

# MAKING TOMORROW BETTER

Taking Digital Action  
in the Performing Arts

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**Rethinking  
Presenting and  
Touring in the Age  
of COVID-19 and  
beyond (1 of 4)**

**Webinar**

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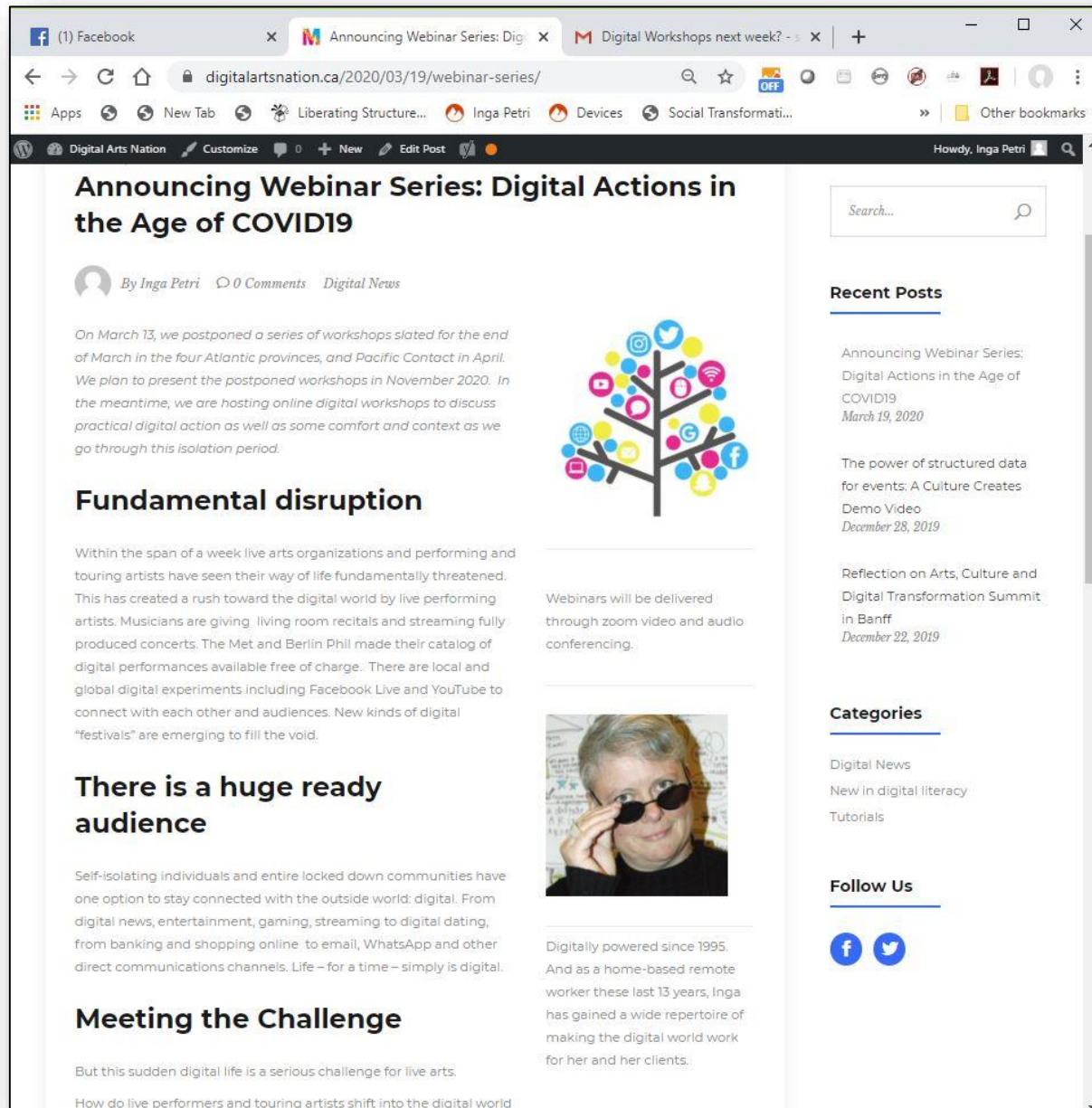
Created and presented by  
Inga Petri, Strategic Moves

March 31, 2020  
10 am (PDT) / 2 pm (ADT)

**We acknowledge that we live, work, meet and travel on the traditional territories of Indigenous peoples that have cared for this land now called Canada since time immemorial.**

**In Whitehorse, Yukon we acknowledge that we live on the Traditional Territories of the Ta'an Kwäch'än Council and Kwanlin Dün First Nation, self-governing nations with modern treaties (2002; 2005) negotiated under the Umbrella Final Agreement between the 14 Yukon First Nations and the Governments of Canada and Yukon.**

**The Atlantic Presenters Association acknowledges that we live and work on the ancestral and unceded territories of several Indigenous peoples: the Mi'kmaq, Wəlastəkwiyik, Passamaquoddy, Beothuk, Inuit of Nunatsiavut and NunatuKavut and the Innu of Nitassinan.**



Atlantic Presenters  
Association



Canada Council  
for the Arts

Conseil des arts  
du Canada

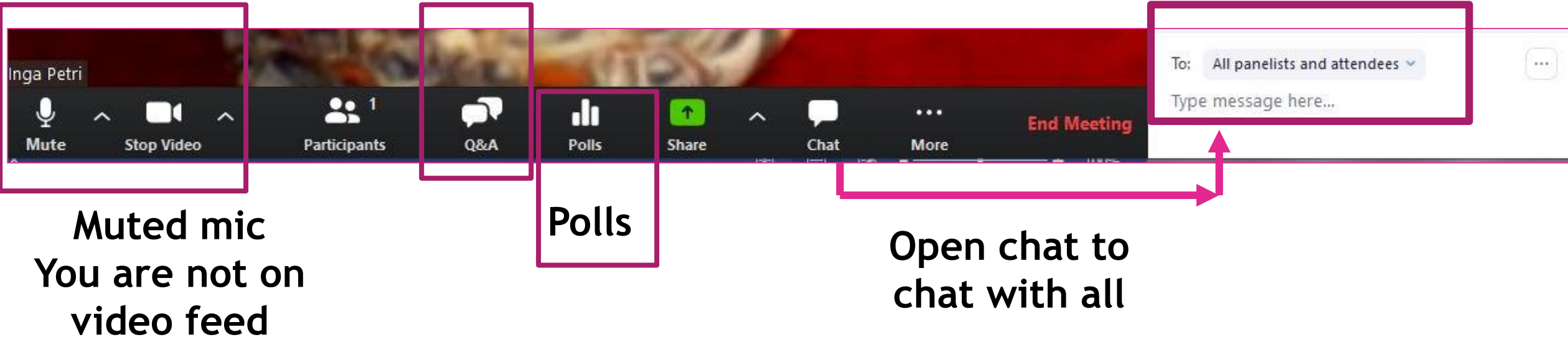
<https://DigitalArtsNation.ca/>

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# How a zoom webinar works

Q & A for  
presenter/panel



*We're also recording the webinar for your reference.*



# What we talk about today

1. A brief introduction (polls)
2. How artists and live arts presenters are making their way online
  - Online platforms and how you can use them
3. Keeping it real: How to make digital technologies work right now
  - Sarah MacDougall, touring musician
  - Ivan Coyote, writer and storyteller
  - Matthew Lien, musician, Whispering Willows Records, binaural sound
  - Mike Gravitis, Northwestel Community TV re: *Not Close But Personal concert series*
  - Vanessa LeBourdais, DreamRider Productions
4. Next steps in our conversation this week



