

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 (2 of 4)**

Webinar

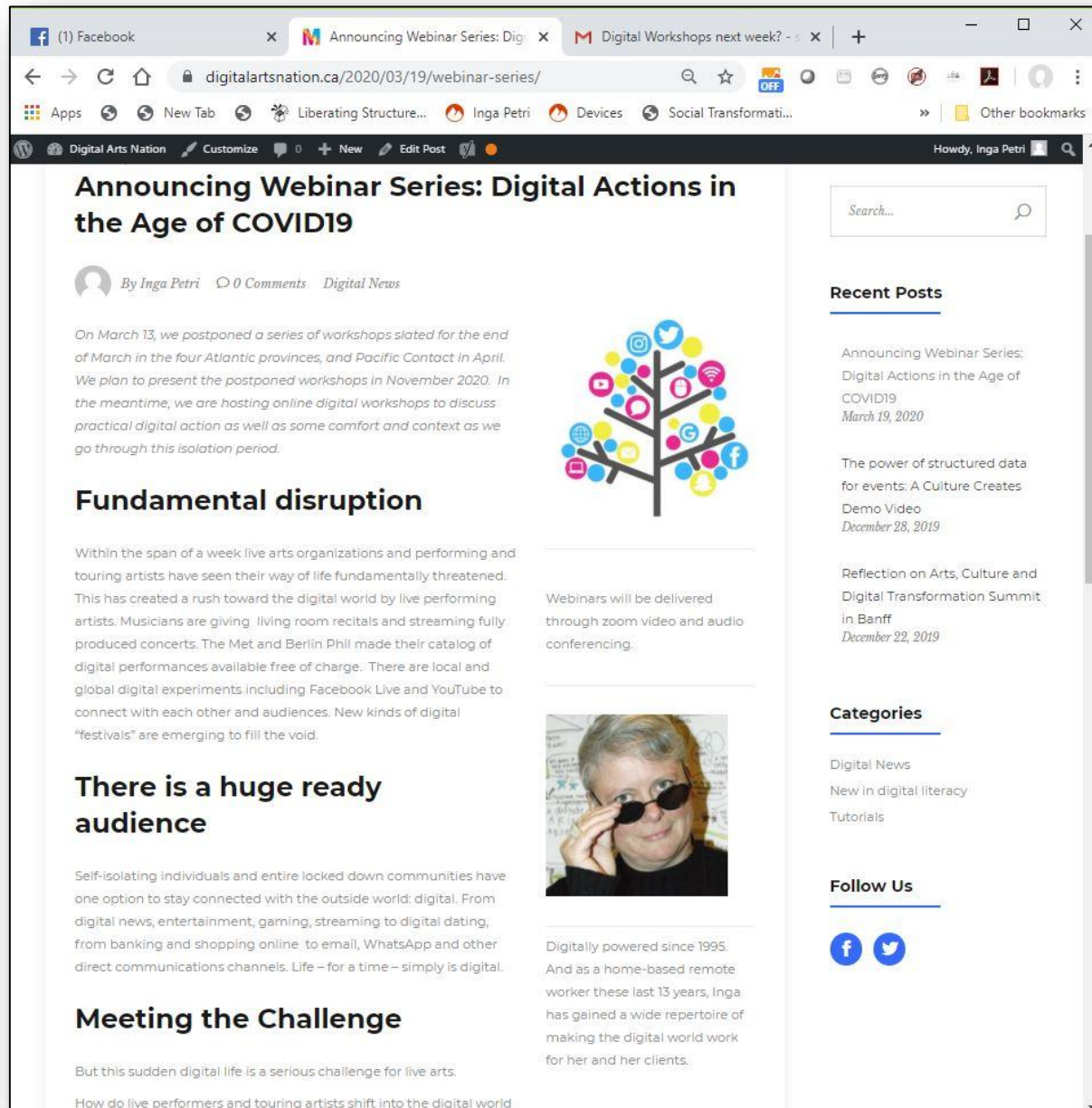
Created and presented by
Inga Petri, Strategic Moves

