

The European Opera Season

FREE, LIVE AND ON DEMAND

www.theoperaplatform.eu

THE
OPERA
PLATFORM

After Six Months

opera
europa

arte

Co-funded by the
Creative Europe Programme
of the European Union



A **platform** streaming opera productions from several European opera houses and presenting this work in **context** – all free to users.

Committed contributors, who are **learning**.

Over half a million **visits**.

A European opera **platform**

Professional development

Audiences



Riga, Latvia

📍 Aspazijas bulvāris 3, Rīga, 1050,
Latvia



Amsterdam, Netherlands

📍 Waterlooplein 22, 1011 PG
Amsterdam, Netherlands



Oslo, Norway

📍 Kirsten Flagstads Plass, 10150
Oslo, Norway



Warsaw, Poland

📍 plac Teatralny 1, 00-950 Warsaw,
Poland



Madrid, Spain

📍 Plaza Isabel II, 28013 Madrid,
Spain



London, United Kingdom

📍 Bow St, London WC2E 9DD,
United Kingdom



Cardiff, United Kingdom

📍 Bute Place, Cardiff CF10 5AL,
United Kingdom

The Partners



WIENER STAATSOOPER

Vienna, Austria

📍 Opernring 2, 1010 Vienna, Austria



Brussels, Belgium

📍 Place de la Monnaie, 1000 Brussels, Belgium



OOPERA
BALETTI

Helsinki, Finland

📍 Helsinginkatu 58, 00250 Helsinki, Finland



FESTIVAL
'AIX
EN PROVENCE

Aix-en-Provence, France

📍 Palais de l'Ancien Archevêché, 13100 Aix-en-Provence, France



OPERA de LYON

Lyon, France

📍 1 Place de la Comédie, 69001 Lyon, France



Berlin, Germany

📍 Behrenstraße 55-57, 10117 Berlin, Germany



OPER
STUTTART

Stuttgart, Germany

📍 Oberer Schloßgarten 6, 70173 Stuttgart, Germany



TEATRO
REGIO
TORINO

Turin, Italy

📍 Piazza Castello, 215, 10124 Turin, Italy

The Offer

- **live streams monthly + 6 months VoD**
- **complete performances**
- **subtitled in six languages**
- **far-reaching editorial content**
- **contextual material background**
- **information about opera**
- **selected archives**
- **contributions from wider OE membership**

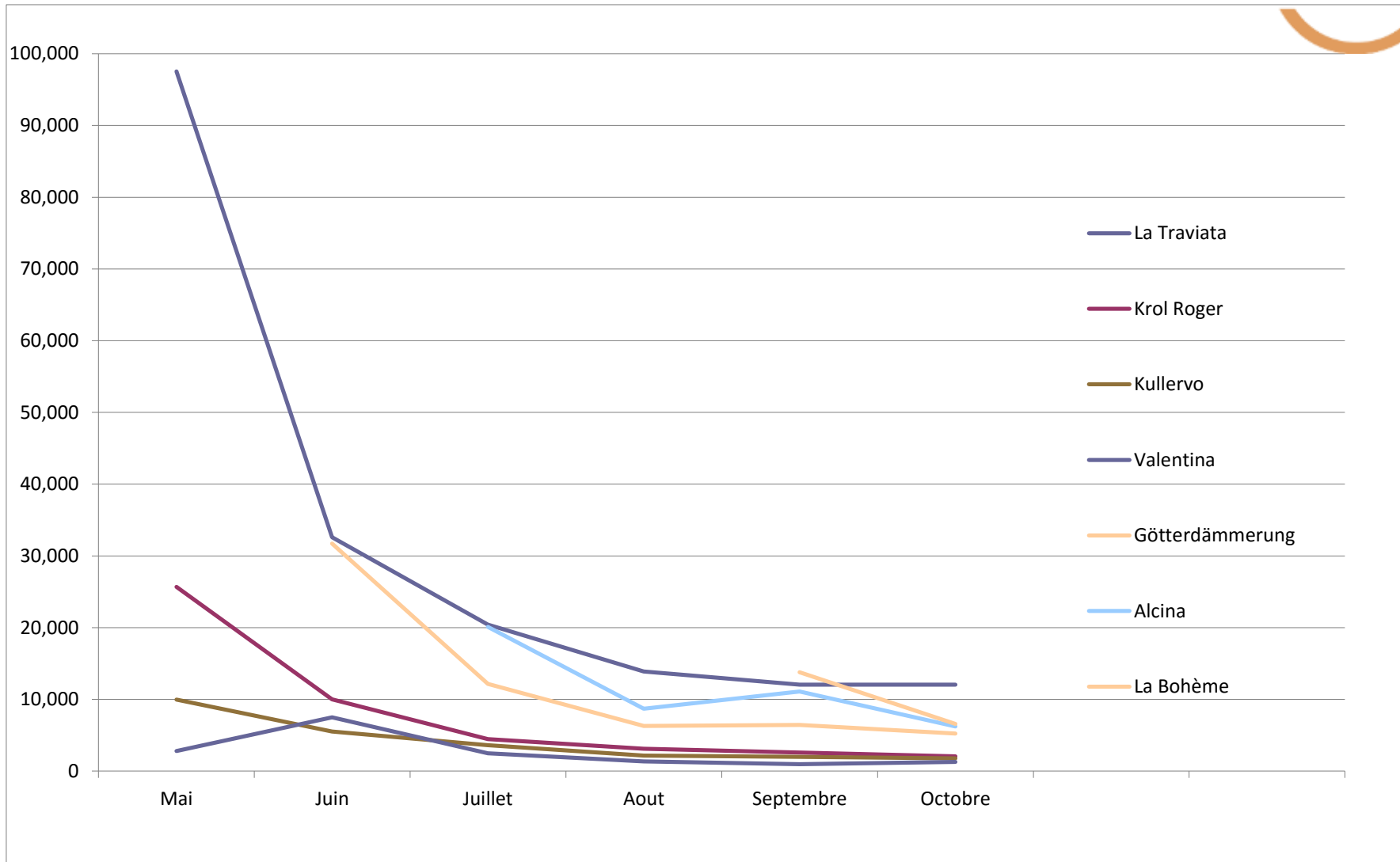
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Nine Showcases

