Digitizing Presenting Networks

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May 22, 2017

Why we won't 'predict' the tech future

- "Television won't be able to hold on to any market it captures after the first six months. People will soon get tired of staring at a plywood box every night." *Darryl Zanuck, executive at 20th Century Fox, 1946*

Today's Dialogue

- Short primer on the report with a focus on presenting networks
- Your reactions, observations, ideas

Overview of the report

- **Economics of presenting**
- **Current Digital Landscape in Arts (trends, digital in performance)**
- **Lessons from other cultural sectors (Music, Books, News)**
- **Paths Forward**

DIGITIZING THE PERFORMING ARTS
An Assessment of Opportunities, Issues and Challenges
Written by Inga Petri, President, Strategic Moves
With Frédéric Julien, Director of Research and Development, CAPACOA
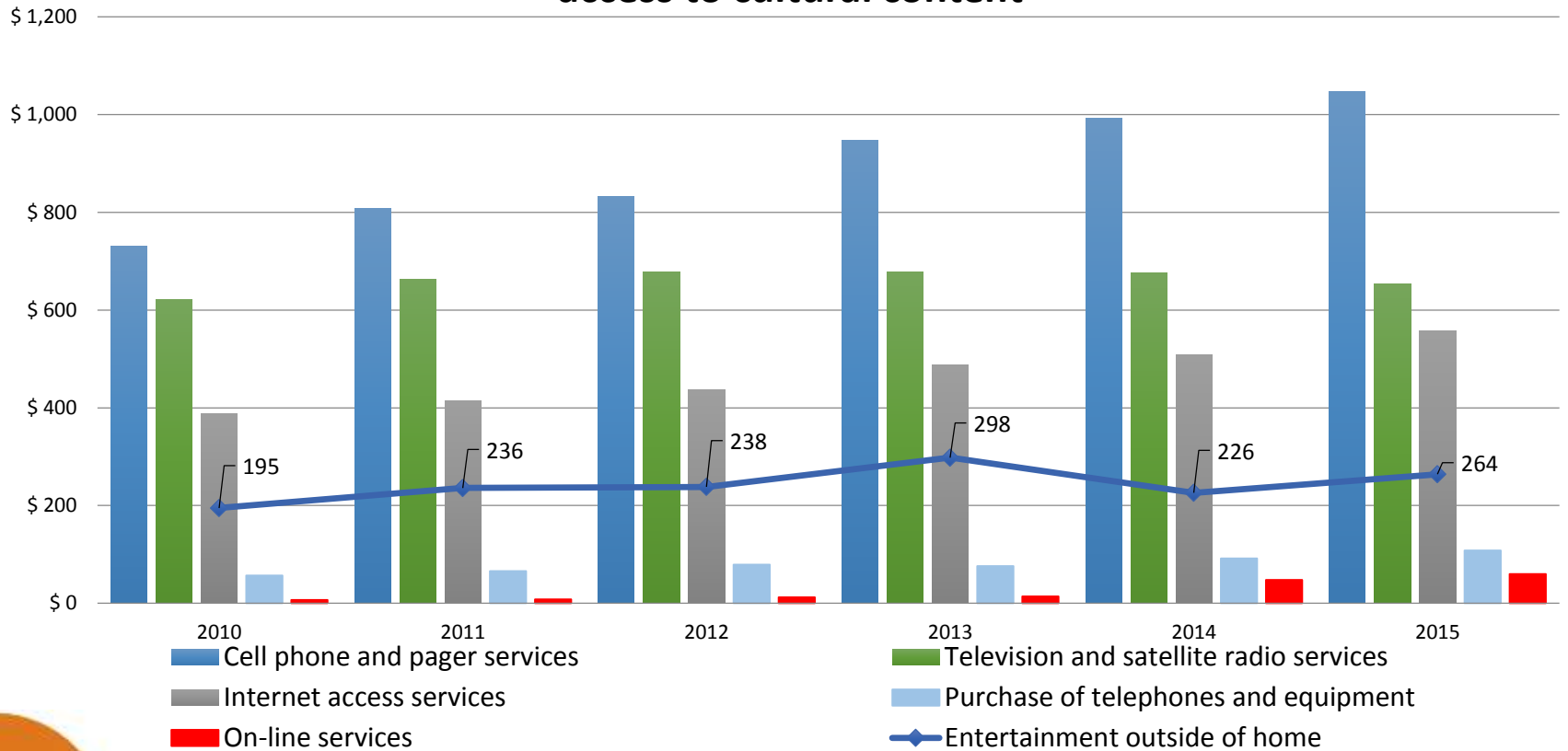March 2017

