Philadelphia Orchestra: Test and Learn to Build a Seamless Customer Experience
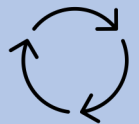
What Is It?
A digital season giving ticketholders and subscribers access to newly recorded, full orchestral performance premieres followed by 1 week of on-demand access

How Do They Do It?
- Work with Brightcove to design a Digital Stage with more control over the purchase and viewing experience
- Test a digital experience by launching new content for free
- Consistently reevaluate pricing and update competitor set

What Do They Charge?
- Single tickets: $17/ticket
- Subscription packages: Start at $45 ($15/ticket for 3 or more performances)
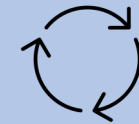
Paywall
1. Offered archival content with a free paywall in April 2020
2. Explored donation-based purchase paths for virtual gala in June 2020
3. Built the Digital Stage and paywall entirely in-house, using Brightcove and vMix for streaming

Content
1. Transferred learnings from virtual events to digital concerts
2. Offered a newly recorded orchestral performance free for one week as a soft launch for the Digital Stage
3. Developed a Digital Lobby with behind-the-scenes content to motivate new purchases

Pricing
1. Set initial price based on other major symphony orchestras' pricing
2. Tested $2 increase, saw willingness to pay higher
3. Sold approx. 1500 tickets per program, averaging $16-18K (USD) in revenue

Subscription Purchase Page for the Digital Stage

Subscribe and save! Your season of music starts when you want it to. Pick any three (or more) concerts and relax knowing that you have reserved time in your life for enjoyment, escape, and invigoration.

Experience Our World Now on the Digital Stage with *Your* Philadelphia Orchestra.

CREATE YOUR OWN PACKAGE

marketing messaging emphasizes flexibility, convenience and ease of access

Launch of the Digital Stage

multi-camera setup increases the value of the experience

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What Philadelphia Orchestra Does Well

1

Communicates consistently and transparently with patrons

- Frequent contact with stakeholders while building their paywall enabled the Orchestra to sell tickets immediately at launch

- Audience surveys provided direction for iterated tests

2

Tests digital deliberately, rigorously, and rapidly

- Used all early digital initiatives as opportunities to build internal confidence to eventually create a paywall

- Prioritized making the customer purchase and viewing experience seamless before charging a fee for content

3

Increases revenue by adjusting prices to meet demand

- Did not fear adjusting prices to test the outcome

- Found that a price increase did not reduce sales

You Might Consider This Model If You Are Asking These Questions…

How can we quickly and consistently **learn what audiences want from digital?**

How can we **competitively price** our offerings in a relatively new market for our organization?