

# The Philadelphia Orchestra's Global Concert Series

Broadcasting **LIVE** concerts to your location with  
**INTERACTIVE** content through Internet2



Audience research and planning for the mission-driven world.



# The Players

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# **Global Concert Series— what is it?**

- **Live Philadelphia Orchestra concerts transmitted via Internet2**
- **Enhanced with live, interactive, and pre-recorded content during pre-concert, intermission, and post-concert periods**
- **Entertaining, informative, and unique content incorporating seven robotic HD cameras**
- **Opportunities for universities: education, community development, revenue generation**
- **Supported with technical assistance and publicity materials**



# Mission

## The Philadelphia Orchestra is committed to:

- Being a leader in the creation and distribution of the highest quality classical music experiences, to diverse audiences around the world, using state of the art technologies like Internet2
- Building a global audience for live concerts leveraging performances within Verizon Hall at the Kimmel Center
- Advancing its proud tradition of technical innovation and artistic excellence
- Using Internet2 and the Global Concert Series as a catalyst for creativity and collaboration across the organization
- Enhancing revenue streams and recovering costs



# What have we done so far?

- **MAGPI was essential in guiding and educating the Philadelphia Orchestra about Internet2 and helped to establish early partnerships.**
- **Pilot tested at 6 universities last year**
  - Conducted research to evaluate pilot waves
- **Pilot phase continued this fall with additional universities**
- **5 concerts scheduled for the series January-May**

## Test pilot participants include:

- Eastman School of Music
- Indiana State University
- Lehigh University
- New World Symphony
- Stony Brook University
- Texas A&M University
- University of Arizona
- University of Colorado (Atlas Institute)
- University of Delaware
- University of South Florida
- University of Southern California
- Wichita State University
- Enthusiastic response from K-12 schools



# Internet2 SWOT analysis

## Strengths

- Expands the reach of the brand
- An industry “first”
- Universities are eager to have access to new content
- Positive response from audiences

## Opportunities

- Potential to engage young people
- Can increase interactivity between orchestra and audience
- Can expand worldwide
- Potential for revenue generation

## Weaknesses

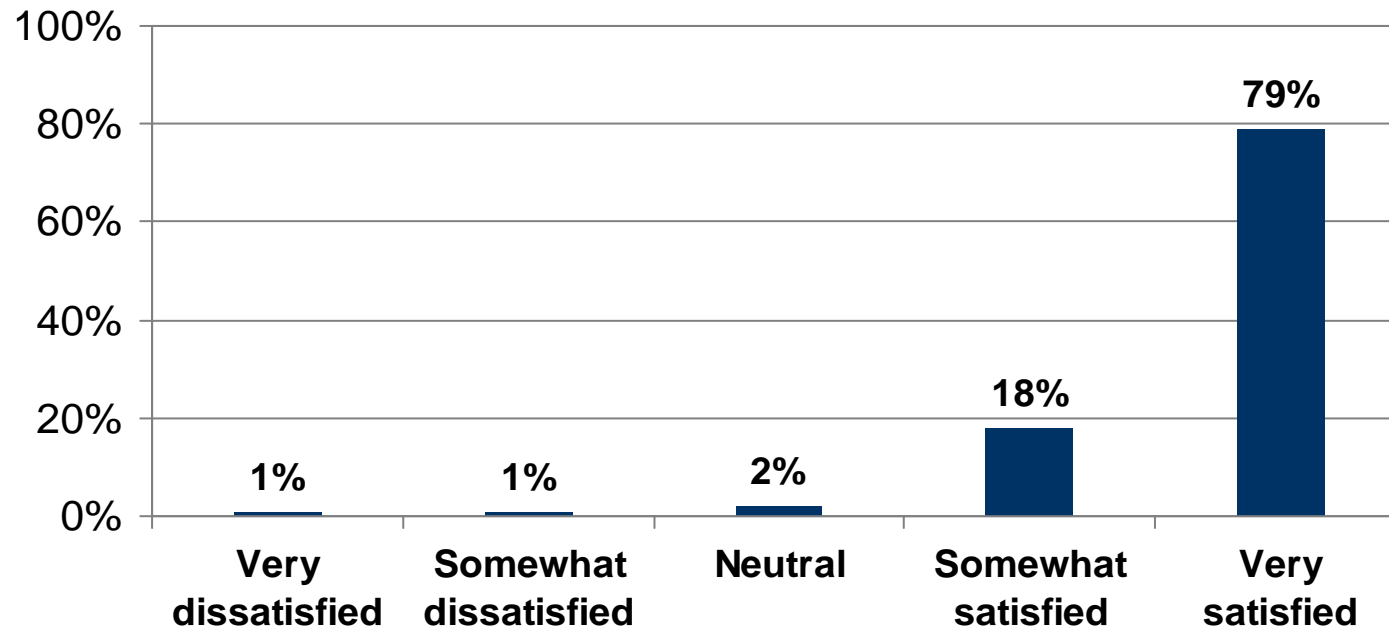
- Requires significant capital investment and staff IT capabilities
- Time-consuming to build relationships with universities
- Reliant on quality of hosts and camera work

## Threats

- Barriers to entry are just financial
- Uncertainty about musicians’ reactions
- Uncertain audience expectations
- Dependent on universities for technical quality
- Cannibalization levels unknown



# What do audiences think?



- The vast majority fully enjoyed the Internet2 concerts
- Most were willing to pay for their experience (\$14 on average)



# What did they like...and dislike?

## What they liked most

- Seeing the musicians and conductor up close
- Audio sound quality
- Camera work
- The sense of watching the performance live
- Opportunity to enjoy the Orchestra without having to travel

## What could be improved

- Quality and engagement of the host
- Camera work – needs to follow the musicians better
- Eliminate technical glitches



# Lessons learned: What it takes...

## Programming

- A great concert
- Importance of interactivity and sense of “liveness”

## Production

- Quality of transmission, host and camera work must be excellent

## Technical

- Internet2 connection and infrastructure to capture content
- Streaming technology choice is critical and complicated
- A formal testing plan is essential

## Administrative

- Strong partnerships must be developed
- Staff needs to be built to support effort
- Importance of allowing for long lead times to account for venue scheduling and budgeting
- Importance of a venue that delivers an experience with impact
- Board and donors who support the vision



# Ways to get feedback on your technology advances

- Pop-up surveys on your web site
- Focus groups/one-on-one interviews
- Surveys on-site
- [will add to list once I see everyone's slides]

**Don't forget to research those who aren't using the technologies yet!**



**Thank you for joining us.**



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