



# WIENER STAATSOPER

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LIVESTREAMING

MAINSPONSOR



SPONSOR



TECHNOLOGY PARTNER



MIT UNTERSTÜTZUNG VON

CZERWENKA PRIVATSTIFTUNG



Vienna State Opera – built in 1869



Destroyed in 1945



Reopened 1955



300 performances in the main hall  
70 performances in the studio  
60 different opera and ballet productions  
per season  
600.000 visitors / performances  
Attendance 99,4 %  
200.000 visitors / guided tours  
Workforce 1.000 / 500 artistic staff

## **Digital Initiatives**

DAM – Digital Asset Management

Inhouse communication – new displays

CRM – Customer Relationship Management

Improvement of Customer Journey

Digitization of Music Library

[staatsoperlive.com](http://staatsoperlive.com)

– digital content production and distribution

We decided to enlarge our auditorium:  
to your living room.



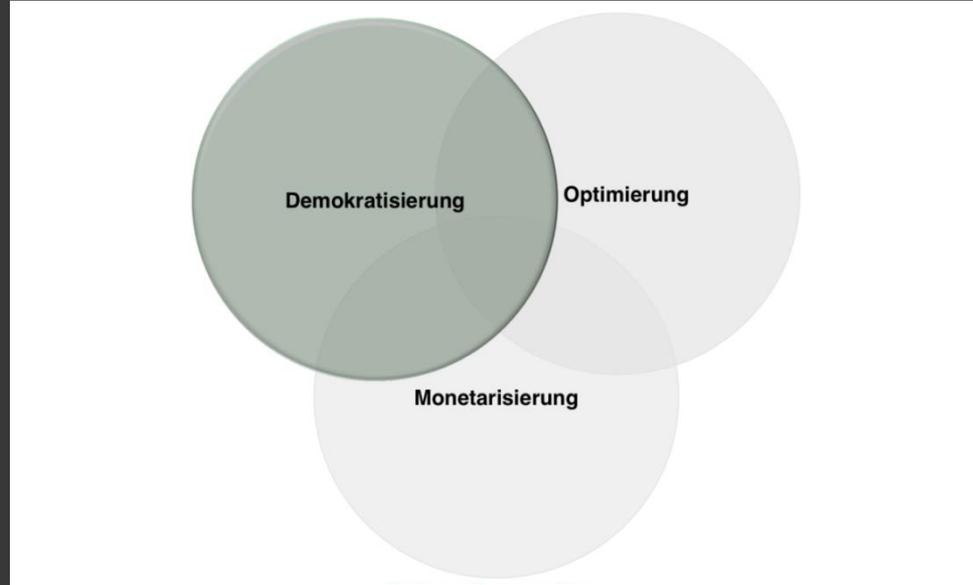
Enjoy the magic moments in 45 opera and ballet evenings  
live at home or on your mobile, wherever you are!

## **Live Streaming Programme**

Extend audience – make available – reach out

Lead also on digital platforms

Create new revenue streams



Democratize, optimize, monetize

# Democratize

Vienna State Opera overall turnover: € 128 mio

Public subsidy: € 62 mio

Tickets: € 36 mio

Sponsoring / media / rental etc. € 20 mio

Everybody has a right to enjoy content  
at a reasonable price!

# Optimize

There's a camera in the hall!  
20 years ago artists asked:  
„Where is the money?“