# Introductions – who is here?

Your work  
Location  
Disciplines



# My digital journey in performing arts



# Proposed vision for Performing Arts Presenting

- To develop and own the digital distribution platform for the performing arts
- Dramatically expand access to and engagement with performing arts



*Breaking the Fifth Wall: Digitizing the Performing Arts*  
By Inga Petri @ CAPACOA national conference (January 2015)



# Proposed vision for Performing Arts Presenting

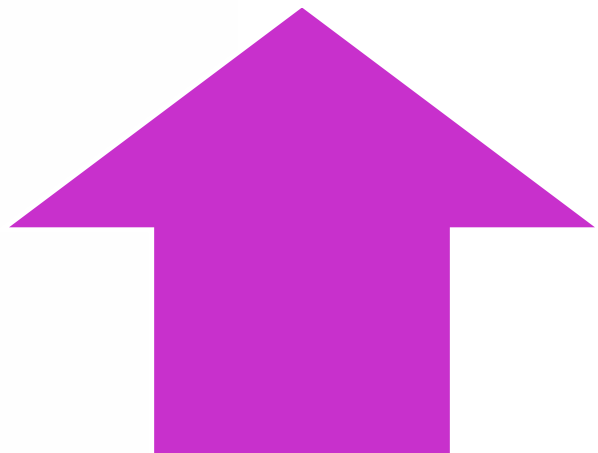
## ➤ Re-engineer the business model

- How can arts presenters and other parts of arts eco-system collectively
  - Reorganize the way we approach the market?
  - Re-engineer the ecosystem by leveraging sector's skills?
  - Find new partners with new skills needed?

## ➤ How would the value proposition of live performing arts have to evolve in order to achieve digital scale?

*Breaking the Fifth Wall: Digitizing the Performing Arts*  
By Inga Petri @ CAPACOA national conference (January 2015)

# Analog and digital platforms



Performing Arts Presenters are the platform for live arts experiences

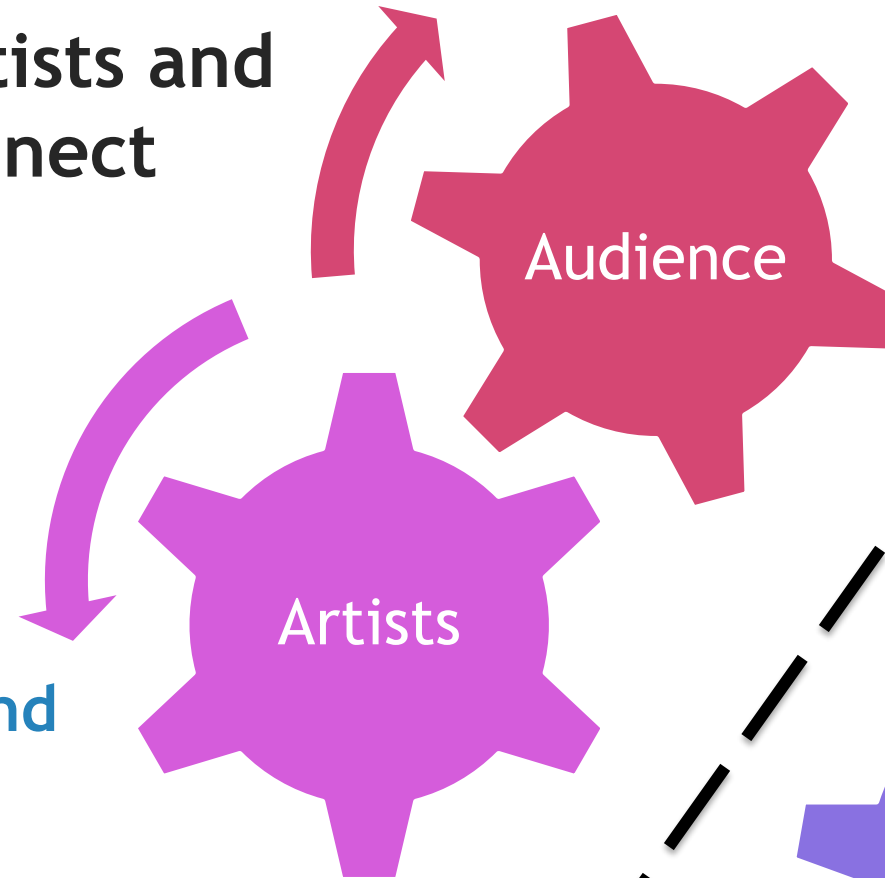


Facebook, Youtube, others have emerged as the platform for streaming concerts

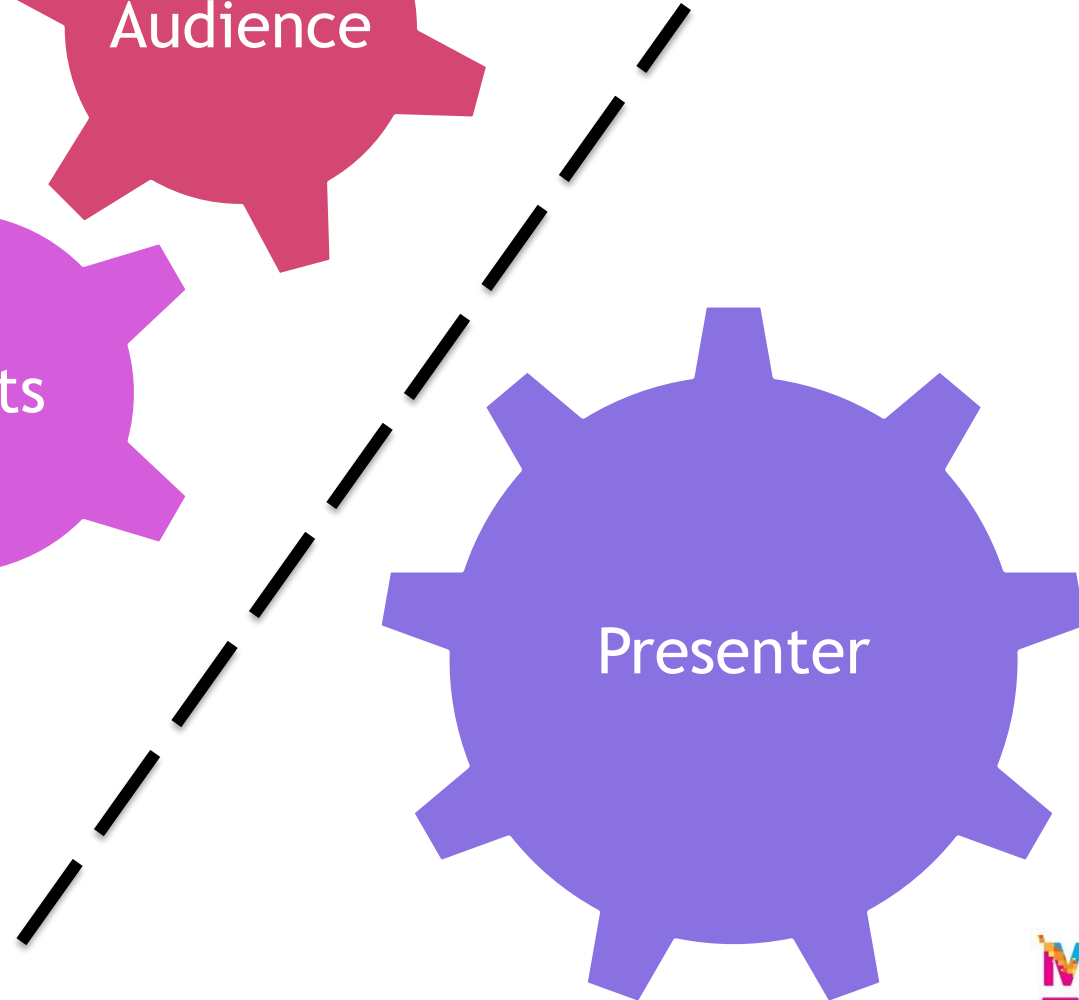


In digital world artists and audiences can connect directly via digital services.