<i>La traviata</i>	Teatro Real, Madrid
<i>Król Roger</i>	Royal Opera House, London
<i>Kullervo</i>	Finnish National Opera, Helsinki
<i>Valentina</i>	Latvian National Opera, Riga
<i>Götterdämmerung</i>	Wiener Staatsoper, Vienna
<i>Alcina</i>	Festival d'Aix-en-Provence
<i>La bohème</i>	Den Norske Opera and Ballet, Oslo
<i>Powder her Face</i>	La Monnaie/De Munt, Brussels
<i>Aida</i>	Teatro Regio Torino

Video views over 6 months



Context



120/129 videos

Extracts, trailers, about the company, background, behind the scenes, in conversation with.

+articles +photos.



Teatro Regio Torino | AIDA, 'Pearls of Passion' - Giunti

Head of Communication at Teatro Regio Torino, Paola Giunti, introduces AIDA as part of her regular series 'Pearls of Passion'. She is known for finding the right...



Teatro Regio Torino | AIDA, Interview - Lewis

Fascinating insights from an eloquent and much-loved soprano. Kristin Lewis, in-demand all over the world to sing the title role of AIDA, presents her character and...



Teatro Regio Torino | AIDA, 'The gems in Verdi's score' - Noseda

Distinguished conductor of Verdi, Gianandrea Noseda...



Teatro Regio Torino | AIDA, 'Why this opera?' - Vergnano

Walter Vergnano, General Manager of Teatro Regio Torino, welcomes viewers of THE OPERA PLATFORM to the theatre and explains his choice to present AIDA...



Teatro Regio Torino | AIDA & Ancient Egypt - Greco

Inspired by the early collection of the ruling Savoy Family, since 16th century Turin has held a fascination with Ancient Egypt. Christian Greco, director of the...



Teatro Regio Torino | AIDA, 'From set to stage' - Friedkin

International known for his work as a film director ("The Exorcist", "The French Connection"), William Friedkin explains the differences between his work on a film set...

Opera extracts
& 'about the opera company' films
are the most viewed.

Context

– Through Collections



Contemporary opera

Opera celebrates its past but lives in the present. It renews its appeal through the creativity of contemporary artists – singers, conductors, directors, writers and, above all, composers. The Opera Platform seeks to show the very best of later 20..

[Read more](#)

Celebrating Opera – Festivals in Europe

Each week throughout August, discover new material from different festivals across Europe. Join us on a journey through their rich, creative and exquisite programmes.