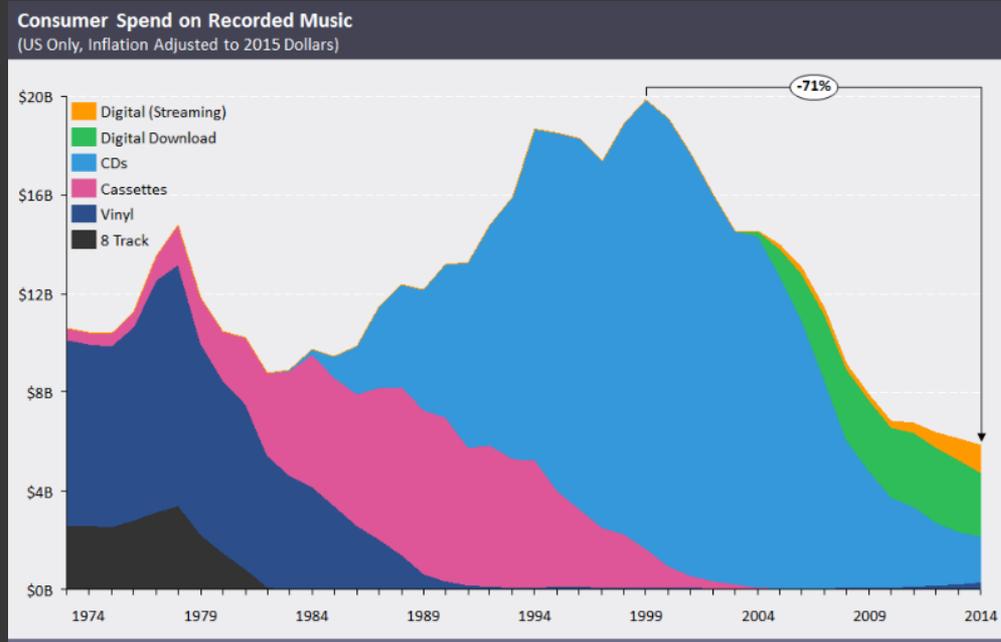
Today artists come to the hall and ask:  
**„Where are the cameras?“**

# Monetize

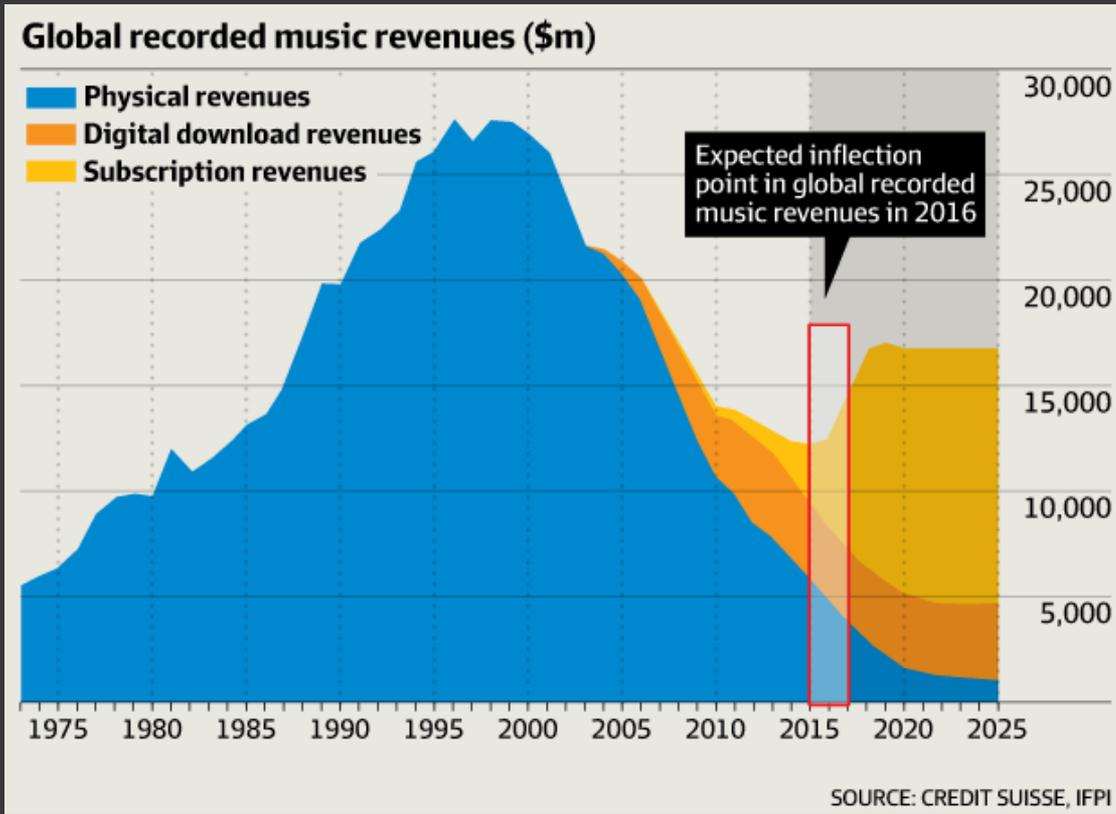
Formerly important revenue streams  
are drying out:

- decline in TV recording and distribution
- drastic decline in music industry revenues

Classical music is hit especially hard.



