



FOR IMMEDIATE RELEASE

Survey: Many remain cautious attending live concerts post Circuit Breaker, SCO rolls out 2 digital chamber concerts in August and September 2020

The recent survey done by Singapore Chinese Orchestra also revealed that 65% of Singaporeans are willing to pay up to \$19 for livestream concerts.

Singapore, 19 August 2020 (Wednesday) – Singapore Chinese Orchestra (SCO) today announced the key findings from the *Digitalisation of Arts* survey which was done in July 2020, post Circuit Breaker.

The online arts survey interviewed a total of 720 respondents as part of its efforts in understanding audience behavior as a result of COVID-19's impact in Singapore. It examines respondents' level of engagement in arts and culture during this pandemic, and the motivations and barriers faced by locals in attending arts and cultural events and activities post COVID-19. Amongst the respondents, 51% were working adults, 28% and 15% were students and seniors respectively, and the remaining 6% was categorised as others.

Arts attendance and consumption

SCO found that respondents remain cautious about attending arts events, even post circuit breaker. Many are keeping their guard up and not attending live concerts, at least until Phase 3 or until COVID-19 is over.

7 in 10 respondents also mentioned that they will only be comfortable to re-attend live concerts if the following conditions are met: necessary social distancing and hygiene measures are in place, and attendees are able to attend events as how they were, before COVID-19 struck. These conditions are likely to encourage concert attendance in venue.

Ticket price for live and digital concerts

SCO found that respondents place more value on livestream concerts, as compared to delayed broadcast or archived recording. 65% of respondents are willing to pay up to \$19 for livestream concerts. This presents opportunities for arts groups and artists to reach out to more people through digital platforms and strive to cultivate a larger group of arts-embracing audience.

Future of the Arts

The survey also presents positive trends in respondents' appreciation of arts and culture. About 83% of respondents have attended at least one arts event a year and 75% of respondents have turned to watching arts events online.

SCO found that respondents do recognise that the arts play an important role in keeping their spirits high and bringing communities together. These affirm the good quality content and artistic excellence that our artists continue to pursue.

In addition, 57% of the respondents shared that they will still continue to watch digital programmes even after live concerts are allowed to resume.

SCO Executive Director Terence Ho said: "The survey results articulated the online audience behaviour well for us to plan, reach, share and sell our online and live concerts strategically. The results will enable us not only to showcase our artistic merit but our capability to transform and excel in the new normalcy."

More details about the *Digitalisation of Arts* survey can be found in [Annex A](#).

Digital Chamber Concerts

As announced previously, SCO will be rolling out 2 digital chamber concerts on SISTIC LIVE, in August and September 2020. Curated by SCO's Music Director Tsung Yeh, the two confirmed dates for the digital chamber concerts are: 28 August 2020 (Friday), 8pm and 18 September 2020 (Friday), 8pm.

On 28 August 2020, enjoy a music rendezvous with us and experience riveting chamber music of contrasting genres and cultures. Join us on a journey of music inspired from historical times to the contemporary, from melodic tunes to the provocative sonic textures. This digital concert even features chamber and ensemble works from world-renowned composers Chen Qigang and Tan Dun – don't miss it! Dizi Principal Yin Zhiyang and Cello Principal Xu Zhong will also serenade the audience with their soulful performances.

Audience members may purchase the e-tickets from the SISTIC website and catch our digital concert at the comfort of your home. For the 28 August 2020 digital chamber concert, tickets sales have already started on 17 August 2020. For the 18 September 2020 digital chamber concert, tickets will be available for sale from 1 September 2020.

More details about the concert's programme can be found in [Annex B and C](#).

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SCO Digital Chamber concert details:

Rendezvous 《邂逅》

Date: 28 August 2020, Friday

Time: 8pm

Ticket Price: \$15 (excludes \$1 SISTIC charge)

Please purchase e-tickets from SISTIC. Tickets are currently available for sale.