April 1, 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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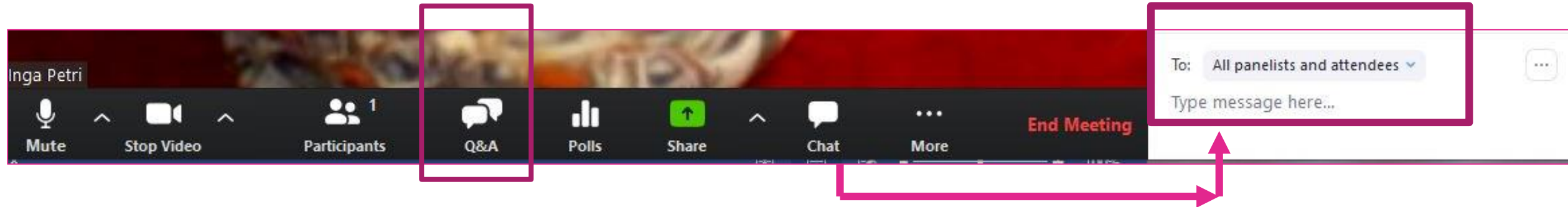


Please share brief introductions in chat window with everyone:

**Your role
organization (if applicable)
city, province**

How a zoom webinar works

Q & A for
presenter/panel



Open chat to
chat with all

We're also recording the webinar for your reference.



What we talk about today

1. Brief introductions in chat window
Your role, organization and city, province
2. Recap of tools and platforms from yesterday
3. Deepen the conversation by considering near future technology leaps, in particular 5G networks, and what they will enable.
4. Next steps in our conversation this week

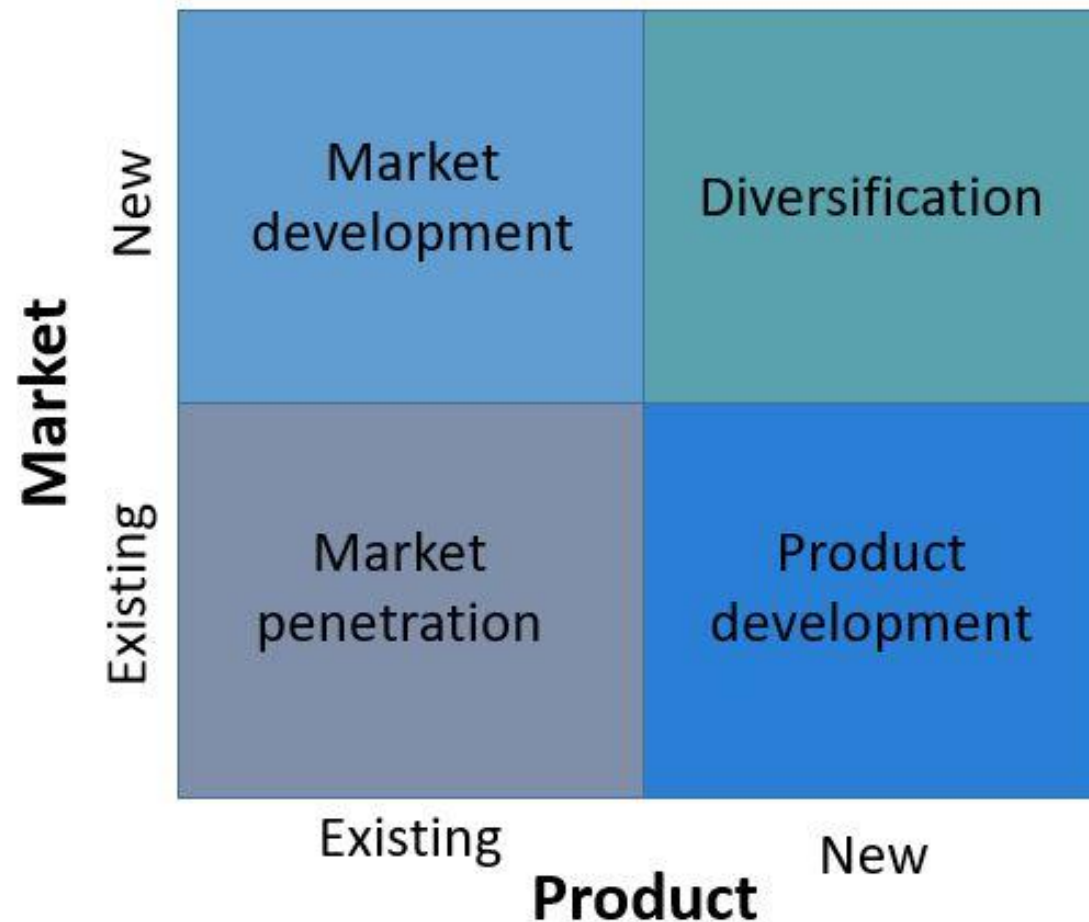
Proposed vision for Performing Arts Presenting