How do artists find their audiences online?



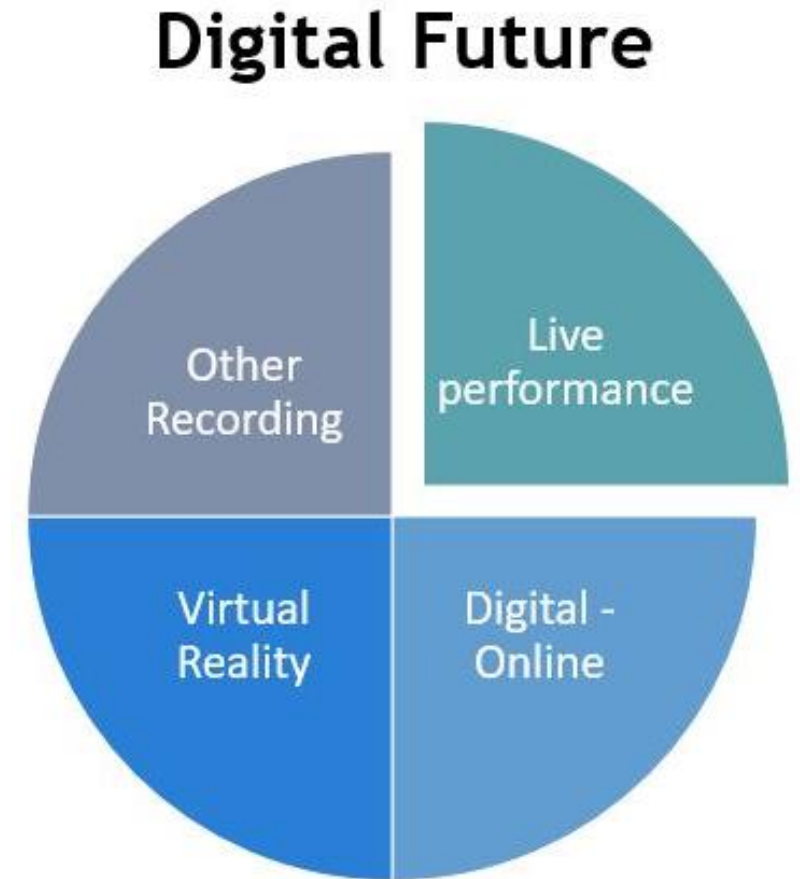
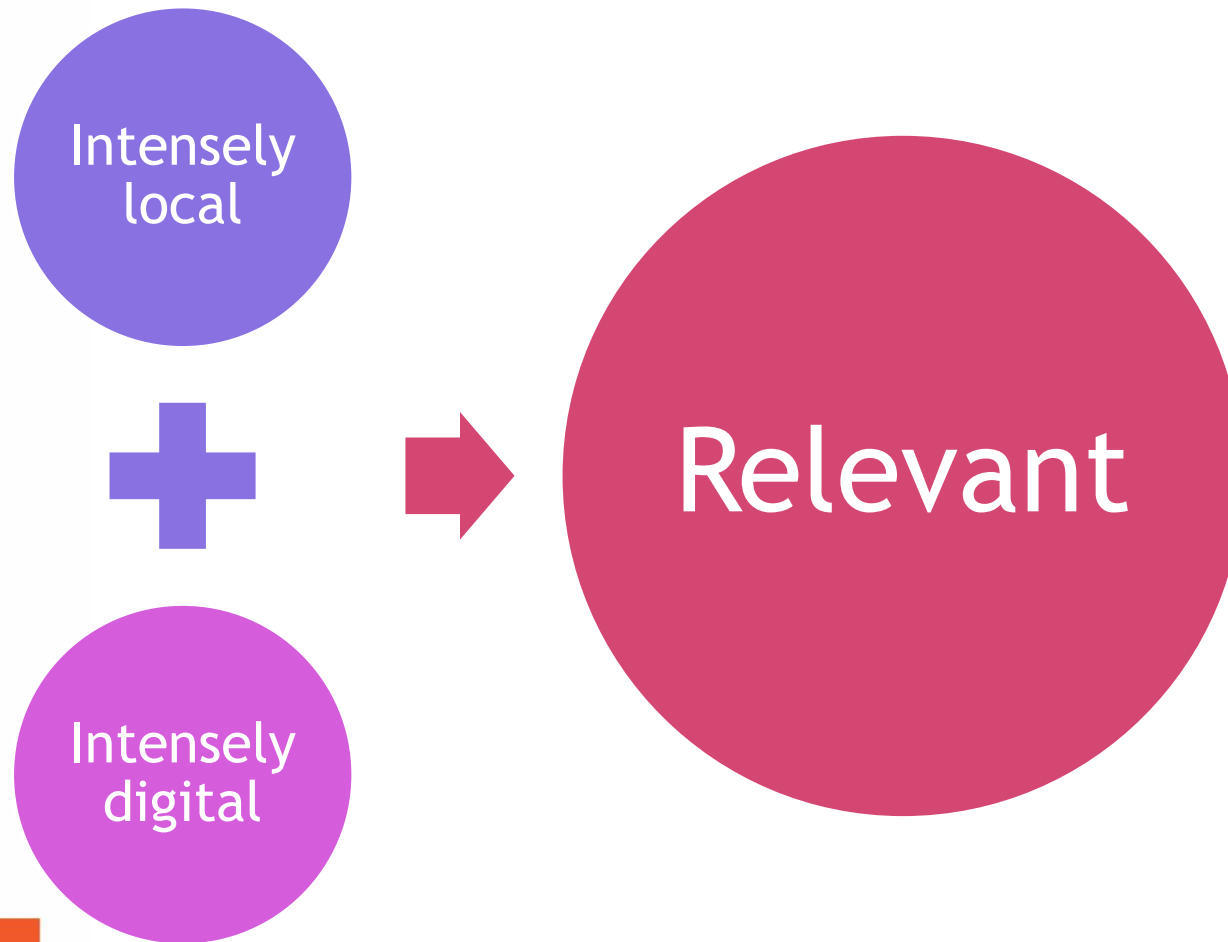
How do presenters add value?



What arts eco-system do we want / need in future?



