

# Geffen Playhouse: Building a Premium Digital Experience

GEFFEN  
PLAYHOUSE

## What Is It?

A season of **interactive shows performed over Zoom** for audiences of up to 25 people. Artists include magicians, puzzle experts, chefs, and more.

## How Do They Do It?

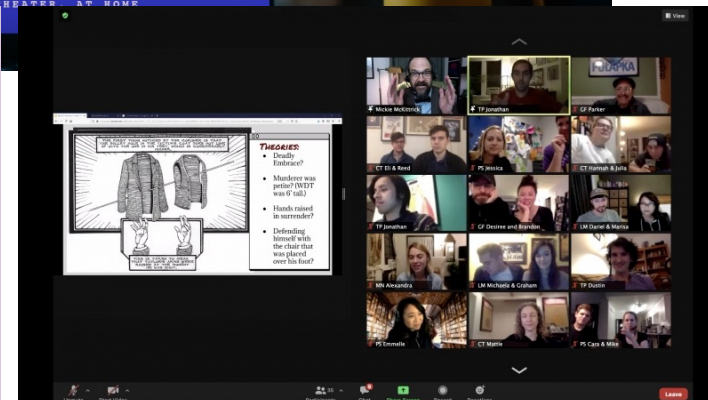
- Some shows film at artists' homes with one camera, others on stage with multiple cameras
- Use Zoom due to reliability and familiarity
- Mirror live structure of 8 shows a week

## What Do They Charge?

Tickets range from **\$25-95** per performance, depending on level of interactivity and supplies required for the show.



To create connection Geffen Playhouse **sends materials to each audience member**, to be used during performances. These ranged from PDF print-outs to fully shipped boxes of props or ingredients.



One highlight of the Stayhouse experience is the **virtual lobby**, where audience members are greeted by a house manager for 30 minutes before the show starts. This creates a communal experience from the very start of the performance.

**Results:** has grossed over \$2.5 million in ticket sales and donations and gained national media attention

# Geffen Playhouse: Building a Premium Digital Experience

## What Geffen Playhouse Does Well

1

Orients digital content around a value that resonates with at-home audiences

- Shapes digital programming around the value of connectivity, which audiences are craving in lockdown.
- Leverages existing relationships with artists doing interactive theater work.
- Only replicates elements that would translate well to digital, such as a personal, entertaining “virtual lobby” experience.

2

Implements tactics that justify premium ticket prices

- Creates an intimate experience by keeping shows limited to 25 households – which also serves to increase a sense of ticket demand by leading to quickly sold-out performances.
- Enhances the feeling of getting something tangible for your purchase - beyond the theatrical experience - by sending props and pre-show activities to audiences.

3

Develops internal digital “rules for the road” to ensure a quality experience

- Responds to the need to support staff and artists who are working in new capacities.
- Establishes new procedures, ways of scheduling, and team expectations around every stage of the production process.
- Trains staff members to be either specialists or generalists for certain new digital skills.

## You Might Consider This Model If You Are Asking These Questions....

How do we translate our art into content with a **unique value proposition** for digital audiences?

What could we do in digital that would enable us to charge **premium prices** for our content?

# Examples of Geffen Playhouse's Digital Content

---

## [‘Bollywood Kitchen’ Trailer](#)

In this trailer, Sri Rao introduces us to his interactive Geffen Stayhouse show, ‘Bollywood Kitchen,’ where audiences learn to prepare a homemade Indian meal while hearing Rao’s stories from his family’s table.



## [The Creation of “Geffen Stayhouse”](#)



Learn about the development of Geffen Playhouse’s interactive at-home shows directly from leaders at the theater in this behind-the-scenes video.