Drastic decline in music industry revenue:  $-71\%$



Digital is already counting for more than half of revenue

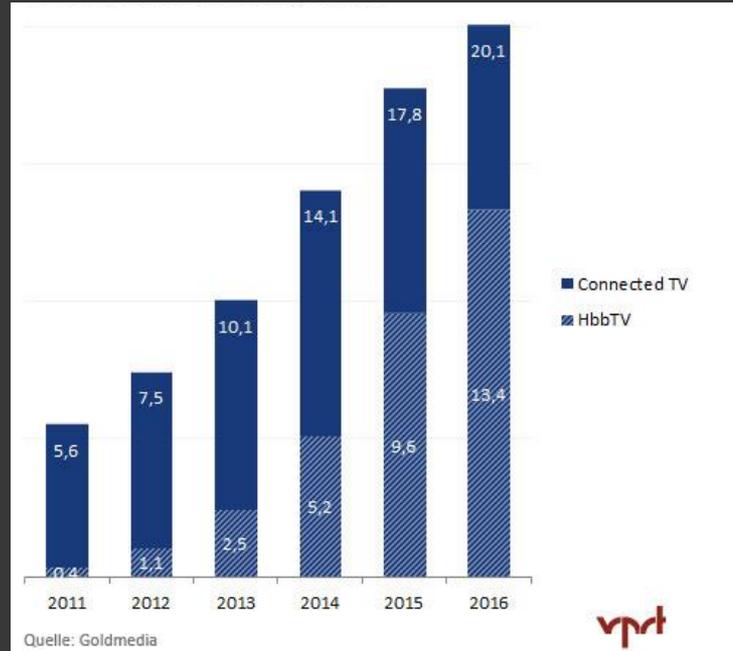


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# **The technical environment**

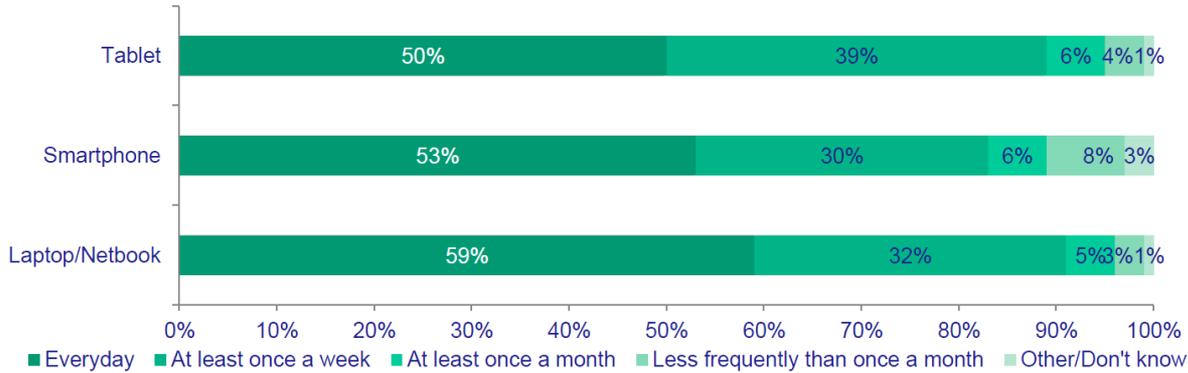


More and more TVs connected to the internet

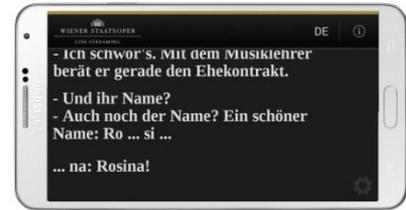


Worldwide improvement of broadband connectivity brings high quality video to more and more households

