FLINDERS QUARTET INC.
FQ DIGITAL REVIEW
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FQ Digital launched in February 2022 and FQ's model was to offer our back catalogue of content for free, and to put current (i.e. 2022 and 2023 concerts) high quality filmed concerts behind a paywall, offering 12-month access for $50. Once a particular concert had been behind the paywall for 12 months, it is moved to the 'free' section.

After almost two years of the current model, we have reflected on the history and current situation, in order to make a proposal for the future of FQ Digital.

HOW FQ HAS PERFORMED

- FQ Digital subscribers
  - Total of 62 subscriptions since launch
  - 12 current subscribers (i.e. still within their 12 month sub period)
  - 2 renewals
- Income:
  - $2,318 in 2022
  - $428 in 2023
- Engagement:
  - digital.flindersquartet.com traffic
    - Jan-Dec 2022 - 1,742 visits
    - Jan-Nov 2023 - 893 visits
  - digital.flindersquartet.com top five page views
    - Jan-Dec 2022
      1. Home - 1,864
      2. Free content welcome page - 497
      3. FQ Digital subscriber digital concerts (paid) - 260
      4. FQ Discover (free) - 240
      5. Past performances (free) - 236
    - Jan-Nov 2023
      1. Home - 893
      2. Free content welcome page - 173
      3. Past performances (free) - 137
      4. FQ Digital subscriber digital concerts (paid) - 98
      5. FQ Discover (free) - 69

WHAT ARE OTHERS DOING

We initially started FQ Digital inspired by Kronos 50 (see link below), seeing the need for a similar resource for Australian string quartets.

- KRONOS https://50ftf.kronosquartet.org/ presents a free library of fifty contemporary works designed to guide string quartets in developing and honing the skills required for the performance of 21st-century repertoire.

- Australian String Quartet's digital offering https://asq.com.au/on-demand/ is the most logical with which to compare FQ Digital:

  "We are excited to now offer you access to On Demand in a whole new way. With an On Demand Pass you receive access to everything available on ASQ On Demand (along with anything new that is added) for the duration of your pass. And, your pass duration doesn't start until you watch your very first video, allowing you to purchase a pass and use it at a time that works for you."

  PASS DURATIONS AND PRICING
  - 1 week | $7
  - 1 month | $20
  - 6 months | $35
  - 1 year | $60

- Australian Music Centre https://www.australianmusiccentre.com.au/
  - Catalogue of AMC represented composers and their library of compositions
  - Searching for relevant music can be time consuming

- Australian Digital Concert Hall or ADCH (previously Melbourne Digital Concert Hall/MDCH) https://australiandigitalconcerthall.com/#/home

  Insider knowledge says ADCH is struggling to monetise content with their current model.

  "Your access-all-areas pass to the full livestreamed program and the ADCH On-Demand Library. For just $50 a month, enjoy an average of 20 top-quality livestreamed concerts, as well as instant access to a growing library of past ADCH highlights from around Australia. Available from the time of purchase, your ongoing subscription will be debited monthly."

- Australian Chamber Orchestra https://www.acoondemand.com/

  "Register now to access free content. ACO On Demand is the Australian Chamber Orchestra's official streaming platform and home of ACO StudioCasts films, exclusive ACO In Concert broadcasts, stunning Pier 2/3 Sessions, and more."

- Most of the videos of concerts are on a rental basis for $9.99
- Free content is shorts etc.

FQ DIGITAL WINS

- Launching FQ Digital
- The curation of FQ online material in one place
- Positive feedback from regional and access-challenged audiences
- Initiating a one stop shop for string quartets

FQ DIGITAL CHALLENGES

- Maintenance and keeping material relevant
- HR time in collating and uploading new material

COSTS

- Platform costs: $1,830 for last 12 month period (Dec '23 to Nov '24)
- Digital concert production costs: approx $5,800 per concert, including filming, sound recording/editing, and Melbourne Recital Centre extra production and commercial recording charges. Note that these are costs that are incurred for the documentation of performances, regardless of whether or not they end up on FQ Digital.

WHY WE WANT TO KEEP FQ DIGITAL

- Making sure FQ is accessible and that people are seeing FQ's performances outside of the live concert environment
- Making sure other ensembles have access to resources to make it easy for for them to play these works (especially the ones FQ commissions/premieres); an easily accessible resource portal
- It aligns strongly with our vision, mission and purpose

FQ DIGITAL IN THE FUTURE

- Integrate into main FQ website
- Offer free access to all content, with suggested/prompted monthly donation call-to-action
- All commissions from FQ represented
- Maintenance outsourced
- All works on FQ Digital have
  - Video

- ○ Program notes/FQ Discover links
- ○ Link to buy scores
- ○ Link to composer website if relevant

PROPOSED NEXT STEPS

1. **December 2023**
   Curate performances of works not yet online with program notes and link to scores

2. **December 2023**
   Notify current FQ Digital subscribers of change to free platform from Feb 1, 2024, with the following messaging:
   - FQ's commitment to accessibility of material and ensuring new works are integrated into the string quartet canon means we are making the bold move to make our digital content free!
   - As a thank you, please accept a voucher for a double pass redeemable at Montsalvat, St Johns Southgate or St Johns Flinders concerts. Use it yourself or pass it onto a friend.

3. **January 2024 onwards**
   Update current digital.flindersquartet.com site to remove paywall and make all content free (add a donate call-to-action). To be made live February 1.

   Plan overhaul of flindersquartet.com website (template hasn't been updated since website's initial conception)
   - Identify outsourcing opportunities for website design and maintenance

4. **February 1, 2024**
   Make updated FQ Digital site live.

5. **April 2024**
   Integrate FQ Digital (digital.flindersquartet.com) into FQ website (flindersquartet.com) making content free but with call-to-action for donations.