



# Tafelmusik At Home

Case Study in Monetization

What did we do?

# “Tafelmusik At Home”

- Weekly online concert series
- Five concerts in total
- Approx. one hour in length
- Three performances, concluding with live Q&A
- Restricted to ticket buyers only, not public
- Interactive: patrons can engage and ask questions in real time

How did we do it?

# Guiding considerations

1. Patron ease of access
2. Restricting performance to ticket buyers only
3. Internal technical logistics and configuration

# Ticketing and sales setup

- Pay What You Choose ticketing model (\$5, \$10, \$20)
- Built as regular concert in Tessitura, our CRM/ticketing system
- YouTube Live chosen as accessible platform of choice (disclosure: URLs “unlisted” and not truly fully restricted)
- Streams’ unique URLs embedded in ticket confirmation email
- Patrons sent reminder email on day-of, another touch point containing URL to access
- Team of two worked “technical support” day-of, monitor phone and email
- Survey sent to all attendees after each concert

# Technical setup

- Performances pre-recorded, mastered, and assembled in Adobe Premiere Pro
- Open Broadcaster Software (OBS) broadcast to YouTube Live
- Isadora used to point performance video in OBS for full volume and playback control
- Q&A participants call in through Skype, pointed to OBS
- Title slides broadcast through OBS (concert will begin shortly; Q&A will begin shortly, tech difficulties, concert concluded)
- Point person to monitor stream health, moderate chat, and feed questions to Q&A participant via instant messaging

What did we learn?



# Results

## By the numbers:

- Total revenue: \$17,000
- Average revenue per concert: \$3400
- Average spend: \$13
- Average viewers per concert: 270
- 75% of attendees learned about series through email; remainder was word of mouth or social media

## Survey results:

- 65% were returning patrons, 35% new
- Average rated experience 4 out of 5 stars
- 65% reported an enjoyable tech experience
- 98% would come again
- 96% would recommend to a friend

# Learnings and future considerations

- Access date and time: how do we accommodate other time zones/schedule flexibility, while still encouraging viewing at a certain time for maximized interaction?
- How do we fully restrict access to buyers, while ensuring accessibility for our patrons?
- How do we optimize audio/video quality across devices?
- How will our revenue learnings and patron reactions inform future monetized digital programming?



Thank you!