Event Link: <https://www.sistic.com.sg/events/slrendezvous0820>

Click [here](#) for pictures. (Pictures provided by Singapore Chinese Orchestra)

Nocturne 《悠然夜话》

Date: 18 September 2020, Friday

Time: 8pm

Please purchase e-tickets from SISTIC. Tickets will be available for sale from 1 September 2020.

-End-

About Singapore Chinese Orchestra

Singapore Chinese Orchestra (SCO) is Singapore's only professional Chinese orchestra. Inaugurated in 1997, the orchestra made up of more than 80 musicians took on the twin role of preserving traditional arts and culture and establishing new frontiers through the incorporation of Nanyang music elements in its repertoire. SCO has impressed a broadening audience with its blockbuster presentations and is fast establishing itself among its counterparts around the world. Known for its high performance standards and versatility, the SCO is recognized through invitations to perform at numerous prestigious events locally and internationally. In line with its vision to be a world-renowned people's orchestra, SCO continues to inspire, educate and communicate through its music.

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Check out our social media channels for the latest updates and daily content!

*Digital Series: [#Roomformusic](#) / [#CO101](#) / [Human Diaries](#) / [#DabaoSCO](#) / [#StaysafewithSNYCO](#) / [#SNYCOReplay](#)
SCO: [Facebook](#) / [Instagram](#) / [Youtube](#) / [Wechat](#) / [Website](#)
SNYCO: [Facebook](#) / [Instagram](#) / [Youtube](#) / [Website](#)*

Annexe A: Key Findings of the *Digitalisation of Arts* survey

i) Singaporeans remain cautious attending live concerts post Circuit Breaker, unless these conditions are met

Many are keeping their guard up and not attending live concerts, at least until Phase 3 or until COVID-19 is over. These conditions are likely to encourage concert attendance in venue: 7 in 10 respondents mentioned that they will only be comfortable to re-attend live concerts, if necessary social distancing and hygiene measures are in place, and attendees are able to attend events as how they were, before COVID-19 struck.

ii) Live and Digital concert mix preferred

Digital concerts may still remain as audiences' preferred choice, after live concerts are allowed to resume. 57% of the respondents shared that they will still continue to watch digital programmes and concerts, even when live concerts are allowed to resume at a later date. Also, 45% of the respondents prefer to watch livestream concerts, as compared to delayed broadcasts (33%) and archived recordings (22%).

iii) Livestreaming concert pricing – maximum \$19

More value is placed on livestream concerts, as compared to delayed broadcast or archived recording. 65% of respondents are willing to pay a maximum of \$19 for livestream concerts. For Digital concert pricing, up to 47% respondents prefer to give pay-as you-wish amount, regardless of concert type.