- To **develop and own** the digital distribution platform for the performing arts
- Dramatically **expand access** to and engagement with performing arts
- Re-engineer the **business model**
- 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)

When technology drives innovation and experience how does our usual way of working get upended?

Ansoff's Product-Market Matrix





Navigating today's unknowns

- There simply is no paradigm for touring right now
- When we can travel freely again, we don't know if or 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 there is more: Climate Change

- Touring in the age of climate change
- Shaming frequent flyers
- Festivals and events and extreme weather, forest fires
- What might ecologically and economically sustainable touring look like?



The COVID-19 rush to digital

- Free to public
 - Berlin Philharmonic's Digital Concert hall catalog
 - Metropolitan Opera's Life in HD catalog
- Mostly free/ voluntary payment
 - Facebook Live streaming concerts (HomeRoutes, #CanadaPerforms)
- Aggregators
 - Social Distancing Festival
- New players
 - Weshowup.io - pay what it's worth after the fact
 - Twitch.TV - gamers platform that can be monetized (perhaps more easily than Youtube)



Who makes the money in these scenarios?

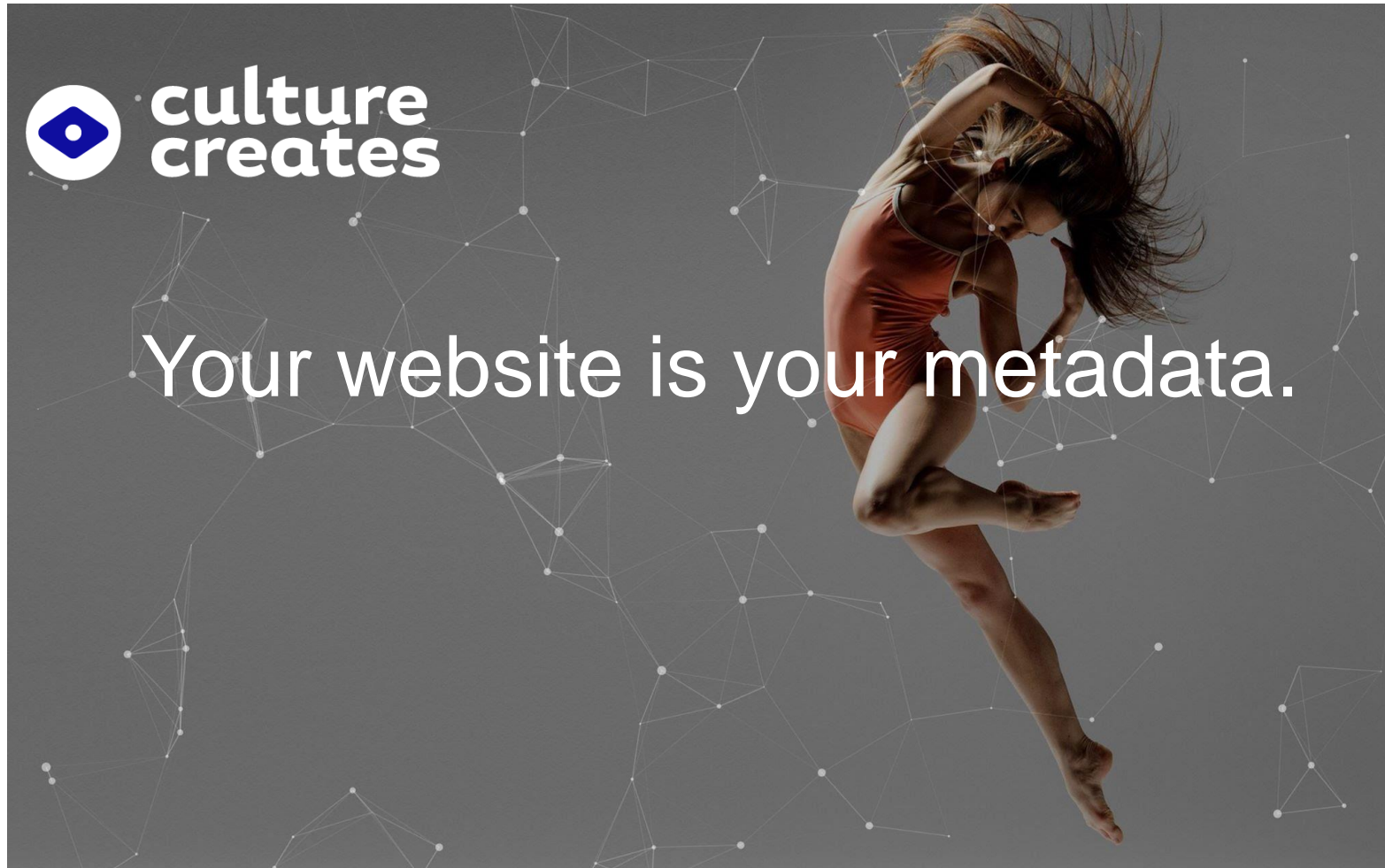
- Internet Service Providers - data plans
- Banks, online payment transaction
- Noone (lost revenue to organization)
- Facebook, Instagram
- Youtube
- Restream as a service
- Weshowup.io takes a cut of artists tips/pay what it's worth
- Twitch.TV (Amazon) shares revenue for portion of streaming users