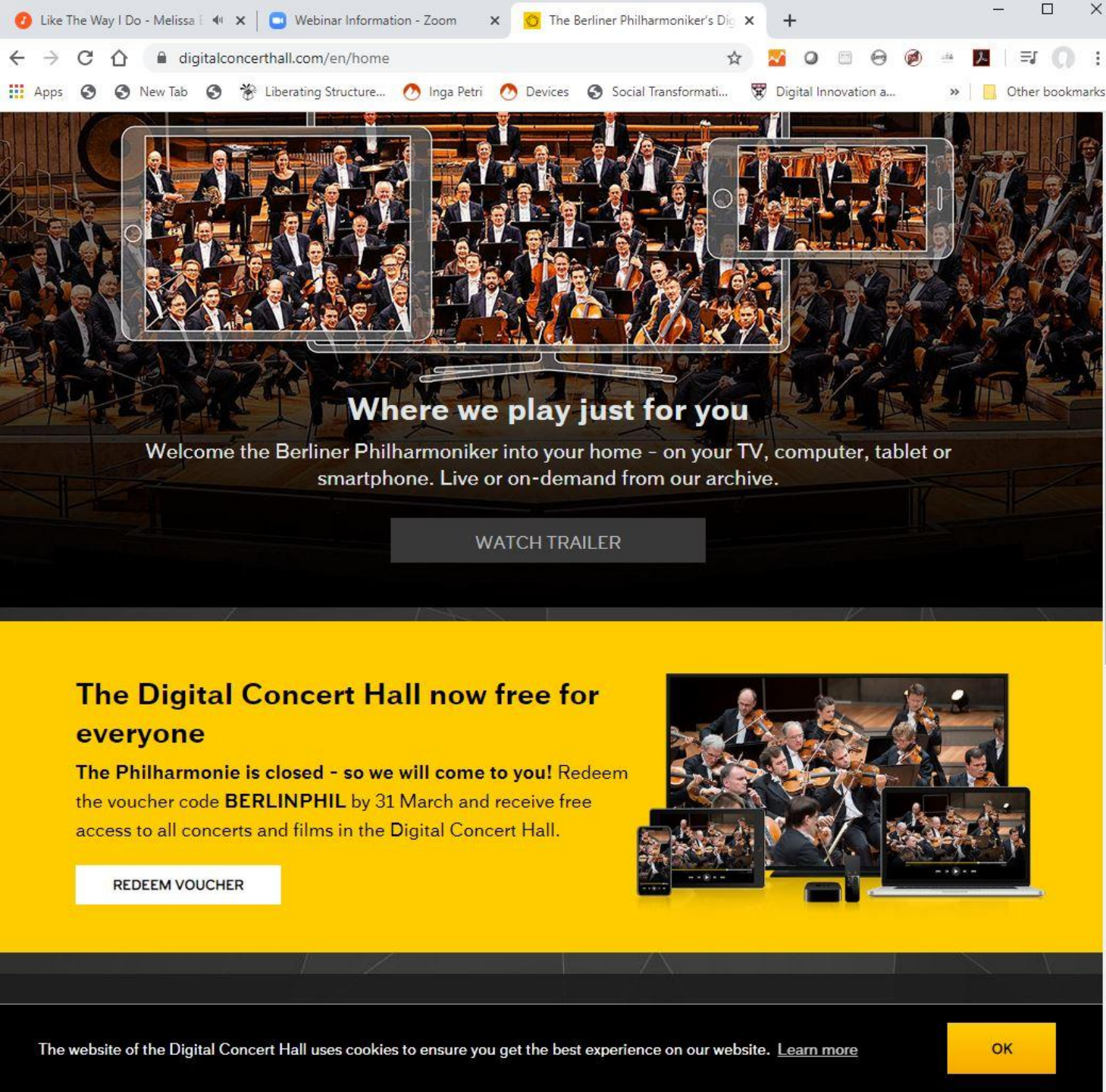
# How can live arts presenters be relevant in this moment ... and beyond?



# Digital World

Life *is* Digital

What are artists, producers and presenters doing?



Digital Concert Hall 2008,  
funded by Deutsche Bank

Subscription model

NOW: Free access to catalog



Like The Way I Do - Melissa | X | Webinar Information - Zoom | Metropolitan Opera | Met launch | X

metopera.org/about/press-releases/met-launches-nightly-met-opera-streams-a-free-series-...

Apps | New Tab | Liberating Structure... | Inga Petri | Devices | Social Transformati... | Digital Innovation a... | Other bookm

MENU The Metropolitan Opera LOGIN / REGISTER CALENDAR

# Met launches “Nightly Met Opera Streams,” a free series of encore Live in HD presentations streamed on the company website during the coronavirus closure

March 13th, 2020

[Updated March 21, 2020](#)

**Met launches “Nightly Met Opera Streams,” a free series of encore *Live in HD* presentations streamed on the company website during the coronavirus closure**

**Third week of free streams includes *Dialogue des Carmélites*, *Il Barbiere di Siviglia*, and *Nixon in China***

**All streams now available for 23 hours**

*New York, NY (March 13, 2020)*—A day after canceling upcoming performances due to

Digital distribution channels, Live in HD

NOW: Free access to catalog


socialdistancingfestival.com/?fbclid=IwAR1kZQW4erFddSvqToV02cBzCRNmWV9IVKZtPE\_cFCjbr9lfx...

Apps New Tab Liberating Structure... Inga Petri Devices Social Transformati... Digital Innovation a... Poster Templates -... Other bookmark

# The Social Distancing Festival

f t i

HOME FEATURED LIVE STREAMS ABOUT SUBMISSIONS  
DONATE TO THE ARTS THE BEER TENT PRESS



## Welcome to The Social Distancing Festival.

This is a site for celebrating art from all over the world, showcasing amazing talent, and coming together as a community at a time when we need it more than ever.

### Upcoming streamed events!

Hover over the calendar or check out the [LIVE-STREAMS](#) page to see our huge list of events that are happening all over the world.

Have an event coming up? Let me know about it through the [SUBMISSIONS](#) page!

SU	MO	TU	WE	TH	FR	SA
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16 1p THEATRE: Live at Gary's - 1pm EASTERN TIME	17 2:30p OPERA: Manon streamed by Paris Opera 6p	18 THEATRE: The 24 Hour Plays - 6pm EDT 6:30a TRIVIA	19 DANCE: Arch Ballet's "Virtual Performance Season" March 18-20 7:00pm EDT	20 DANCE: Arch Ballet's "Virtual Performance Season" March 18-20 7:00pm EDT	21 MUSIC: Seth Radetsky and James Weesley present "Stars in the House"

Nick Green, Canadian actor and playwright created this community of those affected by cancellations / postponements.

Youtube hosted videos and other formats they link out to/embed on site. Not a media host.

Many formats:  
Pages of scripts; live streamed concert; rehearsal footage

Donation to other orgs that support artists

<https://www.socialdistancingfestival.com/live-streams>

**Home Routes / Chemin Chez Nous**  
@homeroutes

**Home**  
About  
Posts  
Events  
Photos  
Email Signup  
Community  
Videos  
Groups  
Reviews  
[Create a Page](#)

**Posts**

**Home Routes/Chemin Chez Nous** was live.  
9 hrs · 🌐

Casati Mar 22 National on-line Folk Festival by Home Routes  
DONATIONS: <https://www.paypal.com/cgi-bin/webscr...>

**Community** [See All](#)

**ABOUT HOME ROUTES/CHEMIN CHEZ NOUS**

**Our Story**

Home Routes / Chemin Chez Nous was initiated by the founders of the Winnipeg Folk Festival and the W...