[Read more](#)





European Opera Days

Opera is truly a European art form. Each year on the weekend closest to 9 May (Europe Day), opera houses in Europe and beyond open their doors to new and existing audiences to celebrate the art of opera and the talent of those who make it. Discover...

[Read more](#)



La Monnaie | Sindbad - A Journey Through Living Flames - Making Of

A documentary following the preparations for La Monnaie's ambitious community opera. This...



Opera North | Welcome to Opera North

Find out more about innovative Opera North, UK's opera company, which serves Leeds and the North of England.



Greek National Opera | Visiting Greece's single opera company

A short introduction to the Greek National Opera, the only lyric theatre of Greece. In 2016, Greek National Opera is relocating to its new premises at the Stavros Niarchos...



Opéra de Lyon | The Maîtrise Singing School

A behind-the-scenes glimpse of the Maîtrise of the Opéra de Lyon where children and young people learn - in parallel to their general schooling - the art of singing, acting and movement.



Giacomo Puccini

'Puccini is dollar' was the view of Latvian National Opera's chief at the end of his sold-out VIVA PUCCINI festival in Riga. Highlights from their Puccini Gala complement the showcase staging of his most popular opera LA BOHEME from Oslo, along with...

[Read more](#)



Puccini - LA BOHÈME

For many people LA BOHÈME has been the gateway into opera. So it was with master-director Stefan Herheim. He used the much-loved traditional production of his native Oslo as a 'magical' foundation for his version which breathes fresh life into Puccini's immortal masterpiece.

La Monnaie | MANON LESCAUT by Puccini - Extract

Set around a Parisian metro station, Mariusz Trelinski's Manon Lescaut is resolutely contemporary in aspect, offering a striking backdrop to the warmth, sensuality and grandeur of...

Giacomo Puccini: Five arias to cry for

'I want to make people weep: therein lies everything' Puccini wrote in 1912. Here are The Opera Platform's five arias to cry for, all recorded during the Latvian National Opera's Viva Puccini Gala performed in...

Latvian National Opera | TURANDOT 'Nessun dorma' Three tenors - Extract

Andris Ludvig, Dmitri Popov and Murat Karahan revisit the 'three tenor' format and sing 'Nessun...

Giuseppe Verdi

It is no accident that the Opera Platform launches with "La traviata", because Verdi's 28 operas constitute the central pillar of the operatic repertory. The platform offers different views of this most popular opera, as well as extracts from...

[Read more](#)



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Teatro Regio Torino | AIDA, 'Why this opera?' - Vergnano

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Teatro Regio Torino | AIDA, 'The gems in Verdi's score' - Nosedà

Distinguished conductor of Verdi, Gianandrea Nosedà presents AIDA from a musical perspective, setting the work in the context of the composer's other operas. Using...



Teatro Regio Torino | AIDA, Interview - Lewis

Fascinating insights from an eloquent and much-loved soprano. Kristin Lewis, in-demand all over the world to sing the title role of AIDA, presents her character and the opera. 'This...

Context: other full-length productions

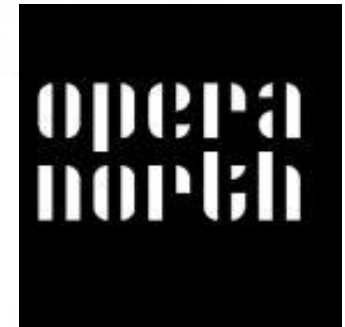


El retablo de Maese Pedro (Madrid)

Gianni Schicchi (Lyon)

+made for screen.

Contributions from other member companies of Opera Europa



Committed contributors, who are **learning**.



Professional Development

- **Rights:** Find solutions to rights issues.
- **Skills:** Develop opera sector's capacity to commission/produce digital content.
- **Financial Models:** Promote new viable economic models for streaming
- **Partnerships:** Foster relationships with stakeholders, particularly broadcasters
- **Dissemination:** Pool content on a single platform.

- **Rights:** Rights manifesto
- **Skills:** Formal (AVDM Forum/IMZ academy) and informal learning (mentoring, peer learning)
- **Financial Models:** Benchmarking
- **Partnerships:** Established with ARTE, YLE, TVE, NRK, BBC, IMZ

Over half a million **visits**.