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

Tammy Lee and Caitlin Troughton





It's all much bigger

4G → 5G → 6G

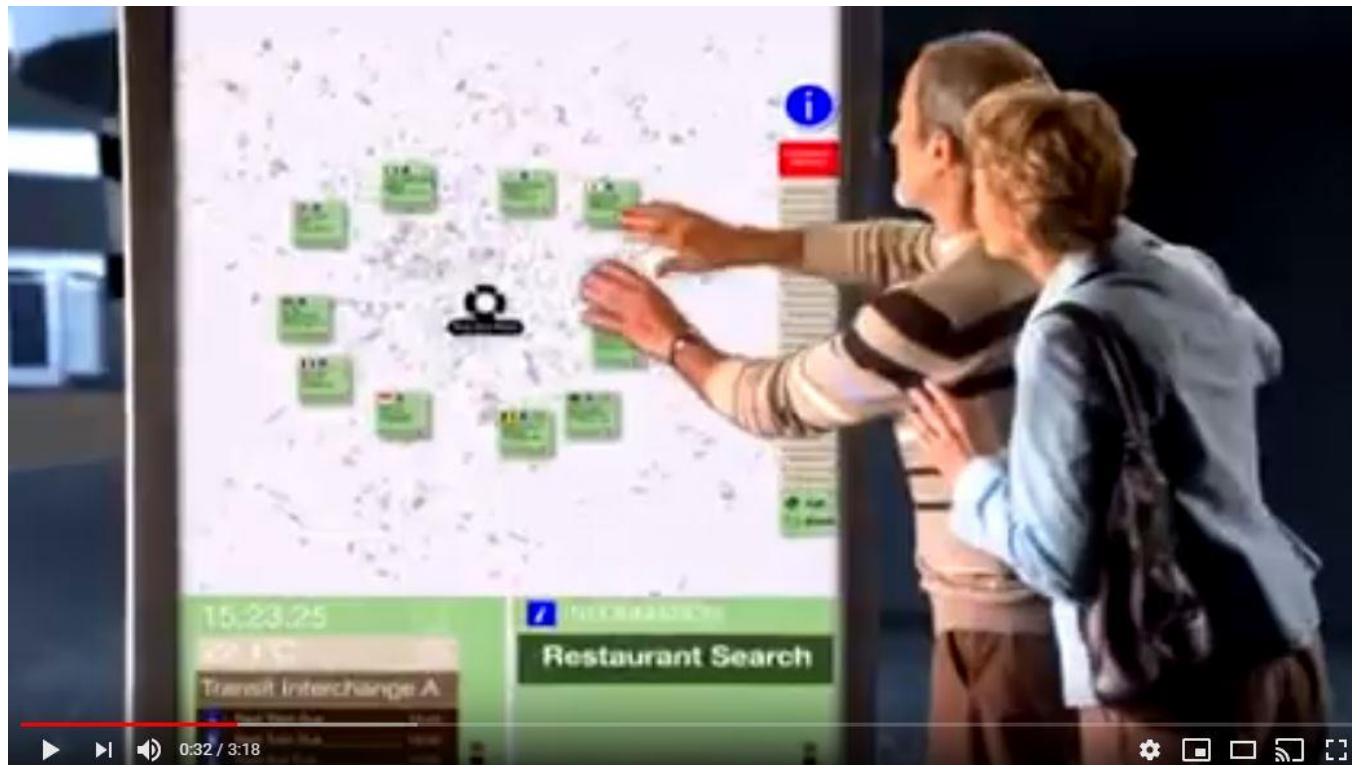


4G LTE vision (2009 → 2012)

