Geffen Playhouse: Building a Premium Digital Experience

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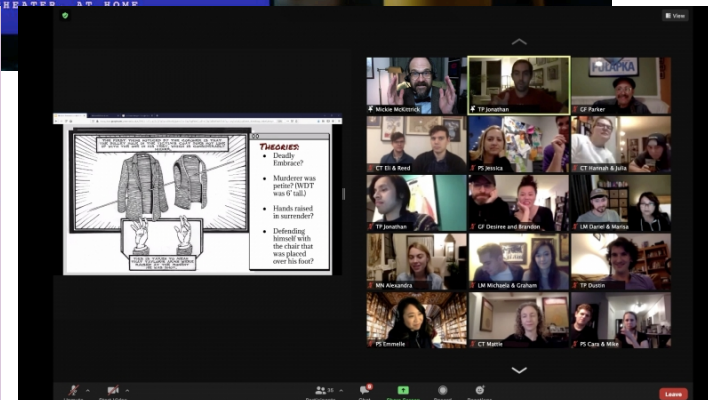
To create connection Geffen Playhouse **sends materials to each audience member**, to be used during performances. These ranged from PDF print-outs to fully shipped boxes of props or ingredients.

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

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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?