A Presentation for Orchestras Canada by: Tricia Baldwin, Director, Isabel Bader Centre for the Performing Arts at Queen's University

July 6, 2020

KEY CONCEPTS

THE AIM IS FOR EQUAL ARTISTIC QUALITY FOR THE ONLINE EXPERIENCE.

High-Fidelity Production Values: Artistic

Excellence

Artists are Paid

Excitement of Streamed LIVE Performance

Multi-faceted Monetization Model

Audience Interaction

Multi-site Access to Performances

Technical Prep + Redundancy

Larger Market Collaboration with other Presenters



WHAT HAVE WE DONE?



www.isabeldigitalconcerthall.queensu.ca



Search this site Q

HOME LIVE STREAMS CONCERT VIDEOS VIRTUAL TOUR HEAR FROM US CONTACT

ISABEL

www.isabeldigitalconcerthall.queensu.ca

BUILDING ONLINE SERVICES

DIGITAL CONCERT HALL COMPONENTS

LIVE STREAMING -DIRECT

LIVE STREAMING -REMOTE

VIDEO LIBRARY

ONLINE FESTIVAL

PROGRAMMING +

STREAMING/WEBCASTING

COLLABORATIONS

BADER AND OVERTON



LIVE STREAMING - REMOTE

Cello Competition remote streaming from 7 cities in 3 countries

COLLABORATING
PARTNERS:
Bader Philanthropies and
Isabel Overton Bader
CBC.ca/music
Kingston Symphony



THE BALLYTOBIN

Cive from THE ISABEL ONLINE SUMMER MUSIC FESTIVAL

MAY-AUG 2020

COLLABORATING PARTNERS:

Ballytobin Foundation, Community programming committee, Skeleton Park **Arts Festival, DAN School** of Drama and Music, **Kingston Symphony, Ottawa Chamberfest**, **Chamber Music Society of Detroit, Rhode Island Chamber Music, The War Memorial Grosse Pointe,** and CBC.

STREAMING DIRECT FROM THE ISABEL

www.isabeldigitalconcerthall.queensu.ca/events/gryphon-triot

SELL OTHER PRODUCTS

Recordings, merchandise, concert tickets

EARNED REVENUE

Pay per view/ Subscription Model

COLLABORATIONS

Collaborations with other presenters to pool resources for artist payments

ADVERTISING/ SPONSORSHIP

Online Programming
YouTube Partner
Program

DONATIONS

Online donations from streaming audience

MAJOR GIFTS

Major Gifts for online initiatives

MULTIFACETED MONETIZATION MODEL

Balancing Impact:

Audience Reach

Payment for Value

WHAT DID WE LEARN?

PRODUCTION VALUES: HIGH-FIDELITY SOUND

We take our online performances as seriously as our live performances

1. HAVE A COMMITTED, EXPERT PRODUCTION TEAM AND PREPARE FOR HIGH WORKLOAD

Estimate a great deal of production time and testing with online work by the production team comprising of audio/film/streaming experts.

2. EXCELLENCE IN AUDIO

Excellent SOURCE
SOUND microphones

Studio 6/0BS streaming software that does NOT compress the sound (as on ZOOM)

Vimeo Landing Page

Vimeo or YouTube distribution

3. CREATE FOR THE MEDIUM

Online viewing from a tablet or computer is different than the live experience.

Need to constantly vary visual perspectives with multiple cameras.

Need to have brighter lighting than live concerts.

4. TEST. TEST. TEST.

Software and hardware tests.

Tests to destination sites to ensure linkage.

Audio/visual tests
viewed on computer
and tablet - this is what
audience members will
see and hear.

5. TECHNICAL REDUNDANCY

Ensure at least two computers are recording/streaming in case of hard drive crash.

Ensure multiple
destination sites for
audiences (e.g.
YouTube, Facebook) in
case one site closes
down.

