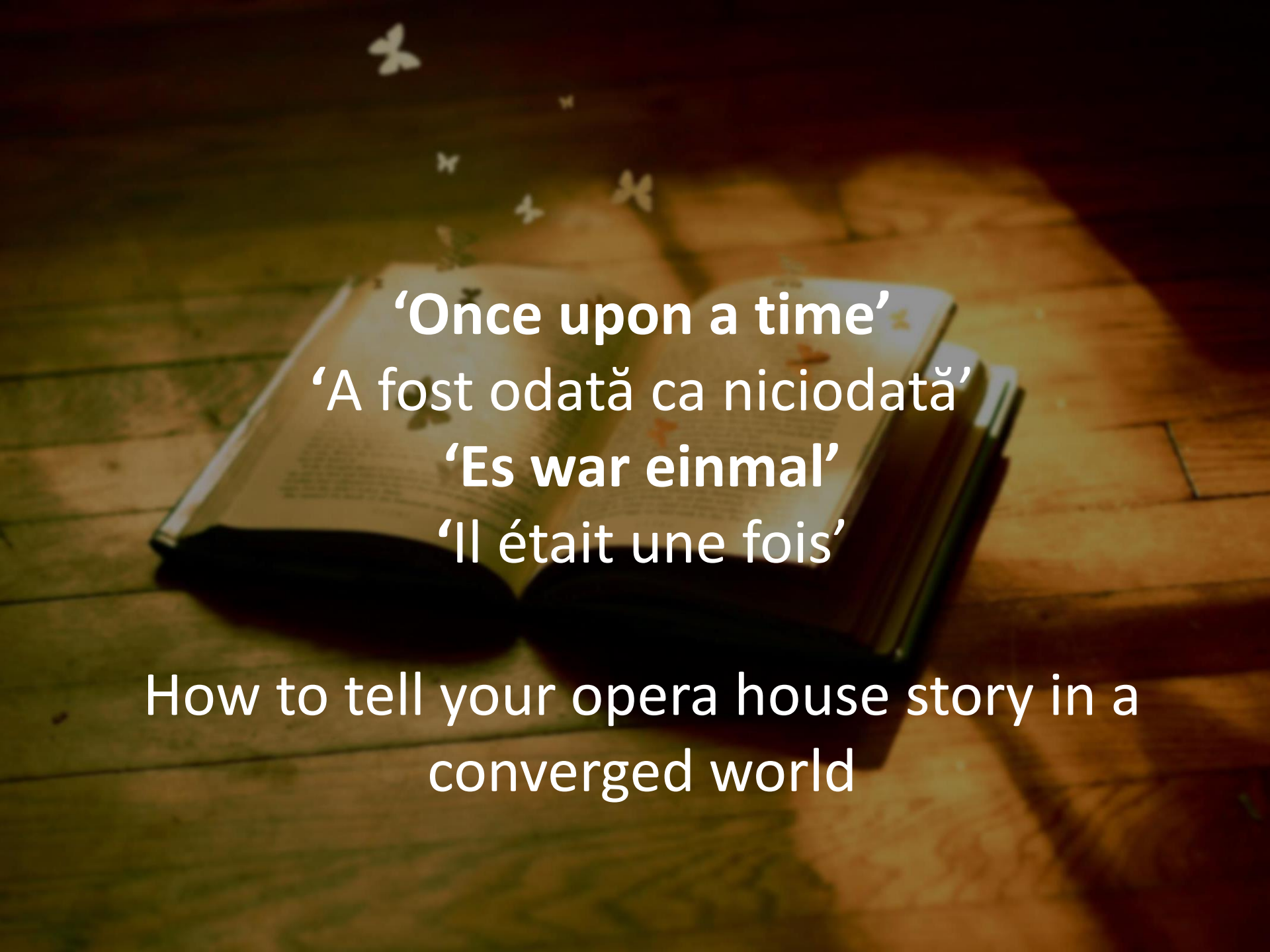


# Production Models for Digital Content

Bucharest 20<sup>th</sup> Nov 2015

Peter Maniura

BBC Arts

An open book lies on a wooden floor, illuminated by a warm, golden light. Several small, white butterflies are scattered around the book, some resting on the pages and others in flight. The scene is set against a dark background, creating a magical and nostalgic atmosphere.

**‘Once upon a time’**  
**‘A fost odată ca niciodată’**  
**‘Es war einmal’**  
**‘Il était une fois’**

**How to tell your opera house story in a  
converged world**



# The Space



THE ARTS – FREE AND ON DEMAND

▶ LISTEN TO THE SPACE

Search

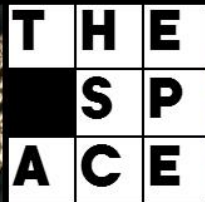
- DANCE
- FILM
- LITERATURE & SPOKEN WORD
- MUSIC
- PERFORMANCE & FESTIVAL
- THEATRE
- VISUAL & MEDIA ARTS
- EXPLORE



THE SPACE JOURNEY



HENRY VI PART I: HARRY THE SIXTH  
THE GLOBE



## The Space Collection

Full performances  
Original work  
Rare archive  
Direct from some of the UK's greatest artists and arts organisations