Communicating with audiences



To reach

- Opera lovers
- People who tempted to discover opera for the first time

To promote the artform of opera

Communication Strategy


- “paid”, “owned” and “earned” channels
- Emailing and Social Media
- paid print adverts placed in specialised press (Opera Now, Opernwelt, Ópera Actual, Diapason, ...)
- Additional coverage organised by each partner
- Announcements in own programmes, flyers, social media, newsletters, ...)
- Constant presence on the European market.

Enews and email




- Enews sent weekly with regular sections
- Email 2/week on Stream weeks

The latest news from The Opera Platform [View the email in your browser](#)

 **FREE, LIVE AND ON DEMAND**

Coming up on The Opera Platform

For many people *La Bohème* has been the gateway into opera, as it was with master-director Stefan Herheim. He used the much-loved traditional sets and costumes of his native Oslo as a 'magical' foundation for his version which breathes fresh life into Puccini's immortal masterpiece.



The bohemians are young, poor and in love with life – until tragedy strikes and heartbreak makes them grow up.

La Bohème by Giacomo Puccini
Den Norske Opera & Ballett
12 September 2015 at 19:00 CET
[View production](#)


In the meantime ...

... here's lots of introductory content to *La Bohème*

- [A Bohème at La Bohème](#)
- How can a director find something new to interpret an operatic classic that has been staged hundreds of times all over the world? [Interviews director Stefan Herheim explains](#)
- 'Most of all, what of mine? – I lived for art, I lived for love?' [An artist's portrait, interview with Giacomo Puccini](#)

Also coming up

- 2 October – *Powder Her Face* by Thomas Adès from La Monnaie Brussels
- 28 October – *Aida* by Giuseppe Verdi from Teatro Regio Torino
- 8 November – *Szymanow Dwie (The Haunted Mirror)* by Stanislaw Moniusko from Polish National Opera Warsaw



[View the artist](#)

Operas to enjoy!

There are still many full length operas to choose from:

- *La traviata* by Giuseppe Verdi from Teatro Real Madrid
- *Karl Roger* by Karol Szymanowski from Royal Opera House Covent Garden
- *Kullervo* by Jean Sibelius from Finnish National Opera
- *Valentina* by Arvo Part from Latvian National Opera
- *Götterdämmerung* by Richard Wagner from Vienna State Opera
- *El retablo de Maese Pedro* by Manuel de Falla from Teatro Real Madrid

You can choose your subtitle language and you can pause and rewatch whenever you like!
[View production](#)

Keep in touch

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The latest news from The Opera Platform [View the email in your browser](#)

 **FREE, LIVE AND ON DEMAND**

Tonight on The Opera Platform

Within the opulent splendour of ancient Egypt lies the personal anguish of a love triangle involving two proud princesses, Pharaoh's daughter Amneris and the enslaved Aida, who are both devastated by the arrest of Radamès for betraying his country.

Aida by Giuseppe Verdi
Teatro Regio Torino
28 October 2015 at 20:25 CET
[View production](#)



Turin celebrates the reopening of its Egyptian Museum – the world's biggest after Cairo – with Verdi's grandest opera. A new *Aida* production, staged by American film director William Friedkin (The Exorcist) and conducted by leading Verdiian Gianandrea Noseda.

Want to find out more over the next few days?

- [A Bohème at Aida](#)
- [Ancient Egypt & Aida](#), led by Christian Greco director of the newly re-opened Museo Egizio
- Distinguished conductor of Verdi, Gianandrea Noseda presents [Aida from a musical perspective](#)
- Head of Communication at Teatro Regio Torino, Paola Giusti, introduces *Aida* as part of her regular series [Pieces of Paradise](#)
- Walter Vergnani, General Manager of Teatro Regio Torino, [explains aspects of The Opera Platform](#) to the theatre and explains his choice to present *Aida*.