<https://youtu.be/3aNoMqtAMXc?t=89>

John Charette: If you can dream it ...

Dreaming up 4G and 5G worlds



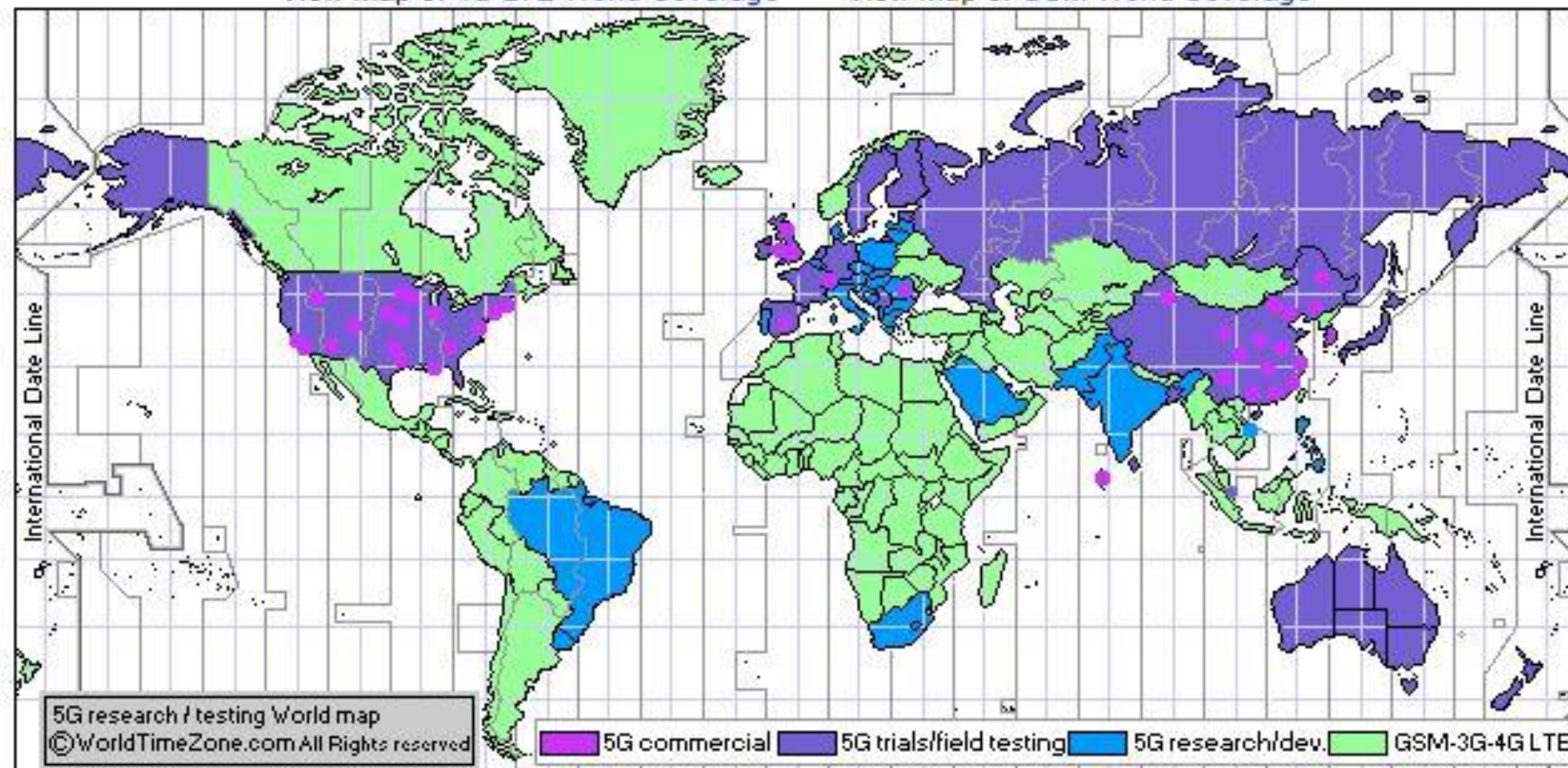
Nokia <https://www.youtube.com/watch?v=nNIRV8Xr19A>