HENRY VI: THE MUSIC SCORES



NAM JUNE PAIK  
NAM JUNE PAIK



HENRY VI PART I: SYNOPSIS



JOHN PEEL'S RECORD COLLECTION: A TO Z



FLOWERS OF LONDON  
SCORING THE SILENTS



PAIK  
NAM JUNE PAIK



TRANSMITTED LIVE  
NAM JUNE PAIK

# BBC Arts Online

The image shows the BBC Arts Online homepage. At the top, there is a navigation bar with the BBC logo, a 'Sign in' button, and links for News, Sport, Weather, iPlayer, TV, Radio, and More. A search bar is located on the right. Below the navigation bar is a large banner featuring three black and white photographs of artist Ai Weiwei. A red box with white text is overlaid on the middle photograph, reading: 'NEW Ai Weiwei at the Royal Academy: A refugee artist with worldwide status'. Below the banner are three main content tiles. The first tile on the left shows a stack of 'BBC ARTS NEWSLETTER' documents with the text 'Read this week's BBC Arts newsletter' and a 'Click here to subscribe' link. The middle tile features a play button icon and a photo of John Cleese, with the text '40 years since Fawlty: John Cleese on his best known character'. The third tile on the right shows a photo of the Glasgow Citizens Theatre with the text 'Glasgow's Citizens Theatre at 70: Growing old disgracefully'. At the bottom, there are two smaller thumbnails: one with a colorful abstract graphic and the text 'Tonight, 1976 FROM THE VAULTS', and another showing a person singing into a microphone.

BBC Sign in News Sport Weather iPlayer TV Radio More Search

ARTS

Home Books at the BBC Art and Artists Performance Film Get Creative

**NEW**  
**Ai Weiwei at the Royal Academy: A refugee artist with worldwide status**

Read this week's BBC Arts newsletter  
[Click here to subscribe](#)

40 years since Fawlty: John Cleese on his best known character

Glasgow's Citizens Theatre at 70: Growing old disgracefully

Tonight, 1976 FROM THE VAULTS

# The Opera Platform

ABOUT **arte** NEWSLETTER

THE OPERA PLATFORM

OPERAS COLLECTIONS CONTRIBUTORS COMING SOON

Q EN

## Moniuszko - STRASZNY DWÓR

Polish National Opera offers its brand new production by David Pountney of STRASZNY DWÓR (“The Haunted Manor”) – the most beloved opera by Stanisław Moniuszko, a key figure in history of Polish music; a masterpiece of 19th century opera, tuneful, original and with an amusing story.

▶ Polish National Opera  
 19 November 2015 at 18h55 CET

The internet (and people's use of it) has changed a lot over the years



# 'Once upon a time...'

'An opera begins long before the curtain goes up and ends long after it has come down. It starts in my imagination, it becomes my life, and it stays part of my life long after I've left the opera house'

Maria Callas





# The Opera Factory

- House
- History
- Repertoire
- Artists – conductors, soloists, chorus, orchestra
- Sets, costume, armoury
- Archive and library
- Technical team
- Education and outreach

# Live-to-digital arts – a snapshot

## May 2015

### What is live-to digital arts?

“Any live arts performance captured using digital video technology for internal use or external broadcast, online, on TV or in the cinema”

### Who watches live-to-digital arts?

**26%** of the UK population have watched live-to digital arts content either in the cinema or online

**7%** of have watched live-to-digital arts content, but have not seen live arts in the past 12 months

A further **37%** say they may be interested in watching live-to-digital arts in the future

Non-viewers are typically either uninterested in arts, or perceive live-to-digital to be lower quality or a worse experience than live arts

### Who creates live-to-digital – and what is made?

**90%** of arts organisations have produced some form of live-to-digital production– **98% of theatre companies and 91% of music organisations**

**86%** would like to create more live-to-digital production in the future

**Key barriers:** Funding, Skills, Rights

Total: 90%, Clips: 86%, Full rec's: 52%, Live: 21%

### What does it cost?

Log scale

Costs vary with:

- Rights
- Production
- Distribution
- Equipment

£500 to £500,000

### Why do audiences watch live-to-digital arts?

**Cinema:** Convenience, Price, Sold out

**Online:** Price, At home, Distance

### Why create live-to-digital arts?

Audience development: 56%

Archiving: 26%

Learning: 16%

Only **2%** of arts organisations are primarily motivated by revenue

# The Challenge

- In a digital world cinema screenings or live streams of complete performances are not necessarily the best way of reaching audiences, particularly new ones
- As we've seen, they are also expensive
- We need creative alternatives

# Things to think about

- Look and feel
- Pictures
- Headlines and titles
- Stories
- People
- Surprises, treats and things to share

# Formats

- Masterclasses
- Open rehearsals
- Artists in conversation
- Short form video
- Audio content and podcasts
- Treasures from the archive
- Articles / blogs
- Listicles
- Pictures and galleries
- Quizzes

'Something beautiful, something amazing every day'

The image shows a screenshot of the BBC Earth website. At the top, the BBC logo is on the left, followed by a 'Sign in' button and navigation links for News, Sport, Weather, iPlayer, TV, Radio, and More. A search bar is on the right. Below the navigation is the 'earth' logo. A dark horizontal bar contains links for Home, British Wildlife, Life through the Lens, Nature's Wonders, and Earth on TV & Radio. The main banner features a large photograph of a tortoise with a green text box overlaid that reads 'Can a tortoise beat a hare?'. Below the banner are three content tiles: 1) 'Beauty beyond - Winning astronomy photography' with a camera icon and 'BBC NEWS' below; 2) 'Secrets of the insects that live for exactly 13 years' with a close-up of an insect; 3) 'Earth on TV & Radio' with a cheetah image and the text 'This Wild Life' Tonight, 7pm, BBC Two'. At the bottom, there is a row of small thumbnail images including a bird, a flower, a dog, and a cat.