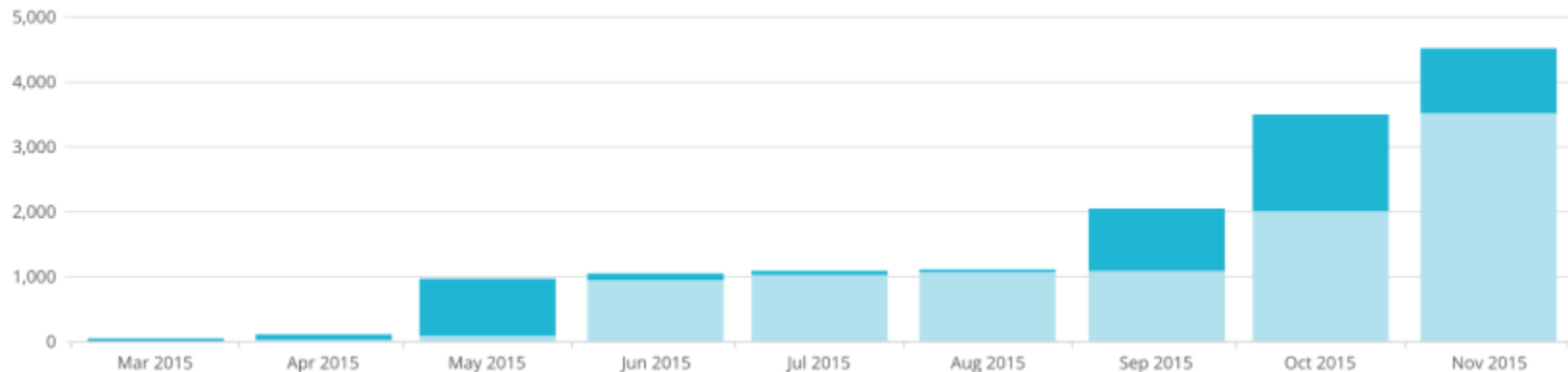
Keep in touch

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info@theoperaplatform.eu

6 months later



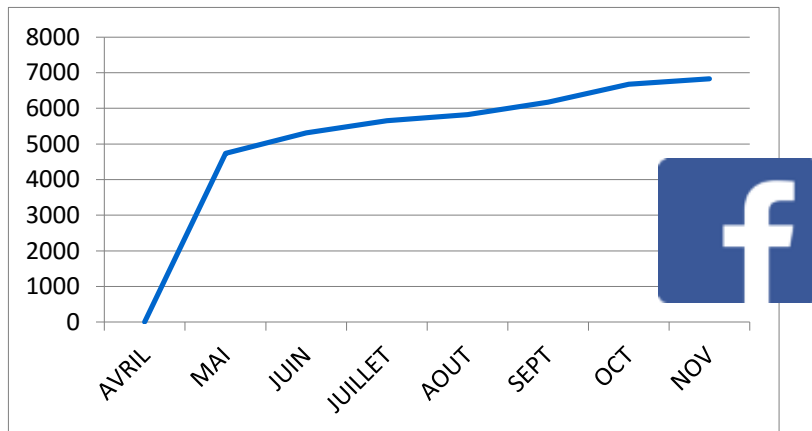
- 9 streams and 22 emails later ...
- from 127 to 4513 subscribers
- Average open rate – 60%-70%
- Average click rate – 15% (well above the industry average)



Facebook



- Quality v Quantity
- Posts every few days to promote new or upcoming content.
- Shared and relayed by OE and some partners
- Substantial increase in views and clicks since boosts on posts which is encouraging
- Good engagement rates although we have not yet established a real Community.



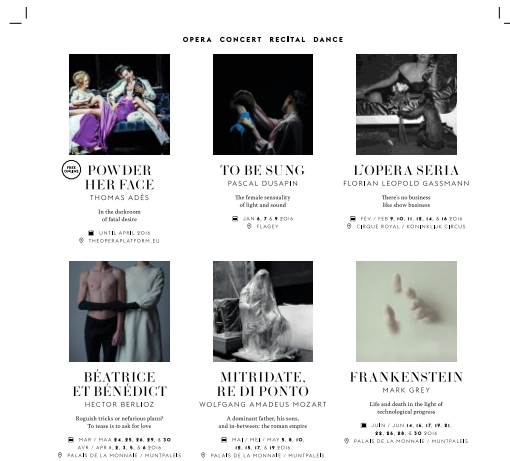
Twitter



- 2,093 followers
- Posts every few days to promote new or upcoming content.
- Shared and relayed by OE and some partners
- Lots of sharing of content and mentions



A few examples



Publicity in subtitles

Watch Powder Her Face for free on theoperaplatform.eu or come to Brussels and savor the real opera experience!



Adverts



Opera broadcasts into your living room

New opera service The Opera Platform brings quality opera performances from 15 European houses right into your living room. Enjoy!