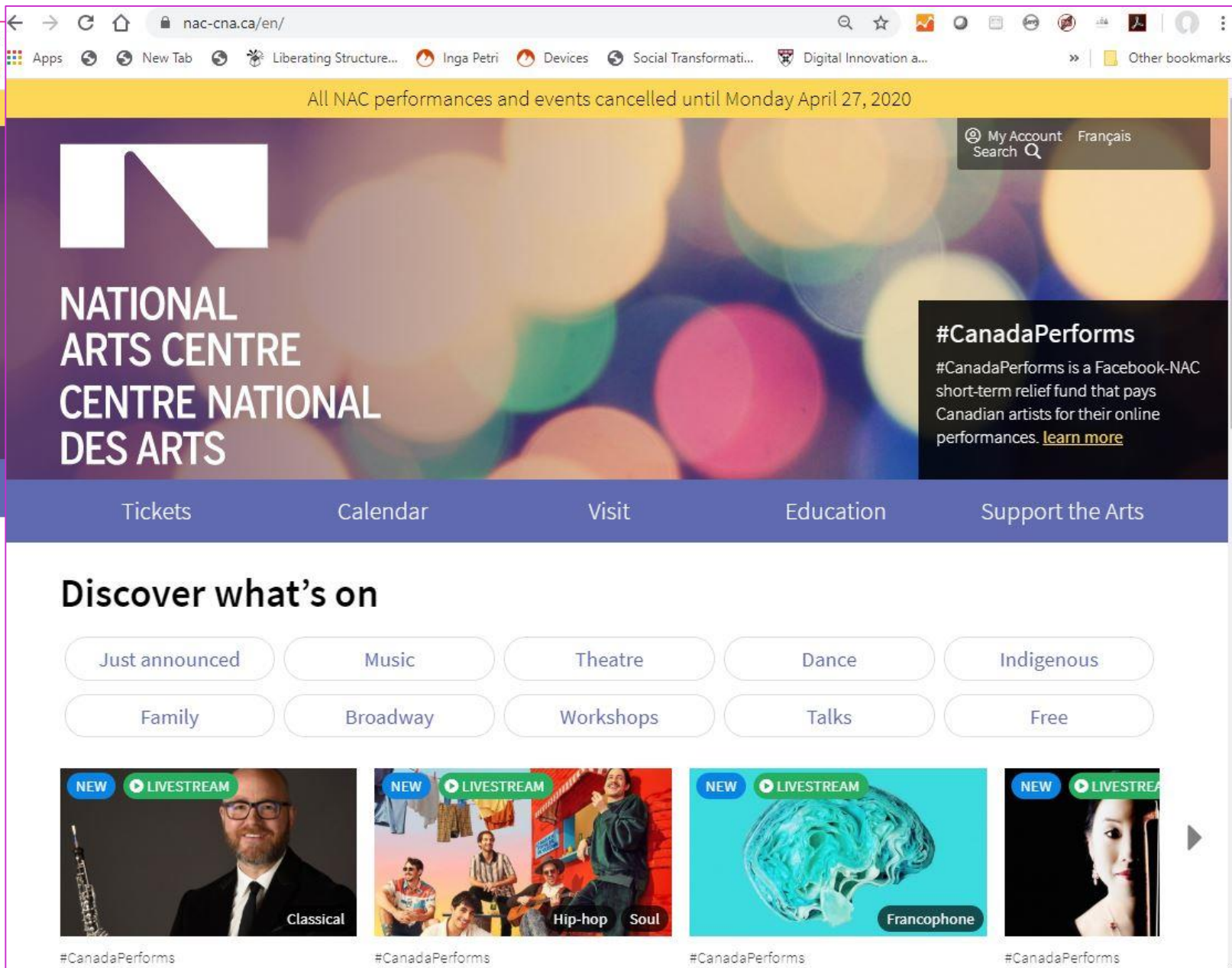
[See More](#)

Home Routes /  
Chemin Chez Nous

Facebook live  
Tip jar

<https://www.rootsmusic.ca/2020/03/21/the-first-national-online-folk-festival-kicks-off-tonight/>





**Initial \$100,000  
Facebook Canada  
partnership - has grown  
and added partners**

**Apply to NAC for \$1,000  
for 45 to 60 minutes  
Post online performance**

# Welcome to Sarah MacDougall and Ivan Coyote



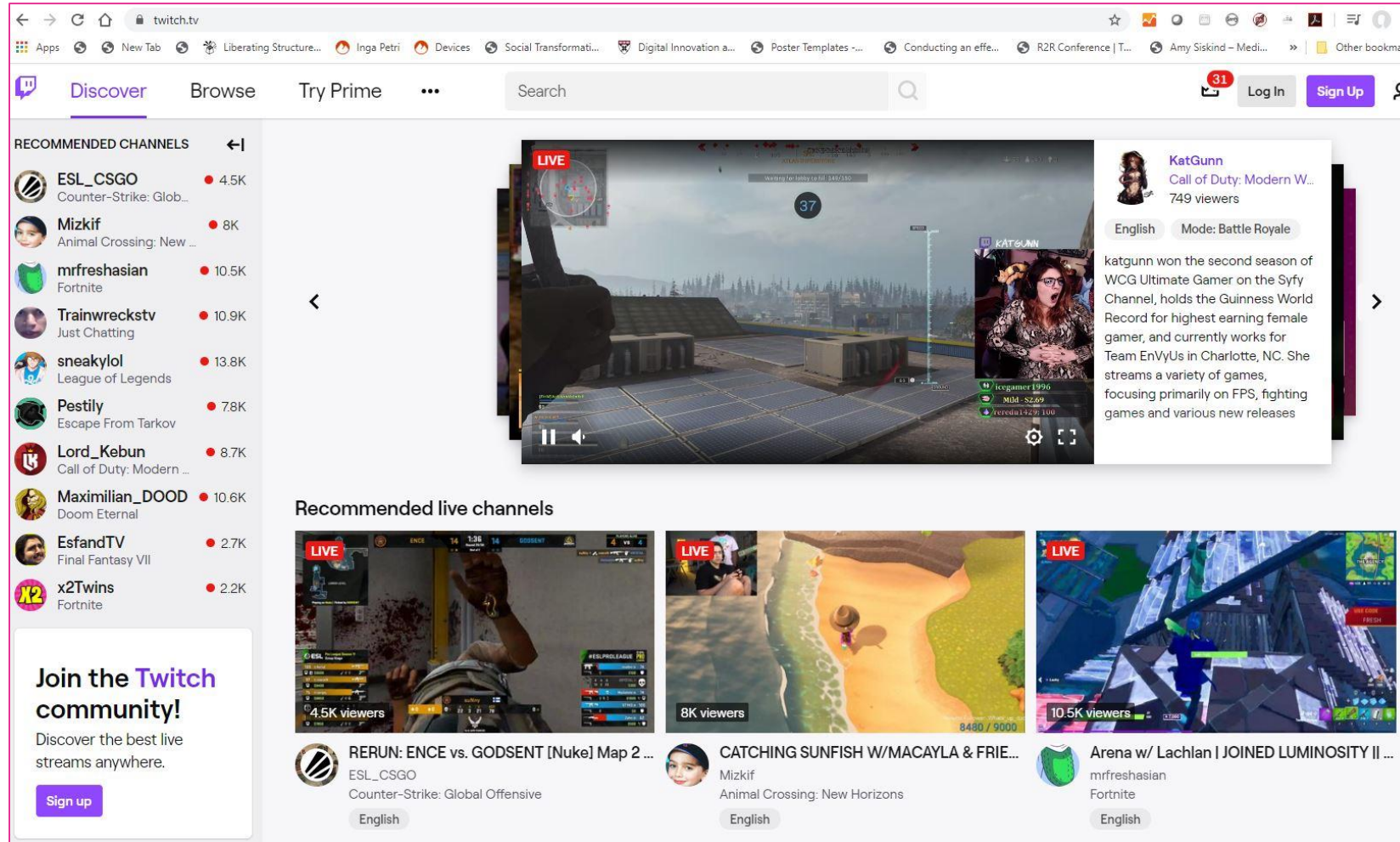


# How do audiences pay artists now?

- Paypal
- Monzo.me (UK online bank)
- Stripe (online payments)
- Can go through your own website if you have online payments set up
- E-transfer