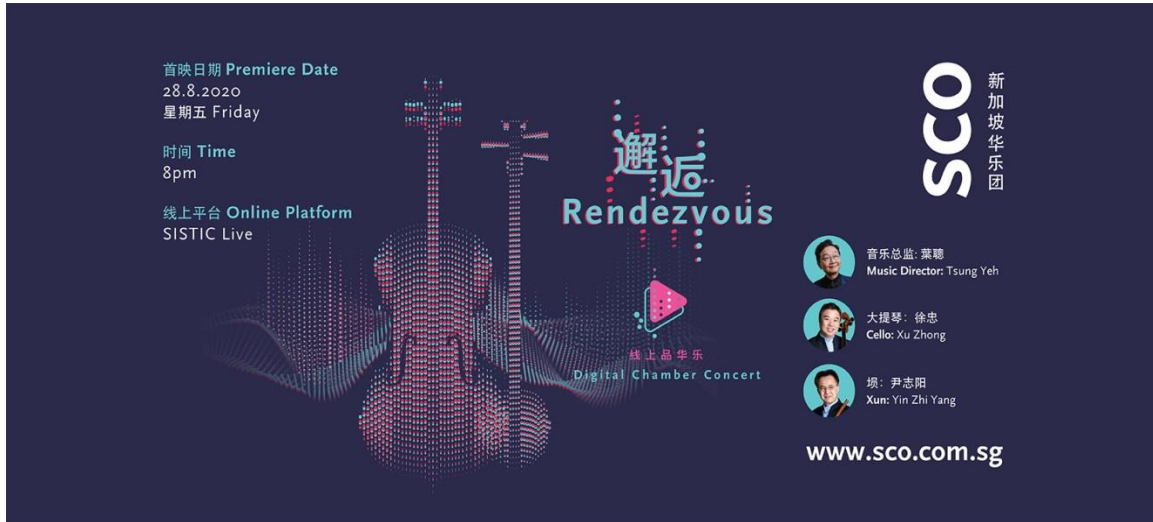
iv) Arts lift spirits

Arts play an important role in keeping spirits high and bringing communities together. About 83% of respondents have attended at least one arts event a year and 75% of respondents have turned to watching arts events online.

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Note: You may also refer to the infographics provided by SCO, in a separate PDF document.

Annex B: SCO Digital Chamber Concert 28 August 2020



Programme

《楚歌》3' 古曲、张维良、尹志阳改编
The Song of Chu Ancient tune, Rearranged by Zhang Weiliang, Yin Zhiyang
埙 Xun: 尹志阳 Yin Zhiyang

《牧歌》4' 沙汉昆
Idyll Sha Hankun
大提琴 Cello: 徐忠 Xu Zhong
钢琴伴奏 Piano Accompanist: 葉聰 Tsung Yeh

《三位一体》第三乐章 3' 内博伊沙·济夫科维奇
Trio Per Uno, Movement III Nebojša Jovan Živković
打击乐 Percussion: 陈乐泉 Tan Loke Chuah
巫崇玮 Boo Chong Wei Benjamin
张腾达 Teo Teng Tat

《三笑》 10'
Three Images of Laughter

陈其钢
Chen Qigang

尺八 Shakuhachi / 笛子 Dizi : 尹志阳 Yin Zhiyang
琵琶 Pipa: 俞嘉 Yu Jia
三弦 Sanxian: 黄桂芳 Huang Guifang
古筝 Guzheng: 许徽 Xu Hui

《韶 I》 9'
Shao I

高为杰
Gao Weijie

扬琴 Yangqin: 瞿建青 Qu Jianqing
琵琶 Pipa: 俞嘉 Yu Jia
三弦 Sanxian: 黄桂芳 Huang Guifang
古筝 Guzheng: 许徽 Xu Hui
二胡 Erhu: 谭曼曼 Tan Manman
箫 Xiao/ 笛子 Dizi: 尹志阳 Yin Zhiyang
打击乐 Percussion: 陈乐泉 Tan Loke Chuah
巫崇玮 Boo Chong Wei Benjamin

《天影》 9'
Suite for Chinese String Instruments

谭盾
Tan Dun

高胡 Gaohu: 李宝顺 Li Baoshun
高胡 Gaohu: 赵莉 Zhao Li
板胡 Banhu: 李玉龙 Li Yulong
二胡 Erhu: 赵剑华 Zhao Jianhua
二胡 Erhu: 沈芹 Shen Qin
二胡 Erhu: 谭曼曼 Tan Manman
二胡 Erhu: 陈淑华 Chen Shu Hua
中胡 Zhonghu: 吴可菲 Wu Kefei
中胡 Zhonghu: 李媛 Li Yuan
大提琴 Cello: 徐忠 Xu Zhong
大提琴 Cello: 沈廉杰 Sim Lian Kiat, Eddie
低音提琴 Double Bass: 张浩 Zhang Hao
低音提琴 Double Bass: 王璐瑶 Wang Luyao

节目策划 Programme Curator : 葉聰 Tsung Yeh

音乐会全场约 45 分钟。Approximate concert duration: 45 minutes.

