

Case 4: Orchestra and live concerts

Race for survival



There has been tremendous pressure on profit margins of bands and orchestras due to a number of factors including low patronage, low entry fees, disloyal customer base, lower subsidies and popularity among today's consumers

Need to look for international demand and supply/expand accordingly



Pressure to adopt commercial mechanisms such as pre-recorded orchestra in order to stay profitable

All these constraints pose serious challenges for the survival of orchestras and live performances in next few decades. How do you see their business model by the year 2020?