

National Theatre: Re-Purposing Content Across Platforms

What Is It?

National Theatre uses its catalogue of British theatre productions, originally taped for cinema and TV, across multiple viewing platforms, including on-demand streaming from home

How Do They Do It?

- A 13-member team captures live theatre across the UK, adding to a catalogue of 80+ productions
- Each show is filmed live after 2 rehearsals for the camera

What Do They Charge?

Subscribers pay \$12.99/month or \$129.99/ year for unlimited access. Non-subscribers may purchase a 3-day rental of some productions for \$9.99. Free productions ask for donation at the end.

NT's Expansion of Digital Channels

NT Live (2010): Content for cinemas worldwide

- Modelled off the Met's Live in HD series; artists committed to 2 rehearsals for the camera and a filmed live performance
- Reached **10M viewers over 10 years**



At-Home Streams (2020): Free content to the public

- Used YouTube to release one free production weekly
- Negotiated with rights holders to run from April–July 2020
- **Solicited > 25,000 donations** through YouTube's donate button, reaching **15M viewers in 16 weeks**

Donate now



National Theatre

Donate to support great theatre for everyone

DONATE

NT at Home (Present): On-demand, subscription-based platform

- Shifted to Vimeo OTT to create a more seamless customer experience and capture valuable customer data
- Plans to continue NT at Home as its own entity after the re-launch of NT Live
- Multiple purchase methods including rental and subscription



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What National Theatre Does Well

1

Tracks giving patterns to drive donations

- Finds that donors typically give at the tail end of a viewing experience as a digital “form of applause”
- Does not fear making a bold ask at the end of or after all productions (free and paid) and leverages various giving platforms available including text-to-give

2

Combines monetization models to maximize revenue

- Taps into multiple audiences with both subscription and rental options for paid content
- Increases the value of subscriptions by offering early access to new releases and behind-the-scenes content

3

Leverages customer data to adjust the experience

- Switching from YouTube to Vimeo OTT increased their access to and control over customer data captured at checkout
- Recognizes the value of the data in adjusting digital experiences to meet customer needs and wants

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

How can we make the best use of the **assets already at our disposal** (archives, personnel, equipment, etc.) to develop a digital product that resonates?

How can we **expand our global reach** with affordable offerings while also generating long-term value for our organization?