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# DIGITAL PROJECTS

Attracting new audiences

Extending the concert experience into the home

Extending Digital experiences into the concert hall

Providing orchestral resources for all

De-mystifying classical music and the concert experience

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# DIGITAL PROJECTS

Focused around our education website *The Sound Exchange*

Idea of allowing access to the orchestra via technology has expanded from web-based projects to live work.

Digital projects have become more integrated with the orchestra's work

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## EXTENDED CONCERT EXPERIENCE

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An audience member

...reads about a forthcoming concert on Myspace or receives a flyer by Bluetooth, listens to audio extracts, watches a film interview with the conductor, books a ticket online, downloads programme notes, watches a broadcast of a rehearsal live, goes to a pre-concert talk, **watches the concert**, subscribes to a podcast, comments in our forum, listens / watches again online, buys a download, remixes samples from the concert, forwards an e-flyer to a friend...

Extending the orchestral experience beyond the concert day and the concert hall.

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# VIDEO PODCASTS

Monthly films with a variety of different audiences / aims:

**Traditional Audience Development**

**New Audience Development**

**Educational Material**

**Marketing Material**

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<http://www.philharmonia.co.uk/podcasts/>

# VIDEO PODCASTS - YouTube

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45,000 views in past year

Views from around the  
World – more views from  
USA than UK

Great way to reach new  
audiences and get good  
feedback

Excellent for education  
projects with young people



## VIDEO PODCASTS - YouTube

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I studied Messiaen in mus history this semester. I think videos like this are great because it allows everyone to see these historical figures through something other than a textbook. Thank you.

This quality of this content, in terms of both video production and musical wisdom, is fantastic. We need more of this sort of educational material online.

i watched this so that maybe i could hear some of the music (my high school band is playing an arrangement of the scherzo)...and the fourth movement gave me goosebumps...



e.g. "Buckingham Palace road SW1" or "Trafalgar in NYC"

EC1V 0DX

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Videos from YouTube



Broadcast Yourself™

YouTube is a free online video streaming service that allows anyone to view and share videos that have been uploaded by our members.

Philharmonia Orchestra - The Planets

By: PhilharmoniaLondon - www.youtube.com



Views: 2937



(5 Ratings)

From our November podcast, this extract from a recent Philharmonia Orchestra Performance of Holst's The Planets, conducted by Charles Dutoit. The full performance will soon be available in our new onl ...



