

DIGITALISATION OF THE ARTS SURVEY

DEMOGRAPHICS

LANGUAGE MEDIUM

80%
(577)

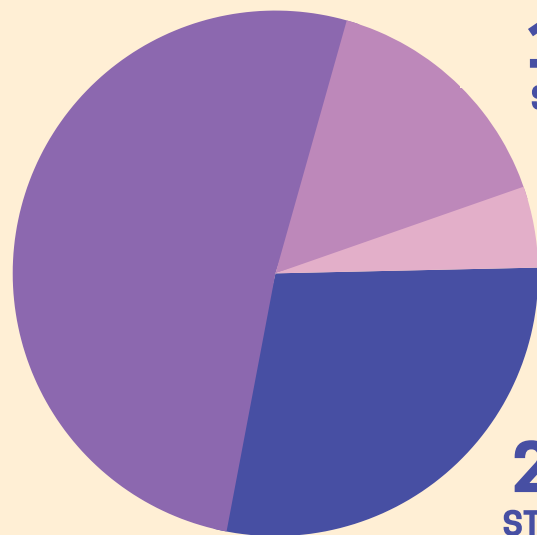


20%
(143)

80% OF THE RESPONDENTS COMPLETED THE ENGLISH SURVEY

AGE GROUP

51%
WORKING
ADULTS



15%
SENIORS

6%
OTHERS

28%
STUDENTS

CONCERT AUDIENCE

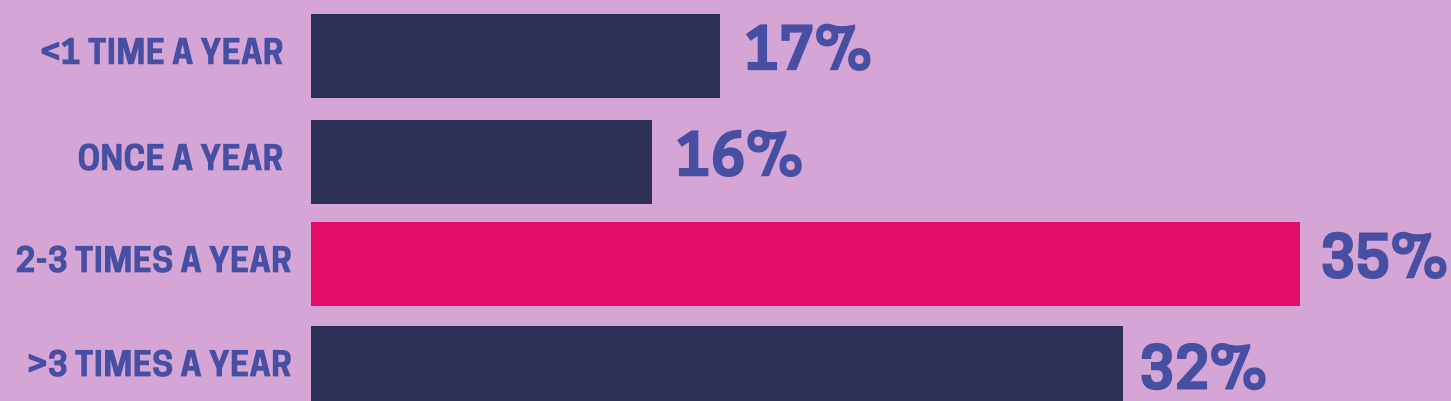


82%

WATCHED SCO LIVE OR DIGITAL CONCERTS BEFORE

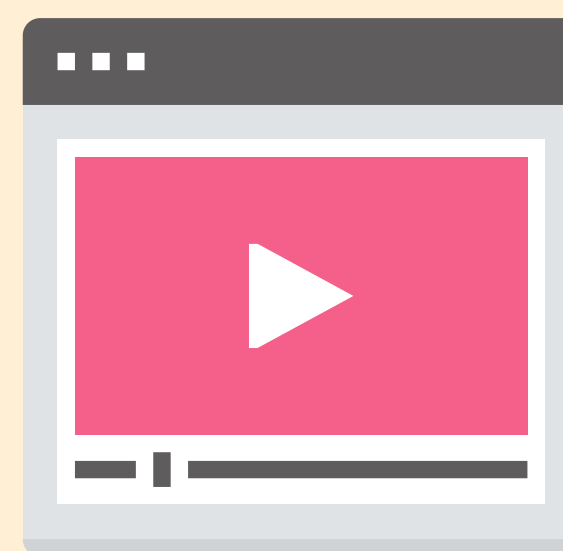
ARTS ATTENDANCE BEHAVIOUR

BEFORE CIRCUIT BREAKER



