

The Australian Ballet: A Lasting Hybrid Model

What Was It?

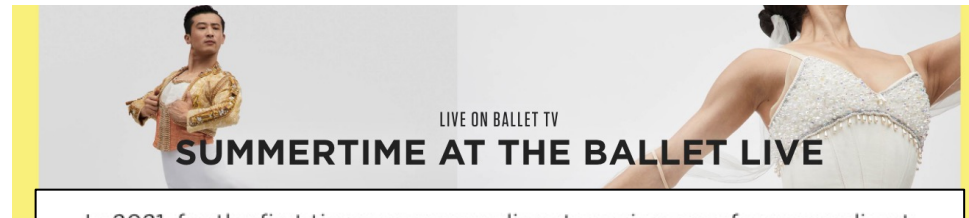
A stream of the live performance of *Summertime at the Ballet* was presented as a **unique live stream experience**.

How Did They Do It?

- 3-4 cameras, filmed once during a live show
- Streamed on a microsite via 5Stream
- Received support via corporate sponsorship

What Did They Charge?

Tickets were \$25, with a 10% discount for subscribers.



In 2021, for the first time ever we are live streaming a performance direct from the venue, with **Live on Ballet TV** - an exciting new way to experience The Australian Ballet in real-time from anywhere, **supported by our Principal Partner Telstra**.

Ballet fans across the world can get front-row seats to watch our upcoming performance of *Summertime at the Ballet* streamed LIVE from MCA, Melbourne Park. Watch the performance from the comfort of your own home and enjoy bonus commentary from David Hallberg and guests, as well as live interviews and behind the scenes footage exclusive to the live stream.

Summertime at the Ballet will be live streamed on Sunday 28 February at 11.45am AEDT. The stream will be available to watch LIVE or at your convenience over the following 48 hours.

The live stream can be accessed by any device without needing to download any software or applications and can be cast to a Smart TV. Full information will be provided along with your link to view, 48 hours before the stream begins.

Live on Ballet TV offered the opportunity for ballet fans to get an **in-depth, inside look** at a performance - much like televised sports - including:

- Pre-show talks with ballet experts
- Interviews with dancers fresh off the stage
- Pre-recorded behind-the-scenes videos during intermission

The company framed the livestream as a **virtual seat** to the performance. This gave the viewer the feeling they have their own seat in an audience, providing a more concrete and exclusive value.

Audience members had **flexibility in watching**, either live or for 48 hours after, allowing for all viewing habits to be accommodated

The Australian Ballet: A Lasting Hybrid Model

What The Australian Ballet Did Well

1

Recognized opportunities to create unique value through digital

- Identified - through viewing and purchase data - that backstage access highly engaged their core audiences in digital.
- Decided to work towards a hybrid digital and live performance model once reopened.
- Prioritized the behind-the-scenes content that audiences responded to when designing their hybrid product.

2

Took inspiration from sports broadcasts

- Looked to an industry who has struck a great balance between live and virtual - sports.
- Built a full digital experience around the performance, emphasizing its immediacy and focusing on the artists.
- Content included pre-show analysis, behind the scenes footage at intermission, and interviews with dancers fresh off the stage.

3

Designed a digital product that appeals even to live audiences

- Created content that added a unique “digital-first” value to a live performance.
- Provided audiences who attended the show live with an opportunity to go even deeper, which could lead them want to “re-watch” the show digitally.
- Offered stand-alone value to digital-only audiences, as the online content was engaging on its own.

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

How do we capitalize on **new digital appetites** our audiences have formed during closure?

How can we create digital products for our audience **without cannibalizing** our live performances?