# Twitch.TV



## Owned by Amazon

- Gamers platform
- 3 million creators streaming each month
- 15 million avg daily visitors
- tens of thousands in Twitch partner program
- monetizing is possible, various methods: bits, subscription, ads

twich.tv/bandsintown/

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RECOMMENDED CHANNELS

- summit1g 29.6K Call of Duty: Modern...
- ESL\_CSGO 3.5K Counter-Strike: Glob...
- Mizkif 8.1K Animal Crossing: New ...
- mrfreshasian 10.3K Fortnite
- Trainwreckstv 9.2K Just Chatting
- sneakylol 14.3K League of Legends
- Pestily 7K Escape From Tarkov
- Lord\_Kebun 8.8K Call of Duty: Modern ...
- Maximilian\_DOOD 10.3K Doom Eternal
- EsfandTV 2.6K Final Fantasy VII

Sign up to experience the best of Bandsintown

Bandsintown Home Videos Follow

Follow and get notified when bandsintown is live

Turn on Notifications

Black Coffee FRIDAY, MARCH 20TH 1 PM NYC | 6 PM BCN | 7 PM JNB

bandsintown X twitch

Black Coffee LIVE 80,200

Category: Music & Performing Arts

IRL Creative Rhythm & Music Game

Bandsintown Live

Bandsintown Live is the livestreaming channel of Bandsintown. We will celebrate artists through a live music marathon next week to raise money for the MusiCares COVID-19 Relief Fund, kicking off Thursday at 1PM (NY). All genres of music, from emerging artists to global stars will join us to cheer live music altogether. Check out news.bandsintown.com for the programming and a complete listing of live music streams happening around the world.

STREAM CHAT

Welcome to the chat room!

Send a message (chat is in slow mode)

Chat

Twitch.TV  
New bandsintown channel,  
launched 12 days ago

twitch.tv/directory/game/Music%20%26%20Performing%20Arts/videos/all

Discover Browse Try Prime Search Log In Sign Up

RECOMMENDED CHANNELS

- ESL\_CSGO 5.1K Counter-Strike: Globa...
- mrfreshasian 15.1K Fortnite
- Bugha 11.1K Fortnite
- Greekgodx 4.6K Call of Duty: Modern ...
- sneakylol 6K Mount & Blade II: Bann...
- Trainwreckstv 6.2K Just Chatting
- Lord\_Kebun 15.6K Grand Theft Auto V
- cloakzy 7.9K Just Chatting
- Insomniac\_Events 552 Music & Performing A...
- nl\_Kripp 4.8K Path of Exile

Join the Twitch community!  
Discover the best live streamers anywhere

## Music & Performing Arts

8.5K Viewers · 2.3M Followers · IRL Creative Rhythm & Music Game

Follow

Live Channels Videos Clips

Filter by Language All Videos Sort by Views (High to Low)