Concept

Digitizing the performing arts ≠ Putting performing arts event online

Economic Context

Household expenditures for access to cultural content

Source: Statistics Canada, Survey of Household Spending 2015; prepared by CAPACOA.
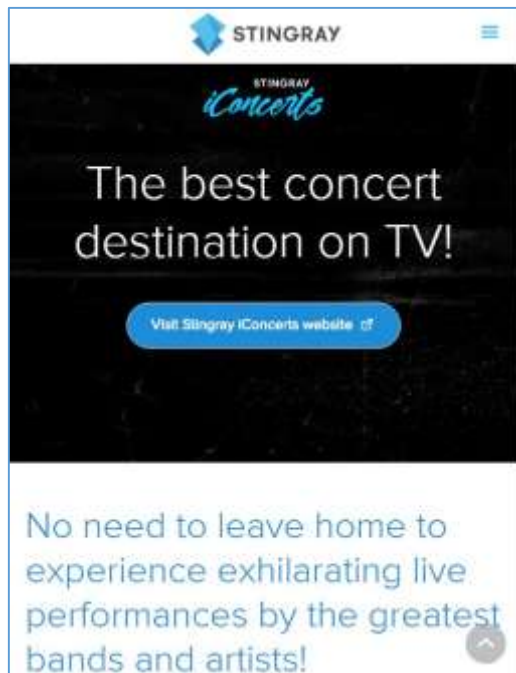
Economic context

Successful business models in the digital world:

- are tied to distribution; and
- rely on scale.

Economic context

Stingray digital:

- 400 million pay TV subscribers

RadioPlayer Canada:

- 400 private, public, campus and community radio stations united to implement a single radio app.
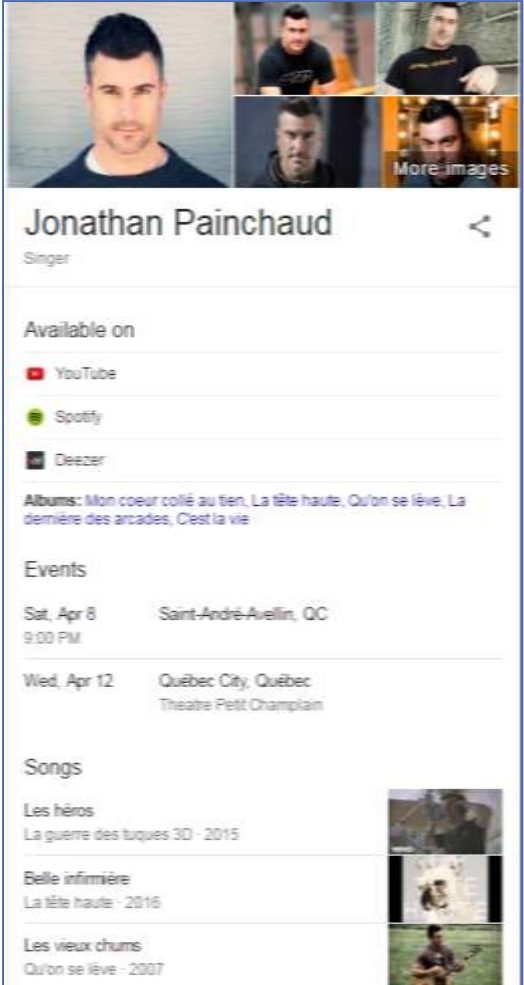
Technology Trends in 2017

- Virtual Reality will create new paradigms for entertainment.

