

Digital Concert Halls of Symphony Orchestras: Attractiveness and Management of Streaming Content

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Abstract

In the digital era and globalized world, symphony orchestras are transforming their repertoire in the form of a digital streaming platform. Unlike the classical symphony orchestra repertoire, the digital symphony product offers a wider range of content and experience: live streaming concerts, video recordings of concerts during performance seasons, archive, conversations and interviews with members of the symphony orchestra, conductors, soloists and other categories that can be accessed in any time from any geographical location. Managing the digital content halls of the symphony orchestra requires planning an attractive content and modelling the subscription plans of the streaming platform, which is managed by the team of the concert platform and the performance management of the symphony organization. In order to edit and publish a content, sophisticated information technology is used to provide high-resolution picture, audio and video quality and application design. Creating a digital symphonic product requires interdisciplinary management: synergy of art, management and information technology in the process of digitizing the symphony orchestra's repertoire. Management of the digital streaming product of classical music is focused on the quality, experience and the attractiveness of the the symphony orchestra's content. The subject of the research is related to identify the streaming platform models in the classical music and respondents opinion on attractiveness of the digital platform. The results of the research show that digital concert halls are great way to discover the world of classical music giving the opportunity to deepen knowledge of classical music and instrument by enjoying an attractive digital content.

Keywords: classical music; digital transformation; global audience; innovative repertoire; platforms models