**Q. How frequently do you use the following device(s) while watching TV? (UK respondents)**



The use of Second Screens has become mainstream



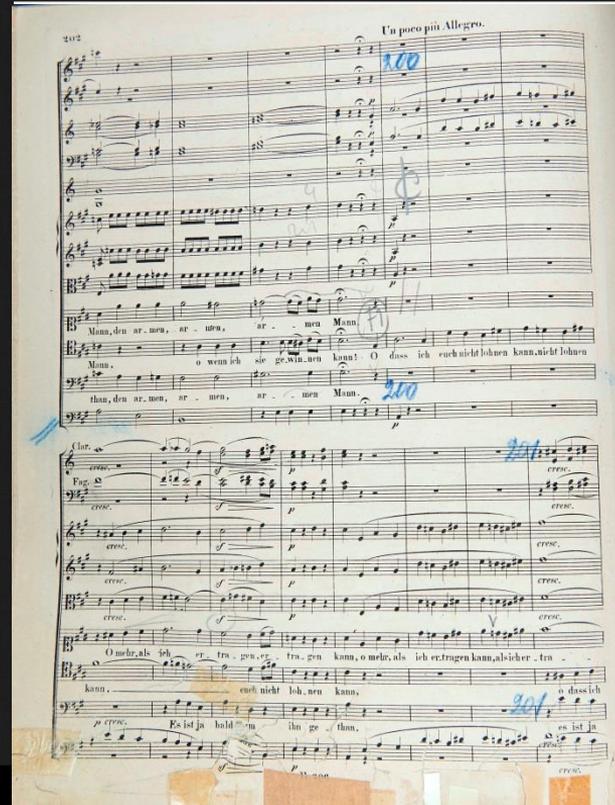
*„Make your living room your private box at the opera“*



*„...and take it to wherever you are!“*

# Second Screen App

Subtitles and „moving scores“ – we turn the pages for you.



# Educational programme

- Introductions to operas and ballets,  
composers and their times
  - Live rehearsals
- Live chats with artistic and technical staff
  - Distant learning for universities
    - 25.000 + kids and students

# Enriching the experience

- Behind the scenes
- Artists portraits and interviews
  - Making-of's and trailers
- Subtitles in six languages and synchronized scores
  - Concierge Service

Customer experience is decisive also on digital platforms



Seamless on all platforms  
Web, mobile, SmartTV,  
Settop boxes

*„The internet – that’s too complicated.“*

Yes, right. And this is why you have to present your offer on  
the leading platforms.

TV like in the good old times:

CLICK – turn on

CLICK – select your channel

CLICK - enjoy



*...just hit PLAY and enjoy!*

# **staatsoperlive.com**

125.000 registered users

9.000 regularly buy content

1.300 subscribers

250 Premium full HD recordings in archive

**kuke.com**

Chinese platform connecting 3.000 music schools, libraries,  
conservatories and universities

120.000 (paying) viewers since 11/2017

**ottava.jp**

Launch of distribution on Japanese platform 4/2019

# **Independent production for TV**

Developing technology  
and production workflows to „broadcast fit“

Contract with Austrian National Broadcast ORF  
17 productions in 2 years – 5 of which live