12:17:32

28.3K views > 3 days ago

ReConnect: Global Livestream | Beatport ...  
BeatportOfficial

2:23:02

15.1K views 3 days ago

SLANDER: EYE TOUR LIVESTREAM  
SLANDER

3:34:06

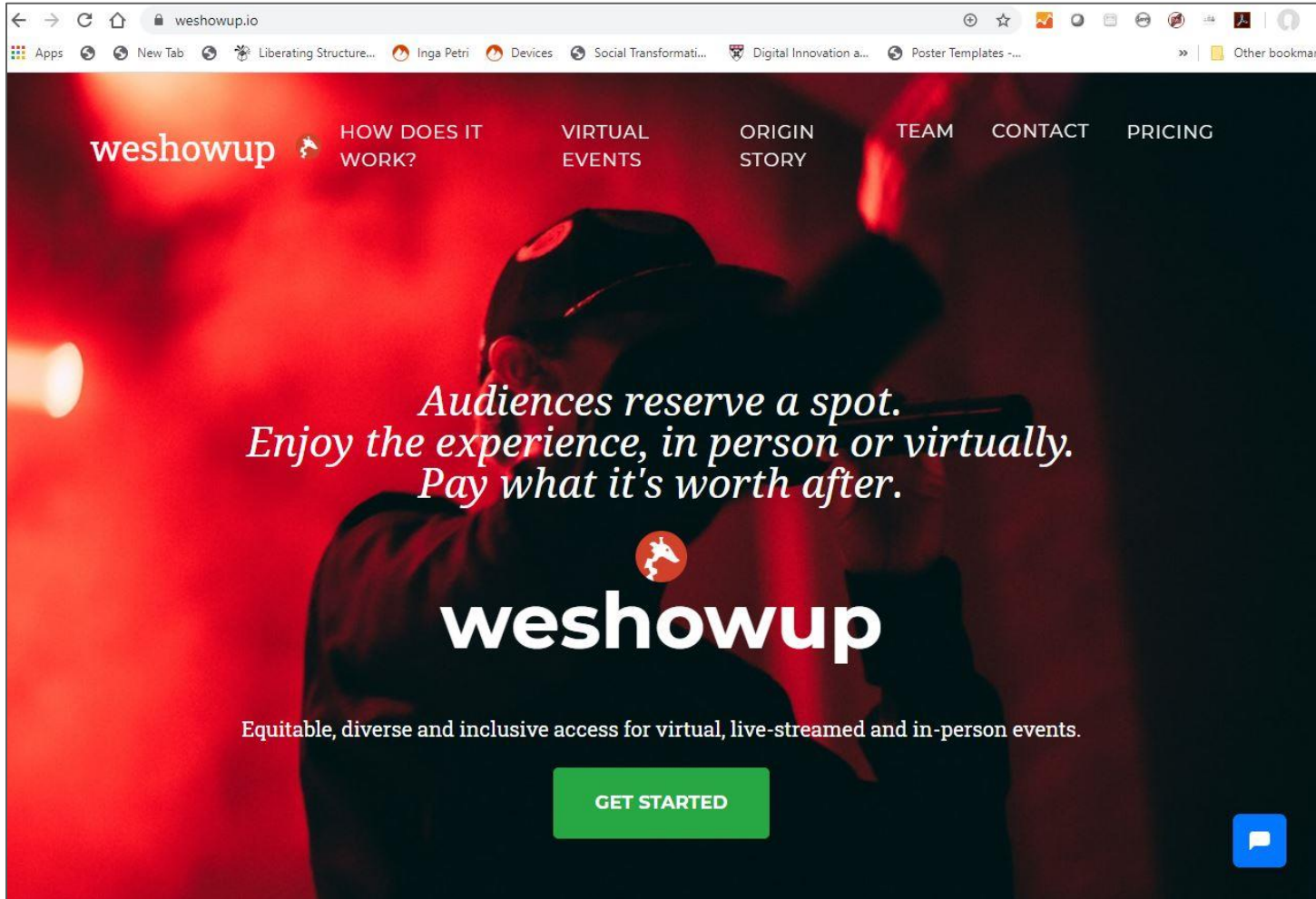
9.9K views 3 days ago

Find Another Way EP Release  
sevenlionsmusic

Music & Performing Arts  
category



# Weshowup.io



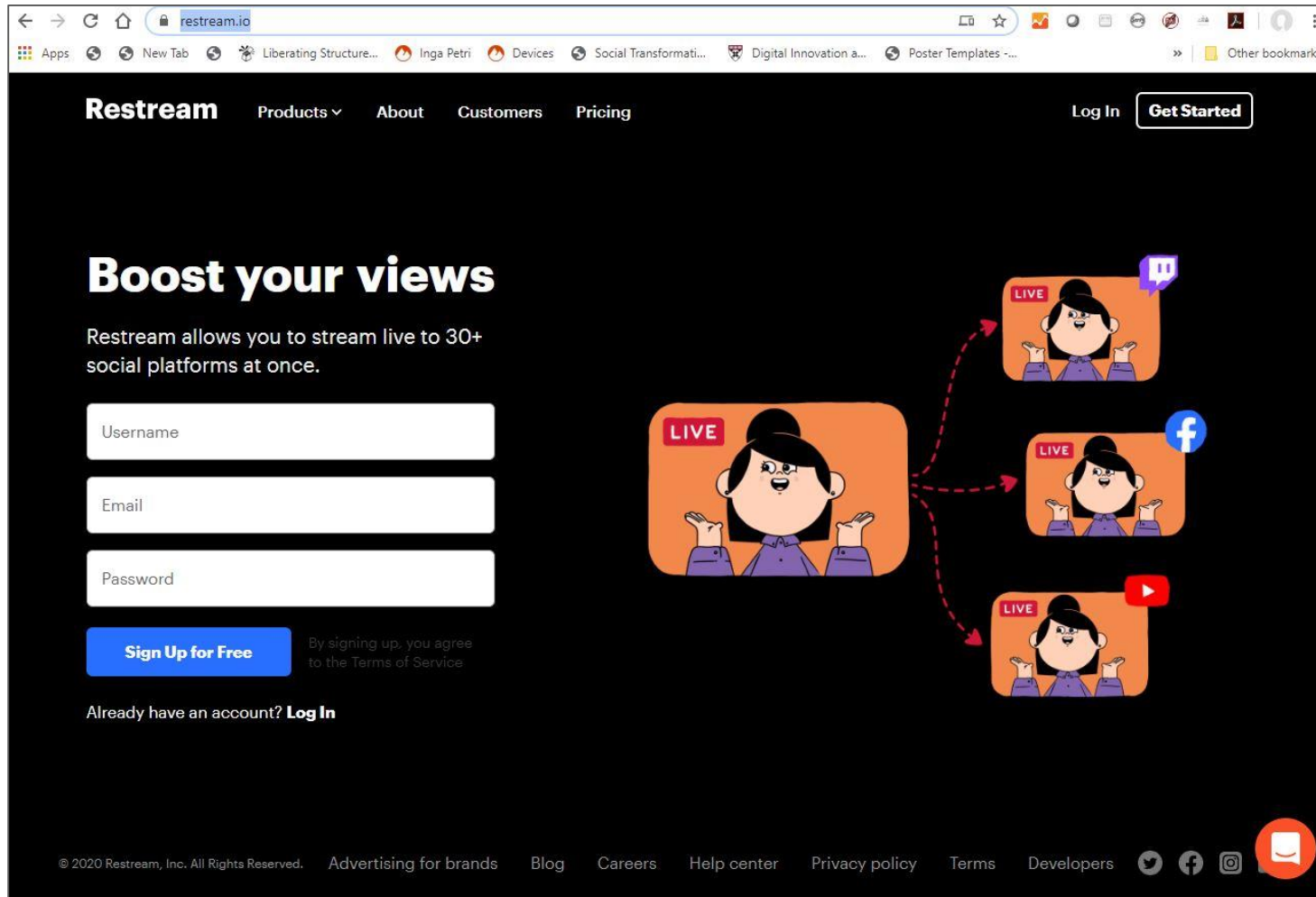
***Concert Window*** seized operations in 2019 after 8 years

This new platform has similar intentions  
***Pay what it's worth*** after the show

Takes a cut of 15% of transaction over first 100 virtual users



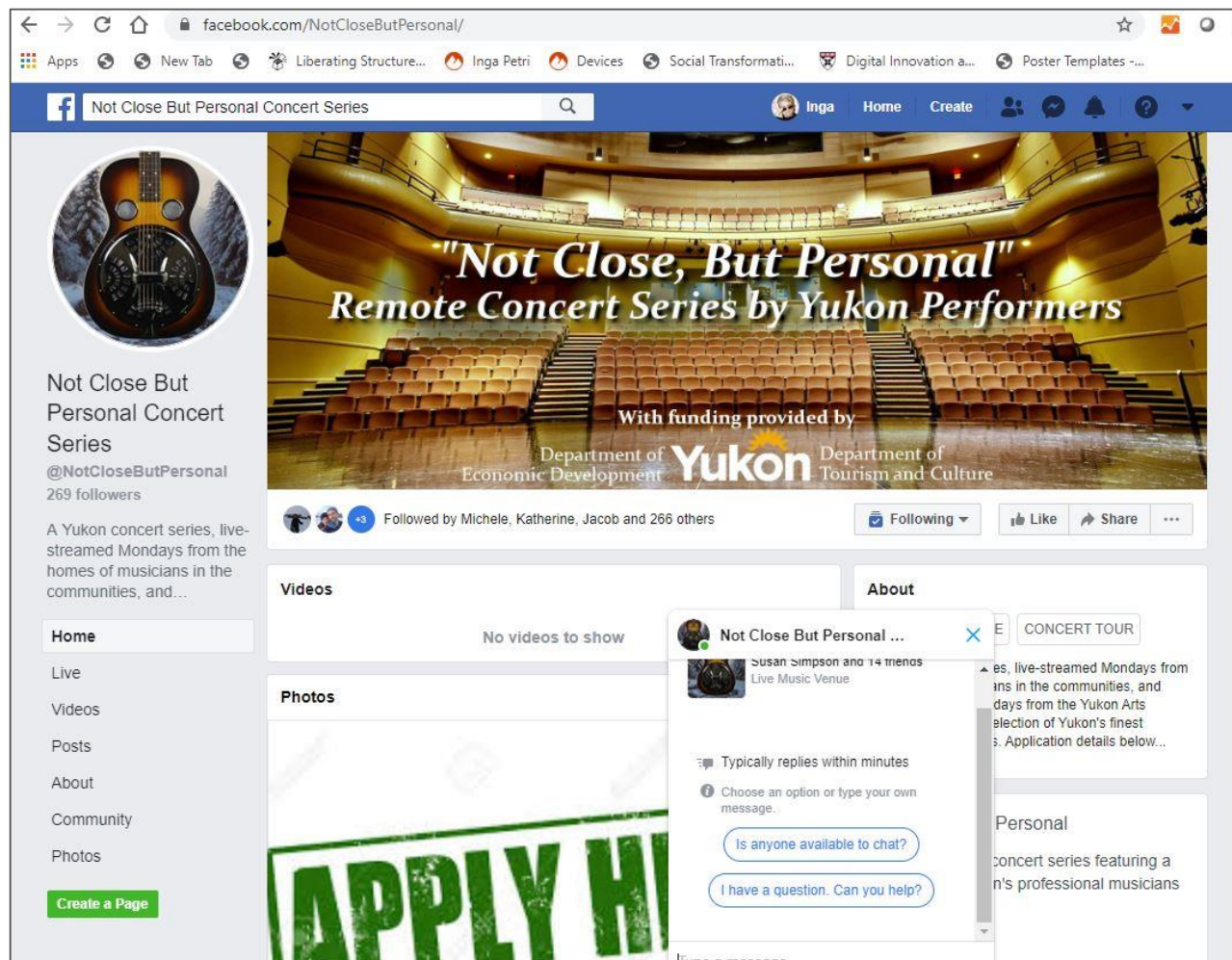
# Restream.io



2015

Started as a way for gamers to amplify and has morphed since into a fuller offer

# Welcome to Matthew Lien and Mike Gravitis



Musician  
Whispering Willows Records

Manager  
Northwestel Community TV

# Digital Strategy Fund invests in Digital Showcasing platform

**Magnum Opus Management**5 hrs · 🌐...

Exciting days, or in this case 2 years, ahead for MOM and our partners: Margot Holmes of Caline Artists International, Eoin Ó Catháin of Latitude 45 Arts Promotion and Laurie Gillis of the Atlantic Presenters Association. Inga Petri of Strategic Moves will lead the way with technology expertise by Octagram. So grateful for the support of the Canada Council for the Arts | Conseil des arts du Canada Digital Strategy Fund. Here we go!