5G field testing, trials, research, development world coverage map - 5G country list

[View Map of 4G LTE World Coverage](#)

[View Map of GSM World Coverage](#)



[Regional Maps](#)



[Sections Maps](#)



[Sun Clock](#)



5G commercial network world coverage map:
5G field testing / 5G trials / 5G research / 5G development by country (Dec 12, 2019) *:

Rob Hopkins

OpenBroadcaster.com



Finland's 6G vision for 2030

<https://www.youtube.com/watch?v=r4iDnGMQNq0>



Tim Yerxa

The screenshot shows the homepage of The Playhouse Fredericton website. At the top left is the logo for 'THE PLAYHOUSE Fredericton'. To its right is a Facebook 'Like 10K' button and a 'SEARCH EVENTS' bar with a 'GO' button. A navigation menu includes links for 'Buy Tickets', 'Tickets & Events', 'Programs', 'Contribute', 'Renting', 'About Us', and 'Contact Us'. The main banner features a photo of four performers in costume, with the text 'VAUGHNCO ENTERTAINMENT ABBA Revisited' on the right. A 'View Events Calendar' button is also present. Below the banner are four promotional boxes: 'Share the Magic 50/50+', 'Spotlight Series', 'Make a Donation', and 'Sign up for our E-newsletter'. The footer contains the Playhouse logo, box office phone number (1.506.458.8344), copyright notice (©2012 Fredericton Playhouse Inc), links for 'Privacy Policy' and 'Site Design by Creative Juices', and social media icons for Facebook, YouTube, Twitter, and WordPress.

THE PLAYHOUSE
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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

▪ 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

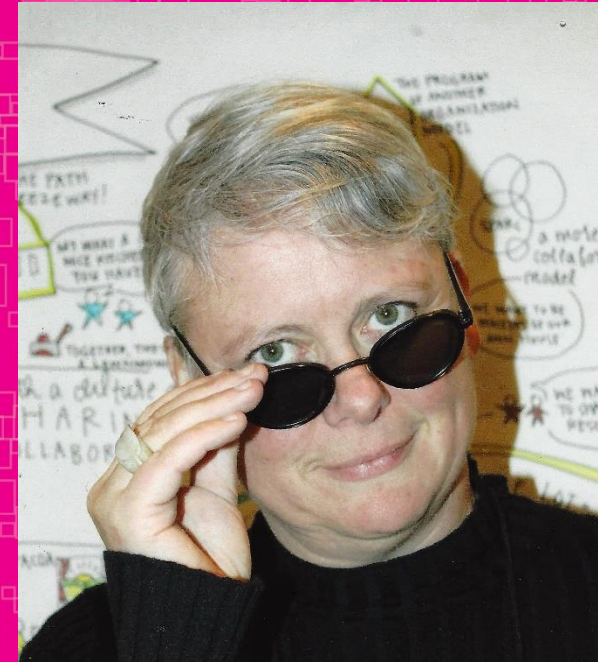
▪ Friday, April 3

- 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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DigitalArtsNation.ca



LET'S STAY IN TOUCH

Inga Petri
Strategic Moves
Whitehorse, Yukon
www.strategicmoves.ca
ipetri@strategicmoves.ca
613.558.8433 (mobile, Canada-wide)
@ipetri