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MPO PRESENTS MPO PLAYS ON! – A DIGITAL CONCERT SERIES

Continuing the digitalisation effort which started during the Movement Control Order (MCO), the Malaysian Philharmonic Orchestra (MPO) embarked on a new journey to delight the audience, full of magnificent orchestral performances with a digital concert series called *MPOPlaysOn*.

The series featured several full-length concerts by the MPO performing wonderful selections of classical music. These concerts, led by MPO's own Naohisa Furusawa and Gerard Salonga, were pre-recorded and made available for free on MPO YouTube Channel, MPO TV. The digital series which started in September 2020, has amassed over 60,000 views as of January 2021. Its latest concert in the series, titled *The Elegant 8th*, were premiered on 1 January 2021 and has already gained over 1,000 views.

MPOPlaysOn campaign is an initiative to provide high-quality orchestral performance to the public digitally amidst the Covid-19 pandemic. It is a continuation of digitalisation effort by Dewan Filharmonik PETRONAS (DFP) and the MPO which started during April 2020 with 'MPO at Home' – a digital campaign comprising a series of short videos featuring the MPO and the Malaysian Philharmonic Youth Orchestra (MPYO) musicians performing virtually from the comfort and safety of their homes during the MCO. The campaign received an overwhelmingly positive response from the public. Its most popular videos; MPYO's *Star Wars* and MPO's *Tanah Pusaka*, garnered over 3 million views on Facebook, over 39,000 views on Instagram and over 58,000 views on MPO TV.

The digitalisation effort was then followed by 2 collaboration projects in August; first collaboration was with Wisma Putra for *Malaysia's Virtual National Day 2020 Reception Concert* and the second collaboration was with Orkestra RTM & National Symphony Orchestra for *Konsert Bangkit Malaysia*. Both concert videos are made available online in Facebook and YouTube on 31 August 2020 and have since garnered a total of over 1 million views for *Malaysia's Virtual National Day 2020 Reception Concert* and over 20,000 views for *Konsert Bangkit Malaysia*.

Don't miss out the MPO's digital concert series, only at MPO TV!

Visit www.mpo.com.my or check out the MPO social media platforms (Facebook, Instagram and YouTube) for any latest updates.

Telephone Bookings: 03-23317007

Email Bookings: boxoffice@dfp.com.my

MPO website: www.mpo.com.my

Facebook & Instagram: [malaysianphilharmonicorchestra](#)

YouTube: MPO TV

Spotify: MPO

Note to Editors:

If you would like to arrange for an interview, photograph or review the concert, kindly call Aizat at 03-23925872 or email mshahiraizat.mshuh@dfp.com.my