTLY, BUT THEIR PASSION FOR MUSIC REMAINS STRONG."

CONCERTS ATTENDED IN THE LAST 12 MONTHS



Source: <http://www.arielstan.com/arielstan/corporate/csr/in/reports-downloads/2016-reports/music-360-2016-highlights-report.pdf>

WHO ATTENDS THE ORCHESTRA? (2012 CENSUS)



8.8% OF ADULT AMERICANS HAVE ATTENDED A CLASSICAL MUSIC EVENT AT LEAST ONCE IN THE PAST 12 MONTHS

DATA RETRIEVED FROM THE NATIONAL ENDOWMENT OF THE ARTS

SOLUTIONS FOR THE ORCHESTRA:

CURRENT STRATEGIES

"THERE'S NO MORE SUPPORT FOR OPERA" - BOB JONES PRESIDENT AND CEO OF OPERA PACIFIC

HD WEBCASE OF SHOWS

THE BERLIN PHILHARMONIC

- HAS GAINED OVER 700,000 USERS
- ANNUAL GROWTH RATE OF 25-30% IN SUBSCRIBER BASE
- HAS OVER 21,000 SUBSCRIBERS
- 90% HOLDING ANNUAL SUBSCRIPTION

*DESPIITE ITS SUCCESS THE HALL HAS YET TO BREAK EVEN WITH ITS PROJECT

POPS / GENRE MIXING CONCERTS

THE BOSTON POPS

- AVERAGE AGE OF POPS ATTENDEE: 55
- AVERAGE AGE OF PARENT ENSEMBLE: 48

YOUNG MUSICIANS FOUNDATION DEBUT ORCHESTRA

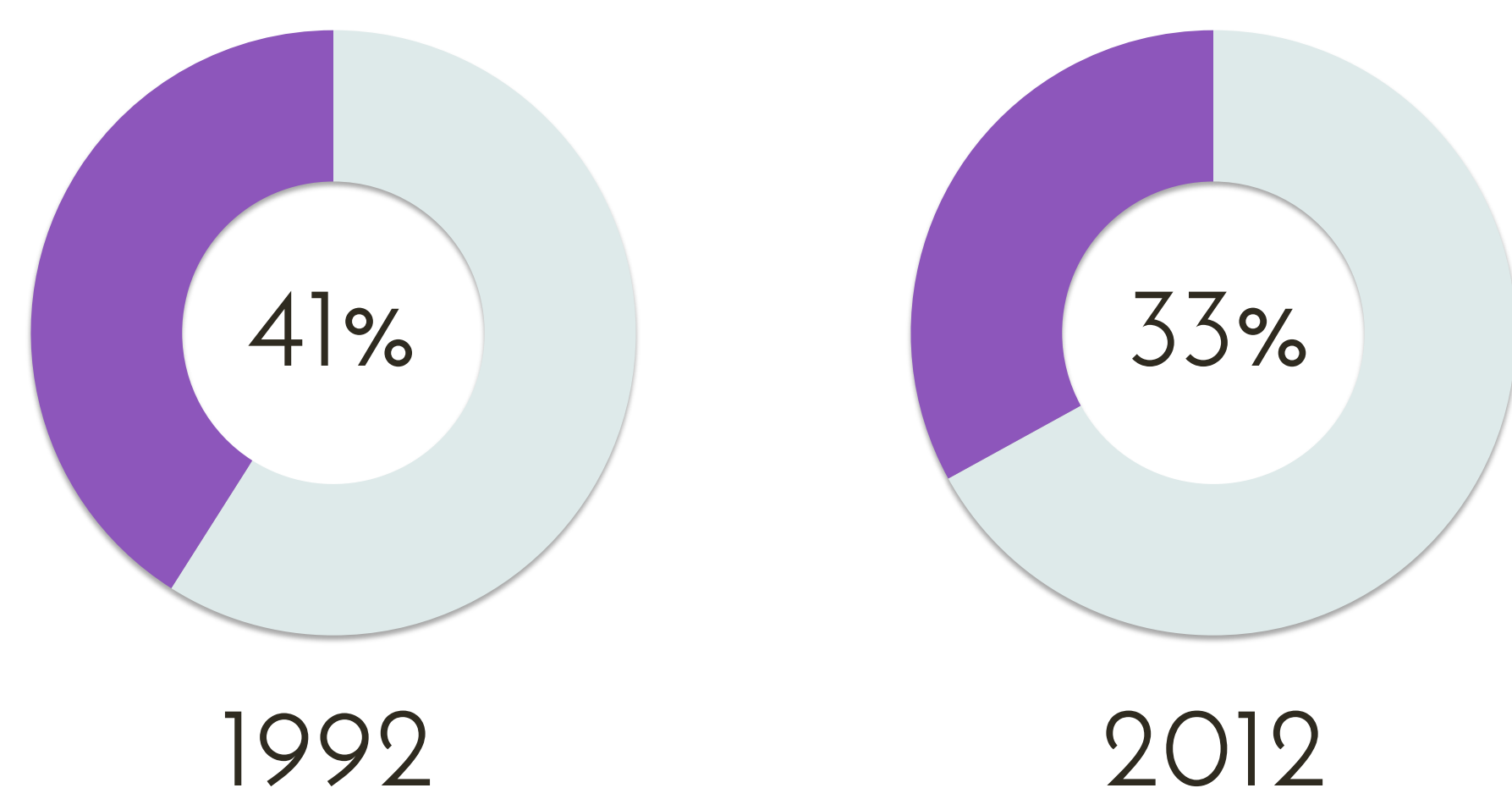
YEETHOVEN CONCERT FAILS TO BRING IN A YOUNGER CROWD

