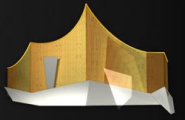




BERLINER
PHILHARMONIKER



League of American Orchestras - 2014 Conference -

THE BERLINER PHILHARMONIKER'S DIGITAL CONCERT HALL

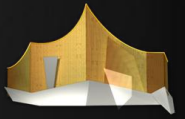
Seattle, June 5th, 2014

Robert Zimmermann - Berlin Phil Media GmbH - Leipziger Platz 1, 10117 Berlin, Tel. +49 30 206246910





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The Digital Concert Hall...

“Classical music’s most advanced response to the digital revolution.”

Financial Times 2009

Taiwan, 18.11.2005 (...the Idea)

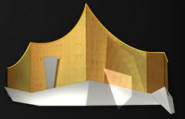


Digital Concert Hall Trailer 2013/14

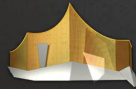


Behind the Scenes 2013/14





In 2008 the Berliner Philharmoniker begin to discuss the industry change and the availability of classical music...



LIVE

135 Concerts
Sold Out!

300.000 Visits
100.000 Visitors

**No potential
for growth!**



TV

3 Live Concerts

1,5 Mill. Viewers

**Less slots ?
Push out ?**



CD/DVD

4 New Releases

150.000 Units

**Technological
substitution ?**

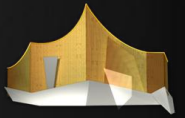


WWW

Streaming
Download
IP TV
Live & VoD

**Growth &
perspective?**

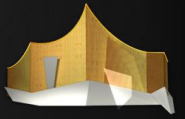




... and had a visionary idea with high expectations...

- ❑ We need a high-quality **streaming platform**
- ❑ **Image** and **sound** need to satisfy the most exacting demands
- ❑ A “**virtual concert hall**” should be an experience for the senses
- ❑ The orchestra and audience must not be **disturbed**
- ❑ A distinctive and attractive **look and feel** needs to be created
- ❑ We will broadcast **ALL** concerts programs for the entire season
- ❑ Show the audience who the **Berliner Philharmoniker** are
- ❑ Only secure streaming - **no downloads**
- ❑ **Exclusive** and worth paying for - not for free!

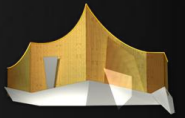




Since 2009 the Digital Concert Hall preserves and opens the cultural heritage of the Berliner Philharmoniker to a wide audience...

- ❑ 13 Mill **visits** to the Digital Concert Hall website
- ❑ 6 Mill **unique visitors** to the Digital Concert Hall
- ❑ 275 HD **concert recordings**, including 220 **live broadcasts**
- ❑ 500 hours and 700 pieces in the **concert archive**, plus 180 interviews
- ❑ 20 **documentaries** and **educational projects**
- ❑ 3.5 Mill hours **streamed**, or 800 times the capacity of the Philharmonic Hall
- ❑ 175,000 **transactions** and 410,000 registered users with 20,000 active tickets
- ❑ 280,000 **newsletter** subscribers are kept up to date each week





... and thanks to the very effective communication via Social Media, we keep in touch with our worldwide audience...



- Berlin Phil's YouTube channel launched in April 2009
- It now has **77,000 subscribers**, more than most other cultural institutions
- More than **450 clips** of concerts and interviews have been uploaded
- Trailers have been viewed more than **25 Mill times**



- Berlin Phil's Facebook page launched in May 2009
- It has recorded rapid growth, from 6,000 to over **660,000 fans**
- 3,500 posts with more than **250 Mill impressions**
- The page is a very active classical music community on Facebook



- Berlin Phil's Twitter page launched in October 2009
- To date, there have been around **5,000 tweets** about concerts and videos
- Currently **67,000 followers**, and the community is growing steadily