[Read more](#)



Poster in hall

Widgets on homepage

Let's help each other



The Opera Platform has a role in promoting the industry as a whole.

The more success it has, the more the Opera world is promoted.

You can all help !

- **Small logo on homepage**
- **Link to TOP on the link list**
- **Share a FB post or a Tweet**
- **Article in a newsletter**
- **...**

Audience analysis

Since launch

General visits: 524 500

Visits

Europe: 398 835 (79%)

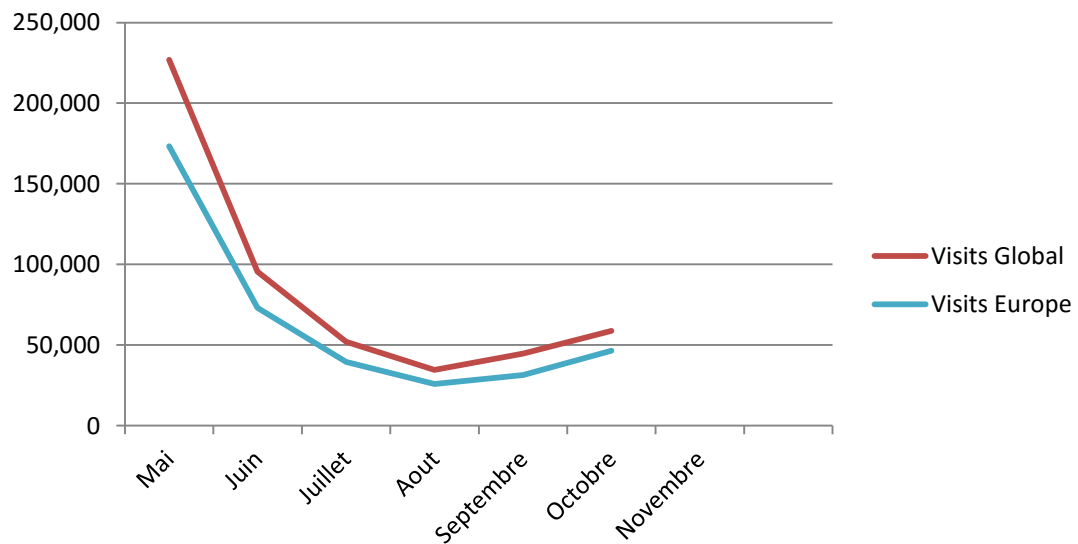
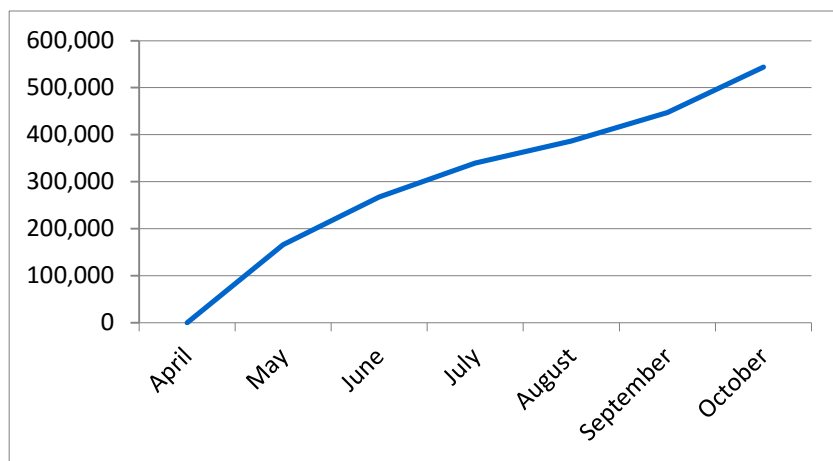
Rest of world: 125 665 (21%)