35% OF RESPONDENTS ATTENDED LIVE CONCERTS AT LEAST 2-3 TIMES IN A YEAR BEFORE CIRCUIT BREAKER

DURING CIRCUIT BREAKER

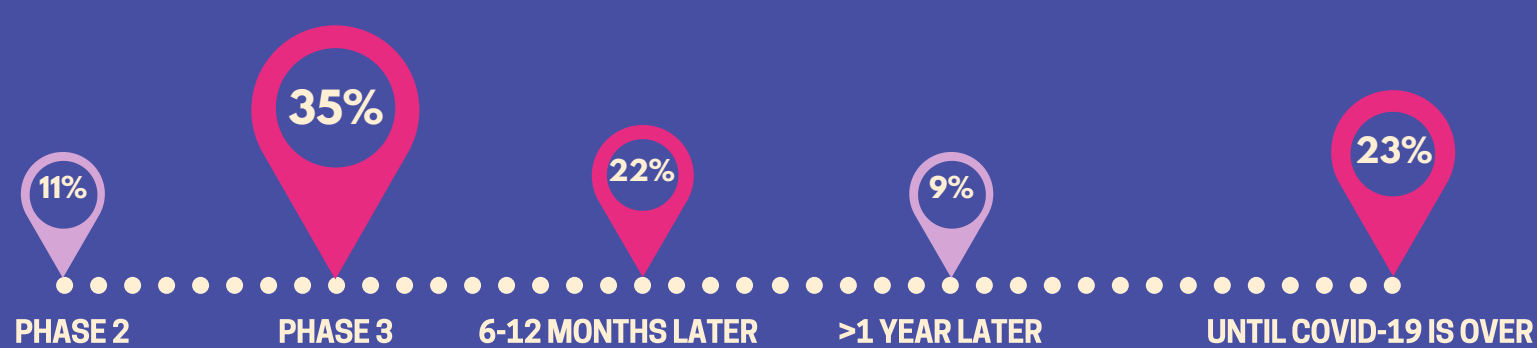


WHILE THREE-QUARTERS OF THE RESPONDENTS WATCHED ONLINE CONCERTS,

34%

WATCHED SCO DIGITAL PROGRAMMES

AFTER CIRCUIT BREAKER



MANY REMAIN CAUTIOUS ABOUT ATTENDING LIVE CONCERTS UNTIL AT LEAST PHASE 3

CONDITIONS FOR RE-ATTENDING CONCERTS



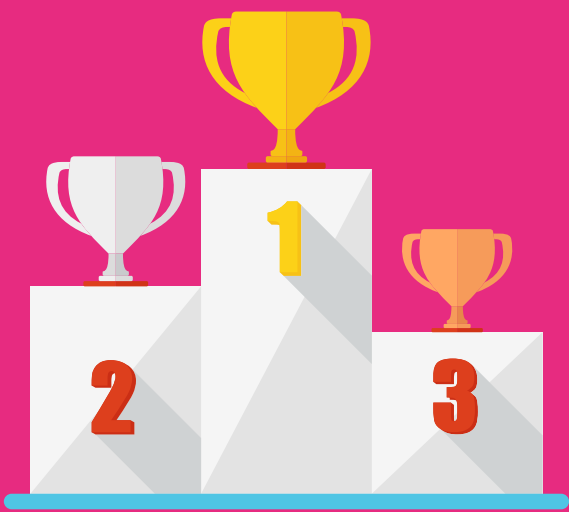
NECESSARY SOCIAL DISTANCING MEASURES ARE IN PLACE