More... Map Satellite Terrain

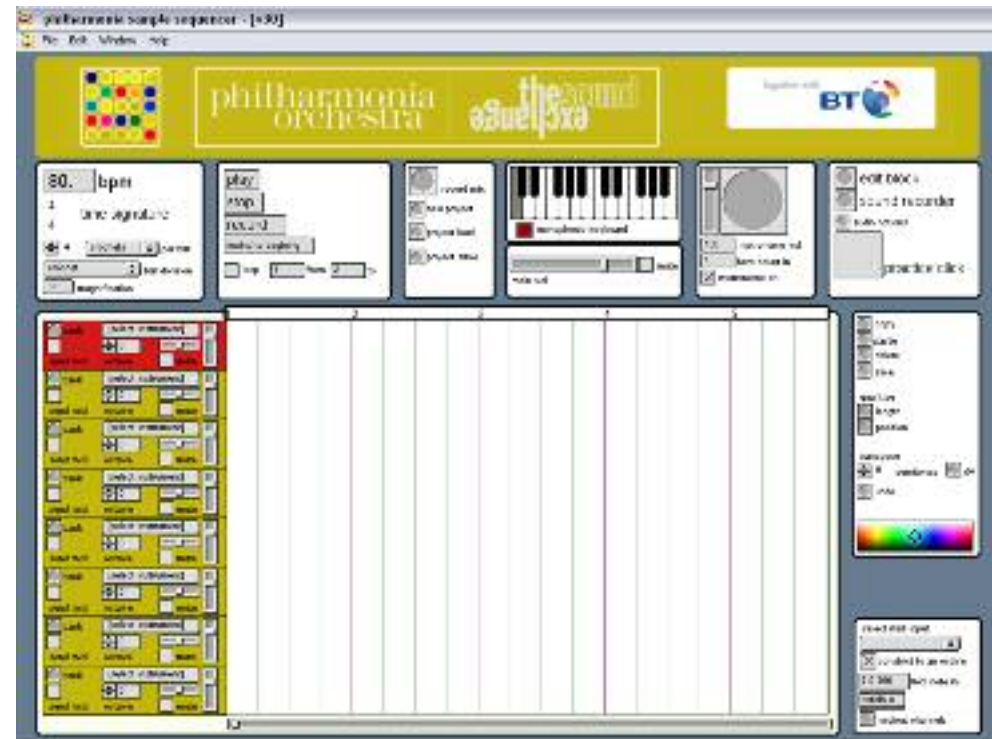


# SAMPLE SEQUENCER

Sequencer is a free piece of software allowing anyone to remix orchestral samples from *The Sound Exchange*.

Built in response to a need from website users / schools & colleges

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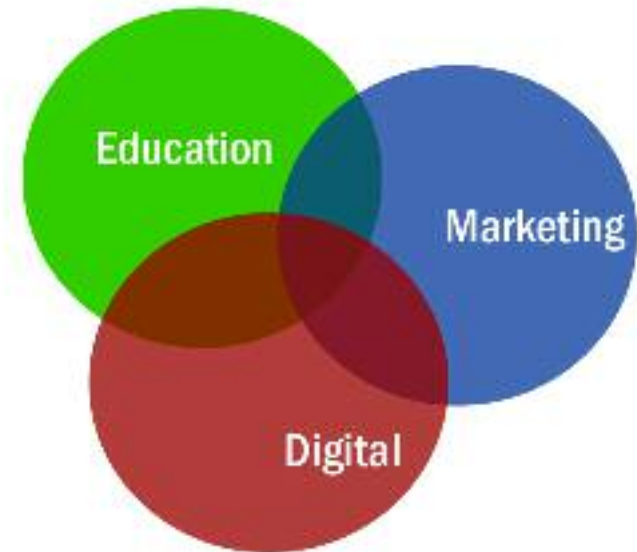


[http://www.philharmonia.co.uk/thesoundexchange/sound\\_samples/sample\\_sequencer/](http://www.philharmonia.co.uk/thesoundexchange/sound_samples/sample_sequencer/)

## DIGITAL WITHIN THE ORGANISATION

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Digital is now seen as a distinct part of an audience development programme.



## DIGITAL WITHIN THE ORGANISATION

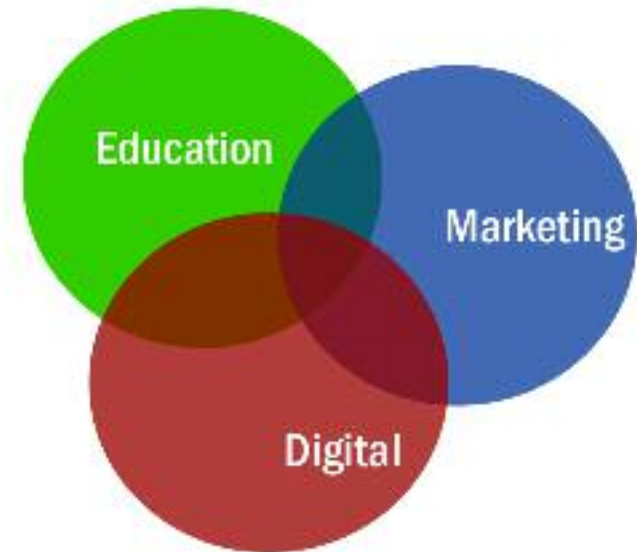
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Maximising cross over with other departments:

Concerts – schedules for pdas

Development – Live sound for events / podcasts for funders

IT support / Training



## DIGITAL WITHIN THE ORGANISATION

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Structure of the team

Manager

Administrator (websites)

Assistant

Trainee

Freelance film maker

Freelance developers





## DIGITAL WITHIN THE ORGANISATION

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New projects should be able to integrate with existing strategy

Research the technology

Tap into workforce's interests

Beg, Borrow, Steal

Human contact – test ideas on real people