TOP Five Countries for Audiences

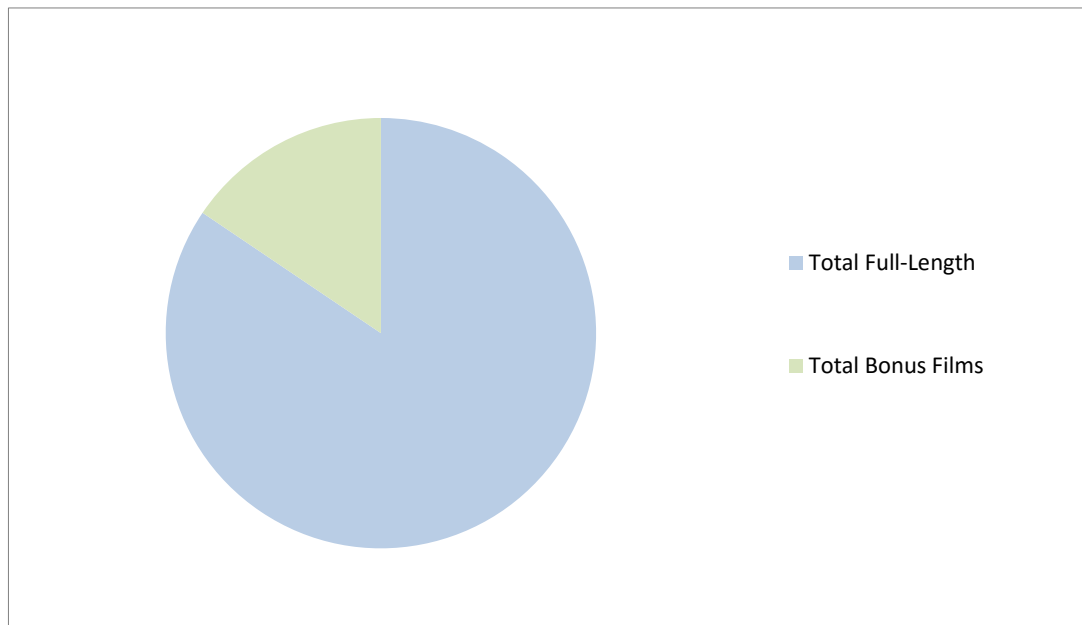
Germany, UK, France, Spain, Italy

+ United States, Romania and Ukraine regularly in the top 10%

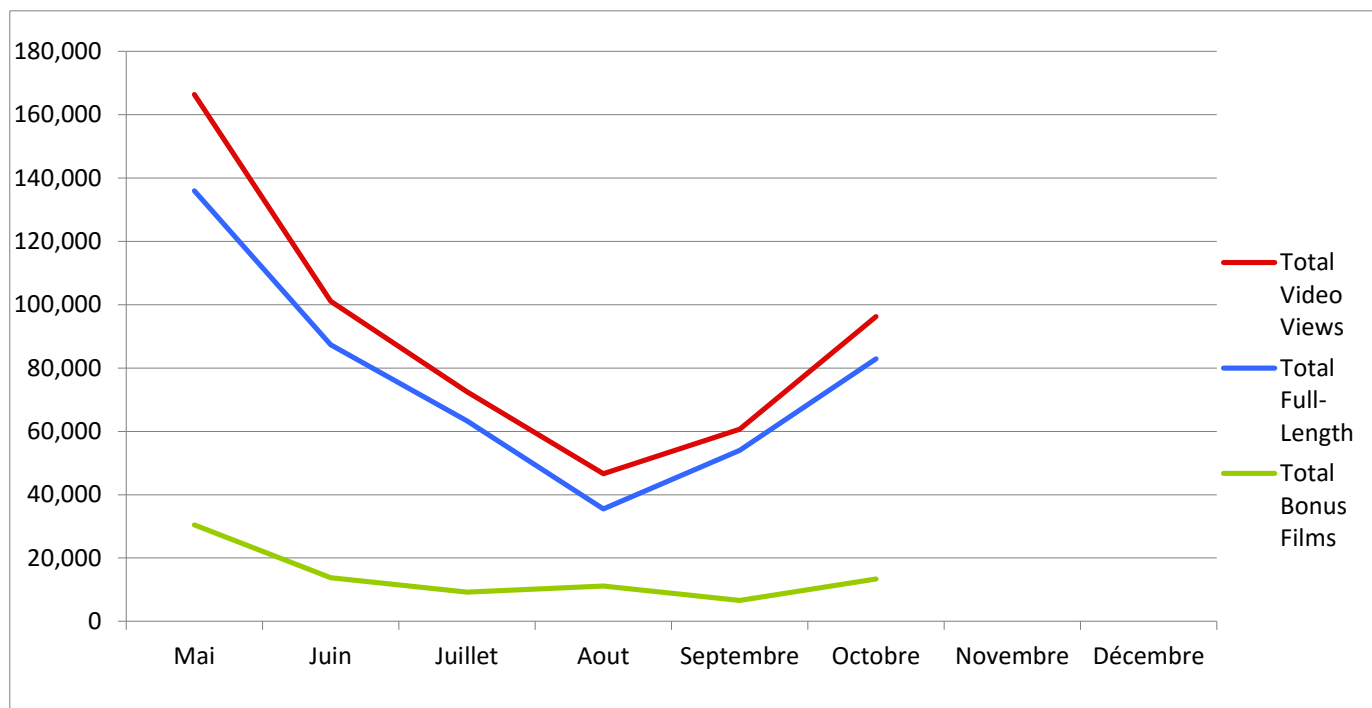