Cooperation with UNITEL / 6 productions for TV catalogue



Small but effective video studio

# The cameras

Invisible, noiseless, remotely controlled



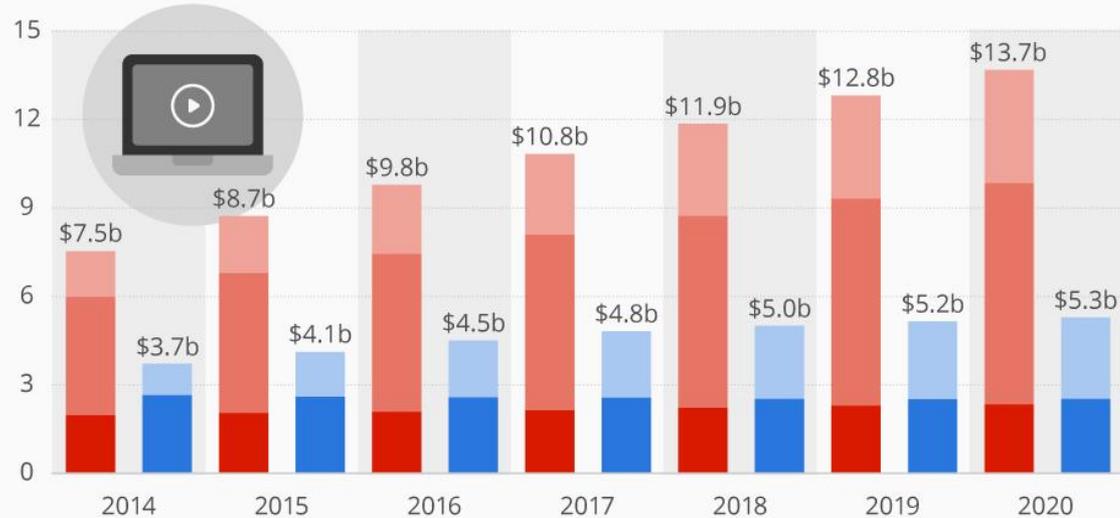


8 built in remote control Full HD cameras  
State-of-the-art video and audio studios  
Recruiting and training of inhouse staff  
Inhouse encoding/streaming technology

## Online Video – A Billion-Dollar Opportunity

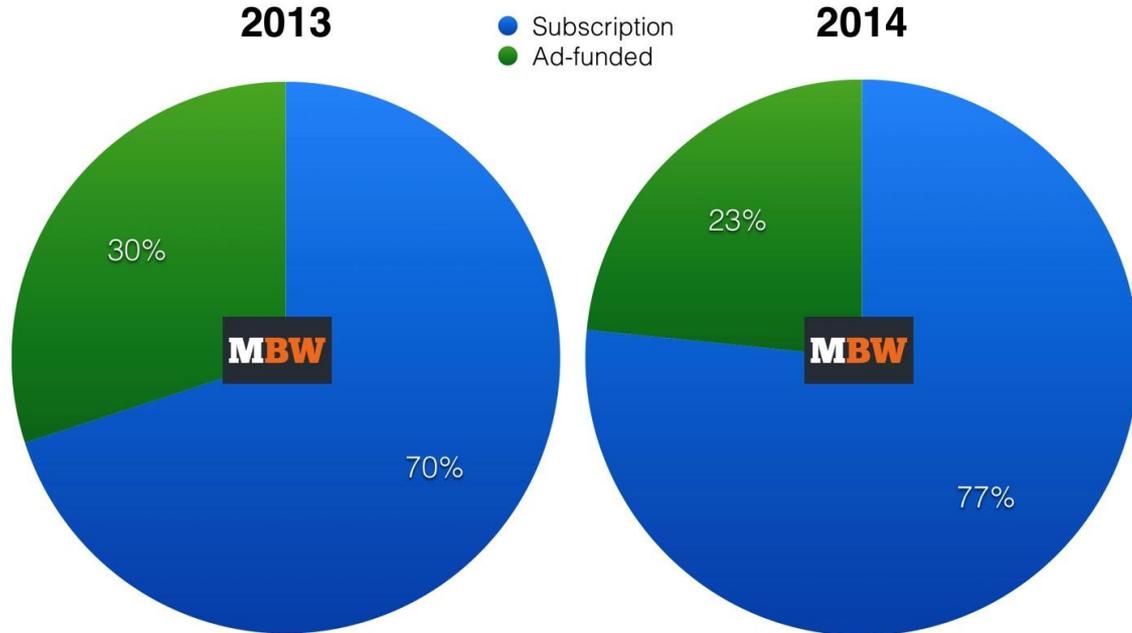
U.S. digital video/music revenue forecast (in billion U.S. dollars)

Video Streaming (pay-per-view) Streaming (subscription-based) Downloads  
Music Streaming Downloads



Video streaming will outperform music revenue

## Freemium vs. premium - % of total global streaming income



Subscription based payable streaming grows fastly



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**Driving Digitalization - wisely**

*„The Future of Opera – Since 1869“*



## Vienna cultural environment

3 opera houses:

- Theater an der Wien / stagione / 1.000
- Volksoper / popular, Operetta / 1.300
- Wiener Staatsoper / repertoire / 2.300

2 big concert halls – Musikverein, Konzerthaus

2 musical houses / 2.000

4 big drama theatres 3.500

10.000 seats for less than 2 Mio inhabitants...