MAILCHIMP

**Magnum Opus  
Management News  
Release - Digital  
Showcase Project**

March 30, 2020: ...

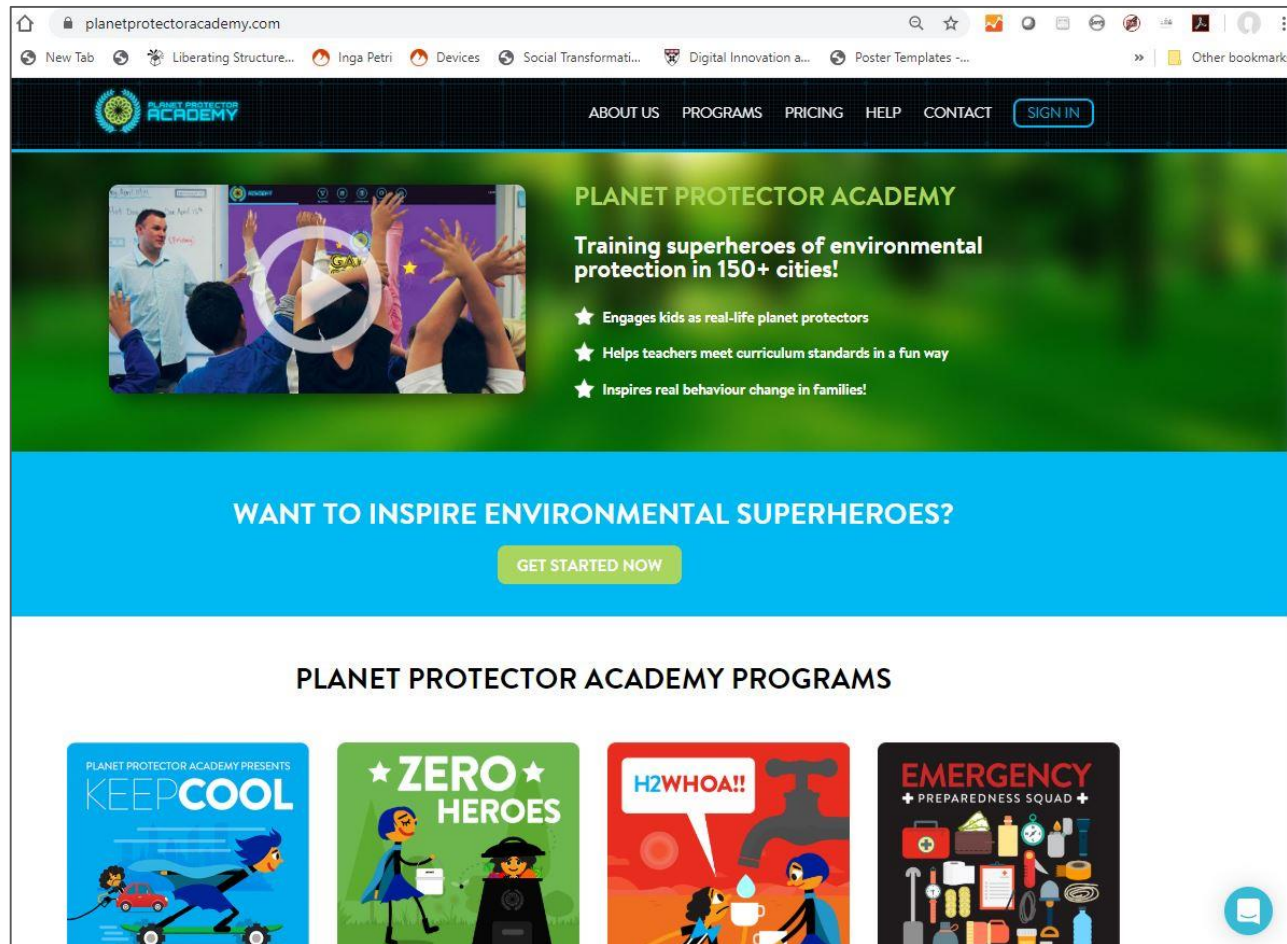
[Learn More](#)

# Navigating unknowns

- There simply is no paradigm for touring right now
- We don't know when it can return
- When we can travel freely again, we don't know how audience expectations re: large gatherings (50 plus) will have shifted permanently
- We don't know exactly how the performing arts ecosystem will have changed meanwhile - but can we shape it to ensure benefit to arts eco-system



# Welcome to Vanessa LeBourdais



Executive Producer, Co-  
Founder, Creative Director,  
DreamRider Productions



# Radical Intent for Performing Arts Presenting

- To develop and own the digital distribution platform for the performing arts
- Dramatically expand access to and engagement with performing arts
- Re-engineer the business model
  - How can arts presenters collectively
    - Reorganize the way we approach the market?
    - Re-engineer the ecosystem by leveraging sector's skills?
    - Find new partners with new skills needed?
- How does the value proposition of live performing arts have to evolve in order to achieve digital scale?



# **Next conversation steps**

## **10 am Pacific / 2 pm Atlantic**

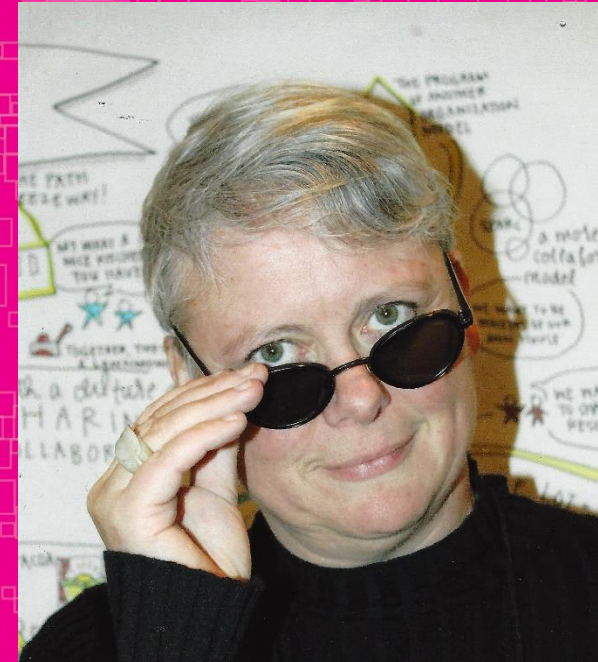
- **Wednesday, April 1**
  - Deepen today's conversation by considering near future technology leaps, in particular 5G networks, and what they will enable
- **Thursday, April 2**
  - Imagine our new world - how can performing arts eco-system shape its role in the world moving forward; what are emerging business models
- **Friday, April 3**
  - Moving from Conversation to Action - build an action plan for digitizing the performing arts to the benefit of the arts; pathways towards funding now



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in the Performing Arts

*DigitalArtsNation.ca*



## LET'S STAY IN TOUCH

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