- Apps will fade in favour of services accessible over several devices and platforms

- Intelligent personal assistants and other forms of AI will redefine how we search and access content.

- Search engines will increasingly serve the actual answer rather than a link to webpages

Digital
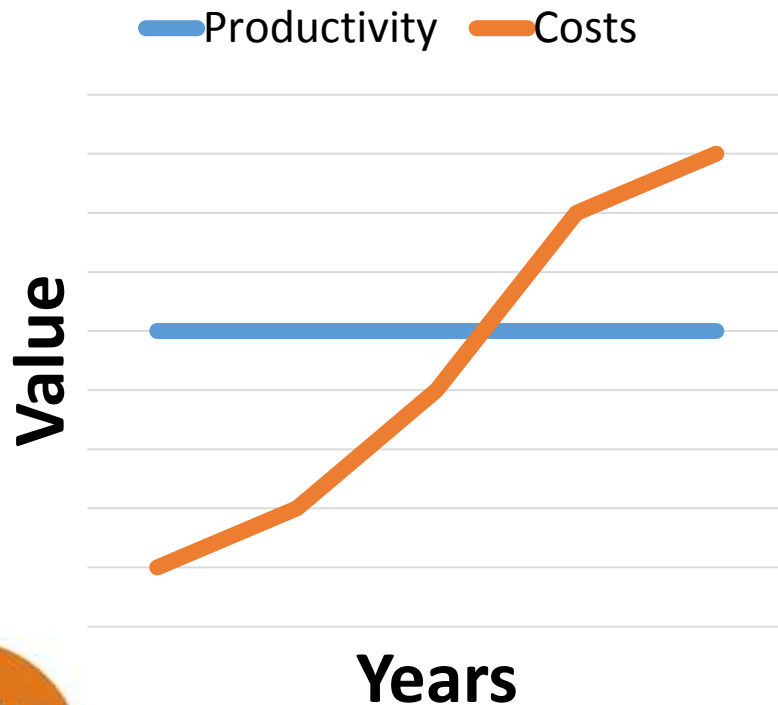Innovation
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Semantic Web

- **Semantic web bridges human-readable web contents with machine-readable metadata**

- **Semantic markups are code and as such aren't visible to web users, but they have a profound impact on what web users see (or not) when they search the web.**

Digital innovation = new value

Illustrative chart: cost disease

Productivity ▬▬▬ Costs ▬▬▬

Value

Years

Responses

- **Increase revenue**
  - Higher ticket prices
  - Public support
  - Private, corporate donations

- **Reduce labour costs**
  - Volunteers (17 volunteers: 1 staff*)
  - Re/negotiate union contracts
  - Limit number of artists performing
  - Limit artists fees

*Source: Value of Presenting - Survey of Presenters, 2012 (EKOS / CAPACOA)

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Reimagining Presenter's role
From live to digital performance

Live presentation in a venue

Live performance with digital performance add-ons

Digital-only performance

Digital program notes by email or app or other mode

Digital aspects in performance itself

Augmented reality information, personal use

Digital projection of live performance, e.g. outside the theatre

Digital exhibit / installation in conjunction w performance (in lobby)

