Driving Growth through Digital Innovation

Scott Harrison | Detroit Symphony Orchestra
May 28, 2015
A Vibrant DSO / A Bright Future

• Pursuing new heights of artistic excellence

• Re-investing in our audience

• Connecting with our community on their terms

• Embracing engagement in the physical and digital spheres.
The Challenge

Could the DSO become

The Most Accessible Orchestra on the Planet?
AUDACIOUS IDEAS (2010)

- 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 (2015)

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Planes of Engagement

1. Digital
2. Patron and Donors
3. Civic and Community
4. Volunteer
“As legacy institutions become more adept with digital technology and interactive modes of audience engagement, they are reaching more people, learning new ways to engage substantively with audiences, and opening their physical doors to new publics. Digital innovation is sparking not only “cool new projects” but also fundamental changes in the orientation of legacy institutions towards a more spirited public presence and a renewed sense of civic purpose.”
Measuring Success

1. Global and Local
2. Patron and Public
3. Free and Premium
4. Earned and Contributed
5. Mission-Driven and Promotional
Global and local digital impact
Say hello to my little friend
#DSOLive Stats – since 2011

- 750,000 viewers
- 100 + countries
- Social Media growth of 10x
- 2 seven-figure endowment gifts
The Brand

The Most Accessible Orchestra on the Planet
Watch and discover

Two more 14/15 webcasts: May 31 & June 4
dso.org/live
Direct Digital Difference
Detroit Symphony Orchestra
March 11

A Little Help From Our Friends
CONGRATS
@syka_delic
you won our April DSOSelfie contest!!!
A DAY IN THE LIFE OF THE PERCUSSIONISTS

Go Pro or Go Amateur!
Available now on iTunes 😊
Netroots
Our Calling Card

The New York Times

Gramophone
The Classical Music Magazine

AP

Los Angeles Times

The New Yorker

Detroit Symphony Orchestra
Leonard Slatkin Music Director
A Community Supported Orchestra

TIME
Bad weather stranded me @ Houston airport but happy to be listening LIVE to Mahler's 3rd on DSO-to-go @DetroitSymphony. Sponsor: @knightfdn.
Growing the Classical Base
Subscription Growth since 2011

27% Subs

16% Singles
Donor Household Growth since 2011

5,566 → 10,355

FY11 → FY14
xclusivelaraye
3 months ago
My first Symphony but definitely not my last ... 😊😊😊
#detroitsymphonyorchestra #DetroitRocks
#tchaikovsky #BigThingsHappening☺️ #beblessed

❤️ top_boss_trump, 313nunu, rogeriotutti and 28 others like this.
2014 FLORIDA TOUR

FEB. 25 & 26 / WEST PALM BEACH
FEB. 28 / MIAMI
MAR. 2 / VERO BEACH
MAR. 3 / SARASOTA
MAR. 4 / NAPLES

#DSOfloridatour
That’s our story.

Thank you.

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