6. STREAMING FEED TO MULTIPLE SITES

Digital Concert Hall
YouTube
Facebook
Vimeo

NOTE: Social media sites enable sharing of streamed concert.

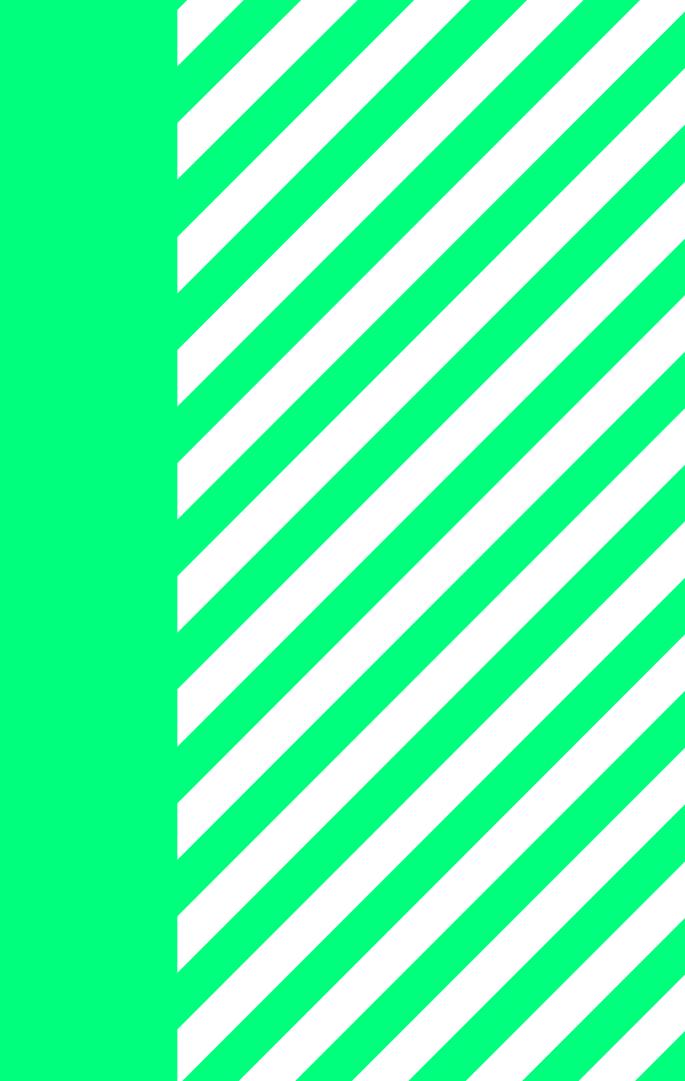
7. AUDIENCE PARTICIPATION

Ability for audience members to comment and ask questions during the performance.

Ensure staff provide welcoming messages and immediate feedback to comments.

Collect audience questions and have artists answer right after the performance.

Remember that the artists need to let the audience know when the concert is over (artists stand and bow, artist thanks audience for joining the concert).



EASY PERFORMANCE PAYMENT SYSTEM FOR ONLINE CONCERTS

Private events on public site for purchase.

PWYC (Pay What You Can) and designated pricing, integrated bank E-xact hosted payment for PCI Compliance.

INCREASING NUMBER OF COLLABORATORS TO INCREASE AUDIENCE REACH AND TO INCREASE ARTIST FEES

We are in discussions with a number of presenters on co-creating a series in the fall.

NEW CREATION PROGRAM

Developing a new creation program for artists that will also utilize the Isabel Digital Concert Hall.

THANK YOU TO OUR ACE ISABEL TECHNICAL TEAM



Aaron Holmberg, Noah Sullivan, and Jesse MacMillan

BEST WISHES
FOR YOUR
ONLINE
ADVENTURES!





ISABEL DIGITAL CONCERT HALL

Olecn's University

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ISABEL BADER CENTRE FOR THE PERFORMING ARTS