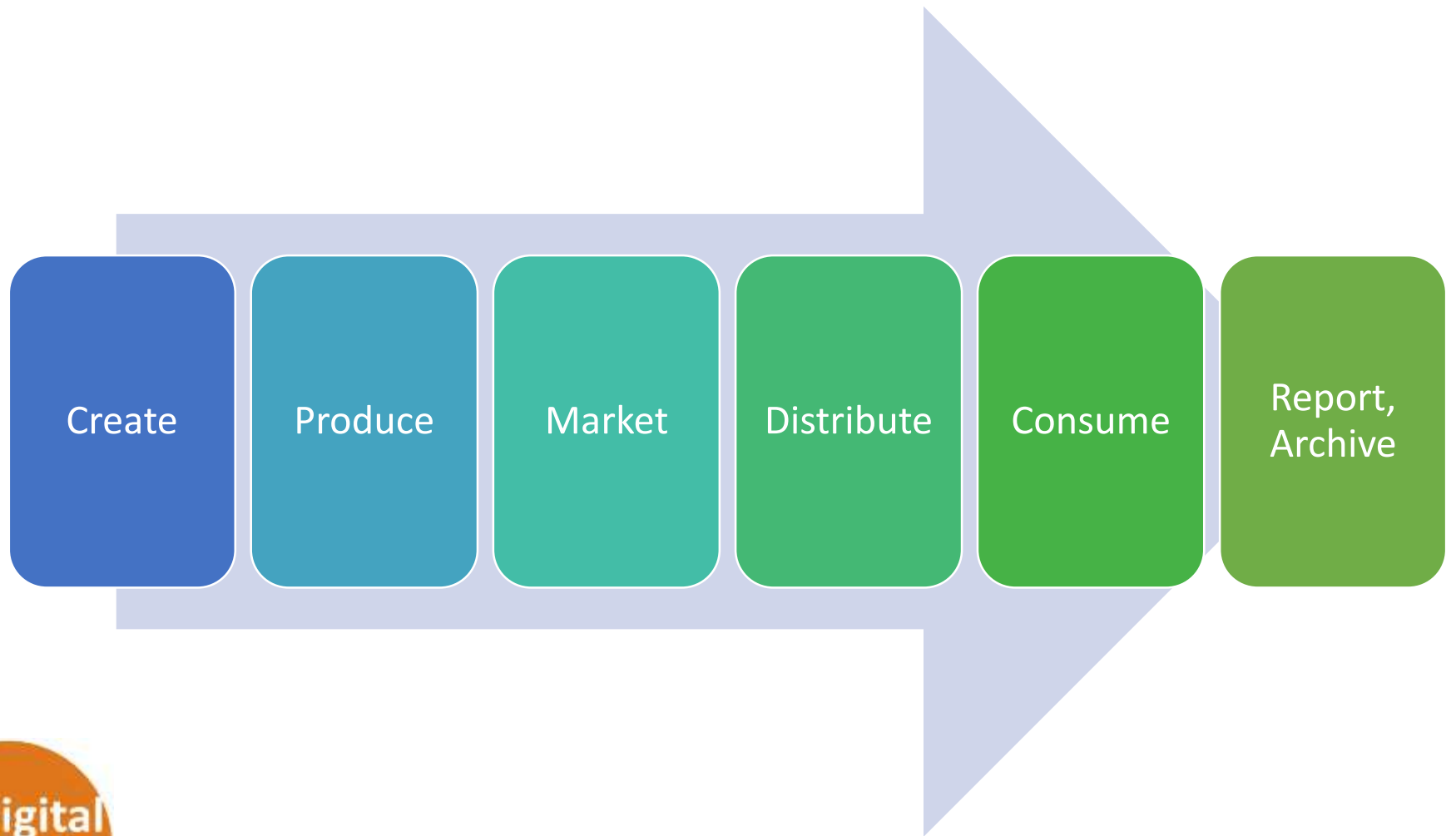**Extend experience to online space (pre- & post- & during show)**

Direct-to-audience, e.g.

- **Online (live) streaming with added online content**
- **Virtual Reality, immersive environment, tactile, binaural**

Live stream point-to-point into a venue (can be a PAC)

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Rethinking the Creation Chain

Create Produce Market Distribute Consume Report, Archive

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Now What?

- What facts or observations stand out?

- Why is that important? What hypotheses can you make? How does that relate do my organization?

- Now what? What actions make sense?

Thank you! Stay in Touch:

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Lobby bar tonight (I like beer, wine, and calvados; did I ever tell you about orange wine?)