EDUCATION

- ALTHOUGH THERE HAS BEEN MUCH RESEARCH DONE ON A CHILD'S PREFERENCE TOWARDS CLASSICAL MUSIC THROUGH REPEATED EXPOSURE AND LEARNING, MORE RESEARCH IS NEEDED TO DETERMINE IF "KIDDIE CONCERTS" HAS ANY IMPACT ON SUPPORT FOR THE ARTS AS THE CHILD AGES.

CURRENT ISSUES WITH THE ORCHESTRA

TOTAL ADULTS WHO HAVE ATTENDED A CULTURAL EVENT AT LEAST ONCE IN THE LAST YEAR



"DONOR FATIGUE"

HIGH FIXED COSTS AND WEAKENING DEMAND

ALIENATION OF CONTEMPORARY COMPOSERS AND MODERN AUDIENCES

SOLUTIONS FOR THE ORCHESTRA:

EXPANDING STRATEGIES

"I BELIEVE AUDIENCES DON'T DISLIKE "ART MUSIC", THEY JUST CANT RELATE TO IT"

"LABELS WORK AS CHEAP MARKETING TACTICS, BUT DON'T SERVE MUSIC WELL AT ALL"

Rename music, which has been referred to as "classical music". This term is used to define a genre which covers music from multiple time periods (not just classical) up to present.

"THE ATMOSPHERE OF A 'STANDARD' CLASSICAL MUSIC PERFORMANCE IS ISOLATED AND IMPERSONAL... THE PERFORMER WALKS ONTO A DISTANT STAGE, PLAYS THEN WALKS OFF, THE END."

The typical orientation of a performance hall today was the brain-child of the well-respected German composer, Richard Wagner. The purpose of his opera house was to make sure the audience only focused on his music, as well as a removed, dream-like quality to the performance as his operas were often based around fairytales. Such an experience was revolutionary at the time but has lost its appeal with today's mainstream audience.

"I REALLY THINK TICKET PRICES ARE A PROBLEM. IF I WISH TO ATTEND THE SYMPHONY WITH MY WIFE, I MUST PAY NEARLY \$300-\$400 FOR TWO SEATS."

Pricing is an important part of driving demand, however it must be used wisely. Opera Pacific drew in a large audience when they lowered their ticket price after receiving a large grant, but had to close down when they angered patrons by having to raise ticket prices when the funds ran out.