Global visits



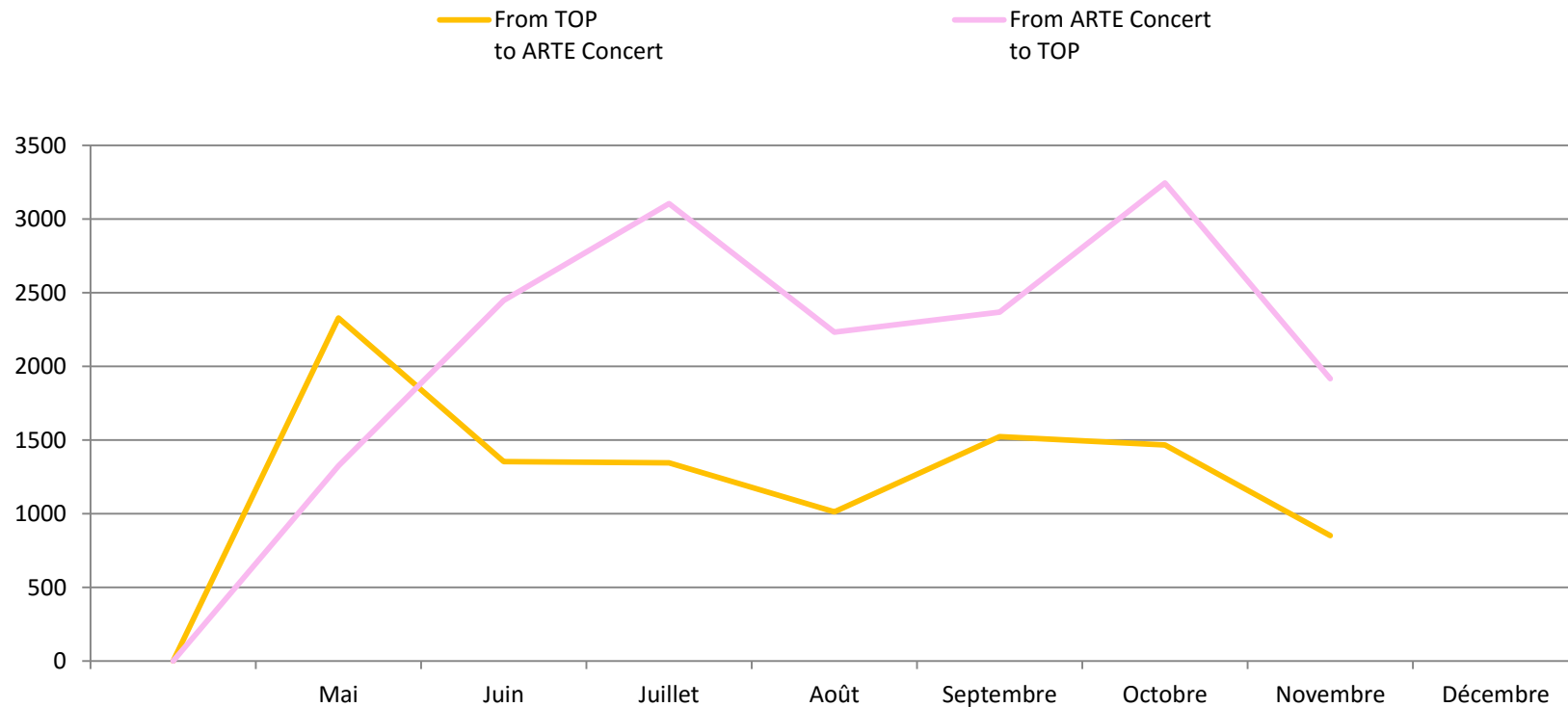
TOP Videos viewed



TOP Video views



Traffic between TOP & ARTE Concert



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arte