



# #DSOLive

Live from Orchestra Hall

**SCOTT HARRISON | EXECUTIVE PRODUCER OF DIGITAL MEDIA**  
LOA CONFERENCE | JUNE 19, 2013

# IT STARTED WITH A QUESTION

**The Year:** 2010

**The Environment:** Challenging (to say the least!)

**The Question:** Could the Detroit Symphony Orchestra become the most accessible orchestra on the planet, reaching a global audience of music lovers while delivering added value to our local audiences?

# AUDACIOUS IDEAS



DSOVision



LCDs in  
Lobby



Digital  
Signage



Kiosks



Barcode  
Tickets



Musician  
LCDs



Learning  
Network



Digital  
Albums



Mobile  
Apps



Online  
Experience



Hospital  
Network



Webcasts



Keynote  
Patron  
Card



Backstage  
Features

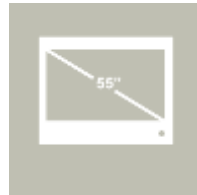


Mobile  
Ticketing

# AUDACIOUS RESULTS



DSOVision



LCDs in  
Lobby



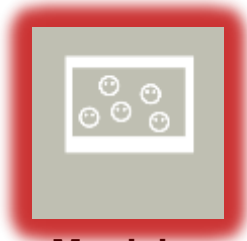
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# #DSOLive

Live from Orchestra Hall

- ***Live from Orchestra Hall***: our in-house brand, label, and web presence for digital media projects
  - Digital Albums
  - Webcasts
- **Accessibility and Interactivity**
- **Other Electronic Media projects continue . . .**
  - Local Radio/Internet Streaming, Local TV, Naxos CDs

# TAKE YOUR SEATS . . .





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## **In the beginning . . .**

**In April 2011 the DSO returned to Orchestra Hall and to the wild applause of an overflow crowd and . . .**

**to the joyous tweets of 3,500 worldwide webcast viewers.**



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## THE FOUNDATION

### Leveraging Relationships





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## **INTERNAL CONSENSUS**

**Musicians agreed to incorporate EMG into base compensation; otherwise we use the IMA with minor addenda**

**Board-led Technology Task Force established vision and drove organizational alignment**

## **SEEKING STRATEGIC PARTNERSHIPS**

**Production, sponsorship, creative, distribution**



# #DSOLive

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## Production



## Sponsorship



## Artistic/Creative



## Distribution





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## Production Details

Pre-Production (Digital Media)

Artist Relations (Artistic)

Rights & Payments (Ops)

Cameras, Lighting, Cabling (Crew)

Audio (DSO Audio Engineer)

Video Production (DPTV)

Engineering (DPTV)

Web Environment (Digital Media)

Engagement (Digital Media)





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## THE EXPERIENCE

**Accessibility and interaction**



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## Live from Orchestra Hall

Real-time  
program notes

See what's  
playing

View tweets from  
global audience

Live webcast from Detroit  
www.dso.org/Live.aspx

Welcome Ima Patron! Twitter 97 Like 878

Real-time program notes

See what's playing

View tweets from global audience

Dim the Lights

**Now Streaming**

Program

Twitter

**Donate Now**  
Learn more about the DSO Annual Fund

Thank you for joining us today! Watch a special encore presentation of *Symphonie Fantastique!* On Demand until Tuesday, May 29.

May is Community Support Month. Click the 'Donate' button to make an Annual Fund gift of your choice today in support of continued excellence in our artistic, educational, community and digital programs.  
[www.dso.org/donate](http://www.dso.org/donate)

**Encore Broadcast: Symphonie Fantastique!**

Leonard Slatkin, conductor  
Michel Camilo, piano

A spectacular showpiece. A fantastic symphony. Experience the mesmerizing vision of Hector Berlioz's wild, vivid masterpiece.



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#DSOLive Encore: Olga Kern plays Rachmaninoff 3

Piano phenom Olga Kern performs the finale of Rachmaninoff's Third Piano Concerto.



Like · Comment · Share

36

77 people like this.



Jasmine Astolfi Merci! 😊  
January 22 at 4:33pm · Like



Mariagrazia Robusti Ho avuto l'occasione di sentire suonare la pianista al Conservatorio di Milano. Rachmaninoff è nelle sue corde.  
See Translation  
January 23 at 2:56am · Like



Danielle Gaudais merveilleuse pianiste,et quelle dextérité!!!!!!  
See Translation  
January 23 at 4:55am · Like



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## THE RESULTS

**Audience, Revenue, Value**





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**50 live webcasts**

**Over 300,000 cumulative viewers from more than 75 countries**



**Average watch time has increased to 30-min.**



**More than doubled our hall attendance**



**Facebook and Twitter audiences have more than doubled and are now national & international:**

**Fans from Chicago, NYC, Montreal, Paris, Rome, and Mexico City are regularly liking and sharing DSO content**



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Over 200,000 encore views

**500 Detroit residents enjoyed our first MaxCast**

**Tens of thousands of Tigers fans saw the DSO perform “Go Get ‘Em Tigers” on the jumbotron during the World Series**

**When Leonard Slatkin appeared on Charlie Rose he brought a clip**

**Revenue-generating webcast partnership signed with Medici.tv**



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## Beethoven Digital Box Set





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## **Critical Questions**

- **How do we improve our production model?**
- **How do we better serve multiple audiences?**
- **How do we continue to identify and exploit new opportunities in new media?**
- **Can we deliver net revenue?**



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## **Shared Vision and Pursuit**

**Live from Orchestra Hall Advisory Board**

**Board, Musicians, Management, Outsiders**



**THANK YOU!**

**Scott Harrison**

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**[dso.org/live](https://dso.org/live)**