



NJ Connected Broadband Summit  
Arts, Cultural Heritage, and Tourism Panel  
Tuesday, March 11, 2008

# **Engaging Audiences with Technology**



# How is The Philadelphia Orchestra engaging audiences with technology?

- **Podcasts**
  - Debut in April, 2007
  - 12 – 15 minute audio presentations of interviews, discussions, music clips, etc.
  - Posted to [www.philorch.org](http://www.philorch.org) and e-mailed to subscribers monthly
- **Online music store**
  - Download MP3 or FLAC files
  - Available at [www.thephiladelphiaorchestra.com](http://www.thephiladelphiaorchestra.com)
- **Myspace**
  - [www.myspace.com/philorch](http://www.myspace.com/philorch)
- **Global Concert Series ...**



The Philadelphia Orchestra's  
**Global Concert Series**

Broadcasting **LIVE** concerts to your location with  
**INTERACTIVE** content through Internet2



# Global Concert Series— what is it?

- Live Philadelphia Orchestra concerts transmitted via Internet2
- Enhanced with live, interactive, and pre-recorded content during pre-concert, intermission, and post-concert periods
- Entertaining, informative, and unique content incorporating seven HD cameras
- Opportunities for universities: education, community development, revenue generation
- Supported with technical assistance and publicity materials



# Internet2 – what is it?

- It is not the commercial internet you receive at home
- Internet2 is a non-profit consortium of over 200 universities who serve as hubs to connect over 50,000 universities, colleges, high schools, libraries, museums, etc.
- A high speed, high bandwidth leading edge network
- Allows for advanced applications and technologies for research and higher education
- Similar networks around the world



# Video

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# Mission

## **The Philadelphia Orchestra is committed to:**

- Being a leader in the creation and distribution of the highest quality classical music experiences, to diverse audiences around the world, using state of the art technologies like Internet2
- Building a global audience for live concerts leveraging performances within Verizon Hall at The Kimmel Center for the Performing Arts
- Advancing its proud tradition of technical innovation and artistic excellence
- Using Internet2 and the Global Concert Series as a catalyst for creativity and collaboration across the organization
- Enhancing revenue streams and recovering costs



# Unique Opportunities

## **Internet2 offers The Philadelphia Orchestra:**

- A high bandwidth network
- Ability to deliver interactive content
- Premium quality sight and sound capabilities appealing to cultural audiences with high demands
- Ability to reach organizations in need of, and interested in, cultural programming
- Ability to reach potential audiences around the world
- A distribution path in need of rich content
- An economical way to deliver valuable, educational, and entertaining cultural content



# What have we done so far?

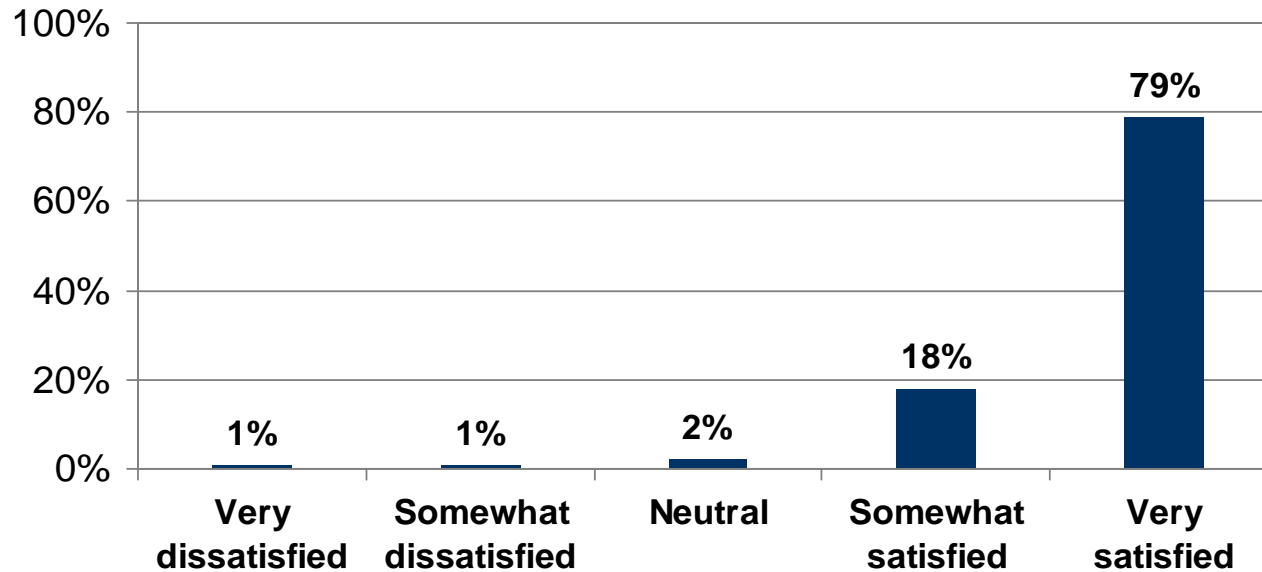
- MAGPI was essential in guiding and educating the Philadelphia Orchestra about Internet2 and helped to establish early partnerships.
- Pilot tested at 6 universities in Spring 2007
  - Conducted research to evaluate pilot waves
- Pilot phase continued in Fall 2007 with additional universities
- Approximately 50 partners

## Test pilot participants include:

- Eastman School of Music
- Indiana State University
- Lehigh University
- Montgomery County Comm. College
- New World Symphony
- Stony Brook University
- Texas A&M University
- University of Arizona
- University of Colorado (Atlas Institute)
- University of Delaware
- University of South Florida
- University of Southern California
- Wichita State University
- Enthusiastic response from K-12 schools



# What do audiences think?



- The vast majority fully enjoyed the Internet2 concerts
- Most were willing to pay for their experience (\$14 on average)
- More inclined on average to attend local live orchestra (3.6 on a scale of 1 -5, 1 being less inclined, 5 being more inclined)



# Lessons learned: What it takes...

## Programming

- A great concert
- Importance of interactivity and sense of “liveness”

## Production

- Quality of transmission, host and camera work must be excellent

## Technical

- Internet2 connection and infrastructure to capture content
- Streaming technology choice is critical and complicated
- A formal testing plan is essential

## Administrative

- Strong partnerships must be developed
- Staff needs to be built to support effort
- Importance of allowing for long lead times to account for venue scheduling and budgeting
- Importance of a venue that delivers an experience with impact
- Sensitivity of orchestras located near remote sites
- Board and donors who support the vision



# Local Resources

## o Internet2 Hubs:

- MAGPI – [www.magpi.net](http://www.magpi.net)
- NJEDge.Net – [www.njedge.net](http://www.njedge.net)
- NYSERNet – [www.nysernet.org](http://www.nysernet.org)



# Upcoming Multicast Dates:

- April 10, 2008 – 2001 - A Musical Space Odyssey
- May 3, 2008 – Mahler 8 – “Symphony of a Thousand”
- May 16, 2008 – All Schubert
- 2008 – 2009 Dates to be announced shortly



# More Information?

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