ABLE TO ATTEND CONCERTS AS HOW THEY WERE BEFORE COVID-19

CURRENT SCO DIGITAL PROGRAMMES

TOP 3 MOST VIEWED CONTENT SERIES



1ST
#ROOMFORMUSIC
(78 EPISODES, 299K VIEWS)

2ND
#DABAOSCO
(31 EPISODES, 218K VIEWS)

3RD
HUMAN DIARIES
(13 EPISODES, 143K VIEWS)

VIEWING FREQUENCY



28%
WATCH ONCE A MONTH

16%
WATCH ONCE A WEEK

2%
WATCH ALMOST DAILY

54%
DID NOT WATCH AT ALL

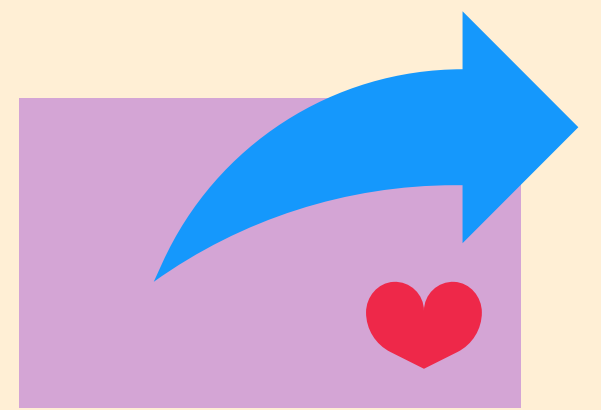
SATISFACTION OF PROGRAMMES



69%

OF RESPONDENTS GAVE
8 TO 10
OUT OF 10
RATING
AND WERE THEREFORE
SATISFIED WITH SCO DIGITAL
PROGRAMMES

RECOMMENDING PROGRAMMES

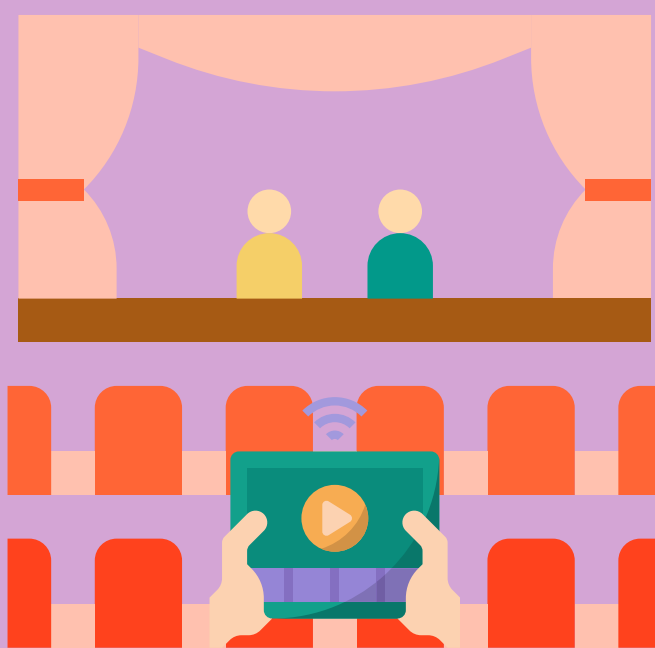


58%

WILL ONLY RECOMMEND TO
FAMILY AND FRIENDS
DEPENDING
ON THE
CONTENT

FUTURE SCO DIGITAL PROGRAMMES

LIVE & DIGITAL CONCERT MIX



57%

WILL STILL WATCH SCO DIGITAL
PROGRAMMES EVEN WHEN
LIVE CONCERTS RESUME

PREFERRED DIGITAL CONCERT TYPE



45%

PREFER TO WATCH LIVESTREAMING CONCERTS AS COMPARED TO
CONCERT ARCHIVES (22%) AND DELAYED BROADCASTS (33%)

LIVE AND DIGITAL CONCERT PRICING

DIGITAL CONCERT PRICING



UP TO
47%
PREFER TO GIVE
**PAY-AS-YOU-
WISH AMOUNT**
REGARDLESS OF
CONCERT TYPE

LIVESTREAMING CONCERT PRICING



\$19

IS THE MAXIMUM PRICE THAT
MAJORITY (65%)
ARE WILLING TO PAY