Annex C: SCO Digital Chamber Concert 18 September 2020

Nocturne 《悠然夜话》
Date: 18 September 2020, Friday
Time: 8pm
Venue: SISTIC Live

Programme

《台湾民谣三首》之《天黑黑》 3'
Ti Or Or from Three Taiwanese Folk Tunes

罗伟伦编曲
Arranged by Law Wai Lun

高胡 Gaohu: 李宝顺 Li Baoshun
高胡 Gaohu: 刘智乐 Liu Zhiyue
二胡 Erhu: 谢宜洁 Hsieh I-Chieh
二胡 Erhu: 张彬 Zhang Bin
中胡 Zhonghu: 吴可菲 Wu Kefei
中胡 Zhonghu: 吴泽源 Goh Cher Yen
大提琴 Cello: 黄亭语 Huang Ting-Yu
低音提琴 Double Bass: 王璐瑶 Wang Luyao
指挥 Conductor: 葉聰 Tsung Yeh

《春江花月夜》 5'
Moonlit Night on a Spring River

古曲、邱大成改编
Ancient tune, Re-arranged by Qiu Dacheng

琵琶 Pipa: 俞嘉 Yu Jia
古筝 Guzheng: 许徽 Xu Hui

《悠然》 8'
Carefree

艾立群作曲
Composed by Ai Liqun

二胡 Erhu: 张彬 Zhang Bin
笛子 Dizi: 曾志 Zeng Zhi
古筝 Guzheng: 许徽 Xu Hui
中阮 Zhongruan: 张蓉晖 Zhang Ronghui
琵琶 Pipa: 俞嘉 Yu Jia
指挥 Conductor: 葉聰 Tsung Yeh

《忆秦娥》9'
Reminiscence of Qin E

周成龙作曲
Composed by Zhou Chenglong

二胡独奏 Erhu solo: 赵剑华 Zhao Jianhua
中阮 Zhongruan: 张蓉晖 Zhang Ronghui
扬琴 Yangqin: 瞿建青 Qu Jianqing
古筝 Guzheng: 许徽 Xu Hui
高音笙 Gaoyin Sheng: 王奕鸿 Ong Yi Horng
中音笙 Zhongyin Sheng: 郑浩筠 Cheng Ho Kwan Kevin
打击乐 Percussion: 张腾达 Teo Teng Tat
指挥 Conductor: 葉聰 Tsung Yeh

《夜歌》7'
Song of Night

罗伟伦作曲
Composed by Law Wai Lun

柳琴 Liuqin: 张丽 Zhang Li
扬琴 Yangqin: 瞿建青 Qu Jianqing
琵琶 Pipa: 俞嘉 Yu Jia
中阮 Zhongruan: 张蓉晖 Zhang Ronghui
大阮 Daruan: 景颇 Jing Po
三弦 Sanxian: 黄桂芳 Huang Guifang
大提琴 Cello: 黄亭语 Huang Ting-Yu
低音提琴 Double Bass: 王璐瑶 Wang Luyao
打击乐 Percussion: 陈乐泉 Tan Loke Chuah
打击乐 Percussion: 巫崇玮 Boo Chong Wei Benjamin
打击乐 Percussion: 张腾达 Teo Teng Tat
指挥 Conductor: 葉聰 Tsung Yeh

《夜深沉》6'
Night Thoughts

京剧曲牌、李民雄编曲
Peking Opera Tune, Arranged by Li Minxiong

京胡独奏 Jinghu solo: 李宝顺 Li Baoshun
打击乐 Percussion: 巫崇玮 Boo Chong Wei Benjamin
京二胡 Jing erhu: 刘智乐 Liu Zhiyue
月琴 Yueqin: 张丽 Zhang Li
二胡 Erhu: 谢宜洁 Hsieh I-Chieh
二胡 Erhu: 张彬 Zhang Bin
中胡 Zhonghu: 吴可菲 Wu Kefei
中胡 Zhonghu: 吴泽源 Goh Cher Yen
大提琴 Cello: 黄亭语 Huang Ting-Yu
低音提琴 Double Bass: 王璐瑶 Wang Luyao
高音笙 Gaoyin Sheng: 王奕鸿 Ong Yi Horng
笛子 Dizi: 曾志 Zeng Zhi
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音乐会全场约 45 分钟。Approximate concert duration: 45 minutes.