
Redefiniendo una Orquesta: La historia de #DSOLive

Scott Harrison
Orquesta Sinfónica de Detroit
Detroit Symphony Orchestra (DSO)

A Vibrant DSO / A Bright Future

- Pursuing new heights of artistic excellence
- Re-investing in our community
- Embracing digital opportunities

Changing, Challenging Environment

- A city and a population in economic distress
- Traditional sources of revenue in decline
- Unsustainable expenses and internal strife
- A new reality that required new ideas

The Challenge

Could we become

**the most accessible
orchestra on the planet?**



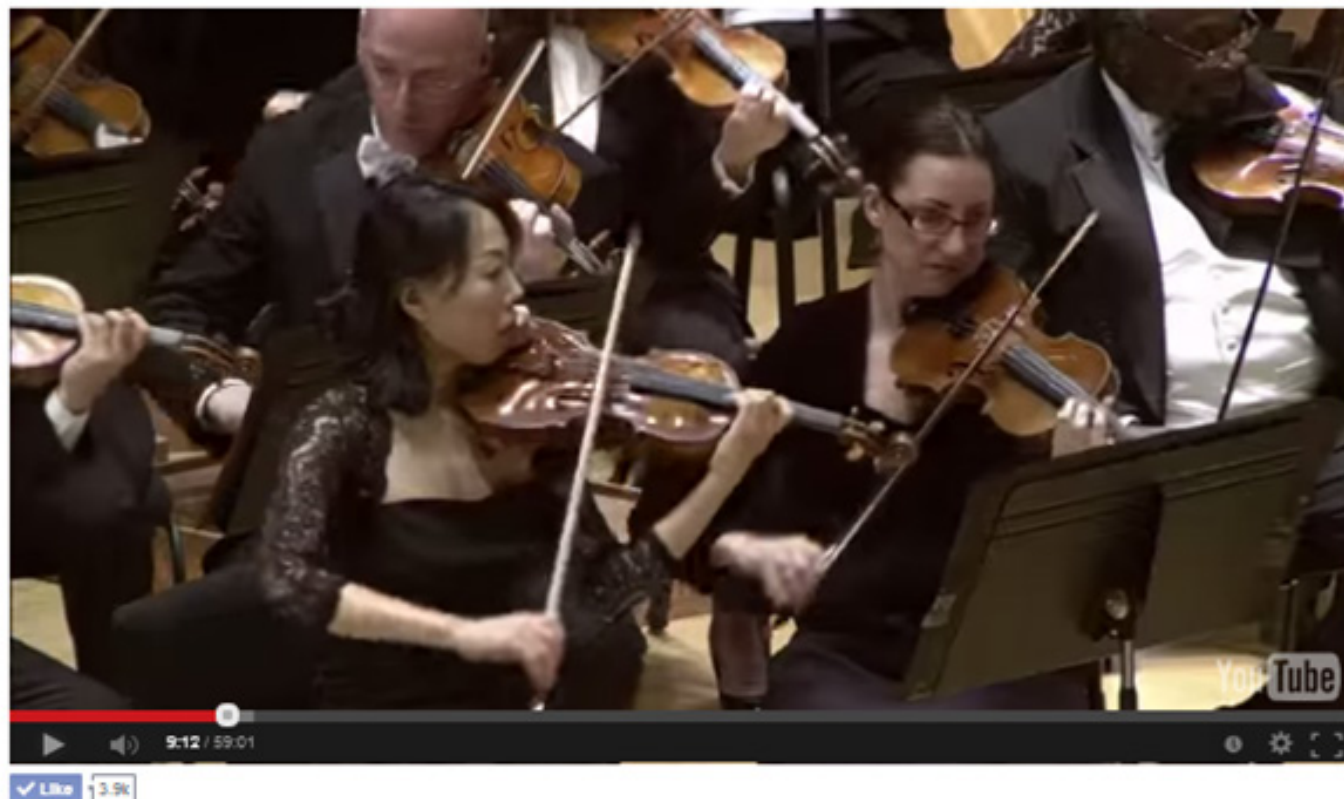
LIVE FROM ORCHESTRA HALL

Free Live Webcasts from the Detroit Symphony Orchestra

Presented by

Ford Motor Company Fund

NOW PLAYING Encore Presentation: Mahler Symphony No. 4



SCHEDULE

NOW PLAYING

#DSOLive

Encore Presentation: Mahler Symphony No. 4

Artists

LEONARD SLATKIN, *conductor*

ILANA DAVIDSON, *soprano*

Program Notes - Live

We hope you enjoy this #DSOLive encore of Mahler's Symphony No. 4!

DSO audience watching online video

76%

2011

DSO Audience Survey

91%

2014

DSO Audience Survey

DSO audience using social media

62%

2011

DSO Audience Survey

77%

2014

DSO Audience Survey



#DSOLive

Live from Orchestra Hall

I. Webcasts

Leadership Support



Ford Motor Company Fund



**Mandell and Madeleine
Berman Foundation**

Watch and discover



youtube.com/detroitsymphony
dso.org/live

The good ol' days (2011)



“Say hello to my little friend” (2014)



#DSOLive Stats

- 600,000 cumulative viewers
- 100 + countries
 - Spain – 9th in viewership and 6th in Facebook fans
- 15,000 “subscribers”
- 2 seven-figure capital gifts

Our Brand

La orquesta más accesible en el planeta

L'orchestre le plus accessible sur la planète

A orquestra mais acessível no planeta

Die am leichtesten zugängliche Orchester auf dem Planeten

De meest toegankelijke orkest op de planeet

The most accessible orchestra on the planet

Living the Brand

- Live is always free
- No sign-in required
- Real-time social
- Device portability
- Multiple viewing channels
- Content and tone on stage and behind-the-scenes

Our Calling Card

The New York Times



AP

Los
Angeles
Times

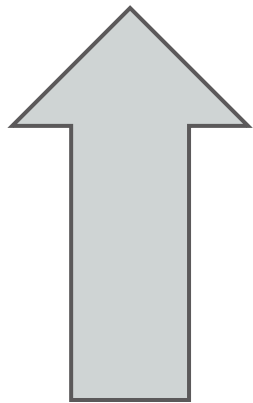


The Question on Everyone's Mind

Do webcasts hurt ticket sales?

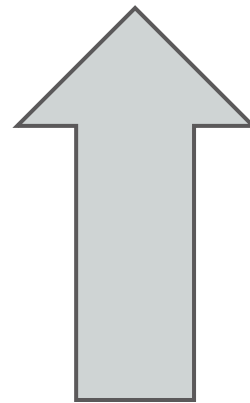
No!

Audience Growth since 2011



27%

Subs



16%

Singles



Donor Household Growth since 2011

~4500

2011

~10,000

2014





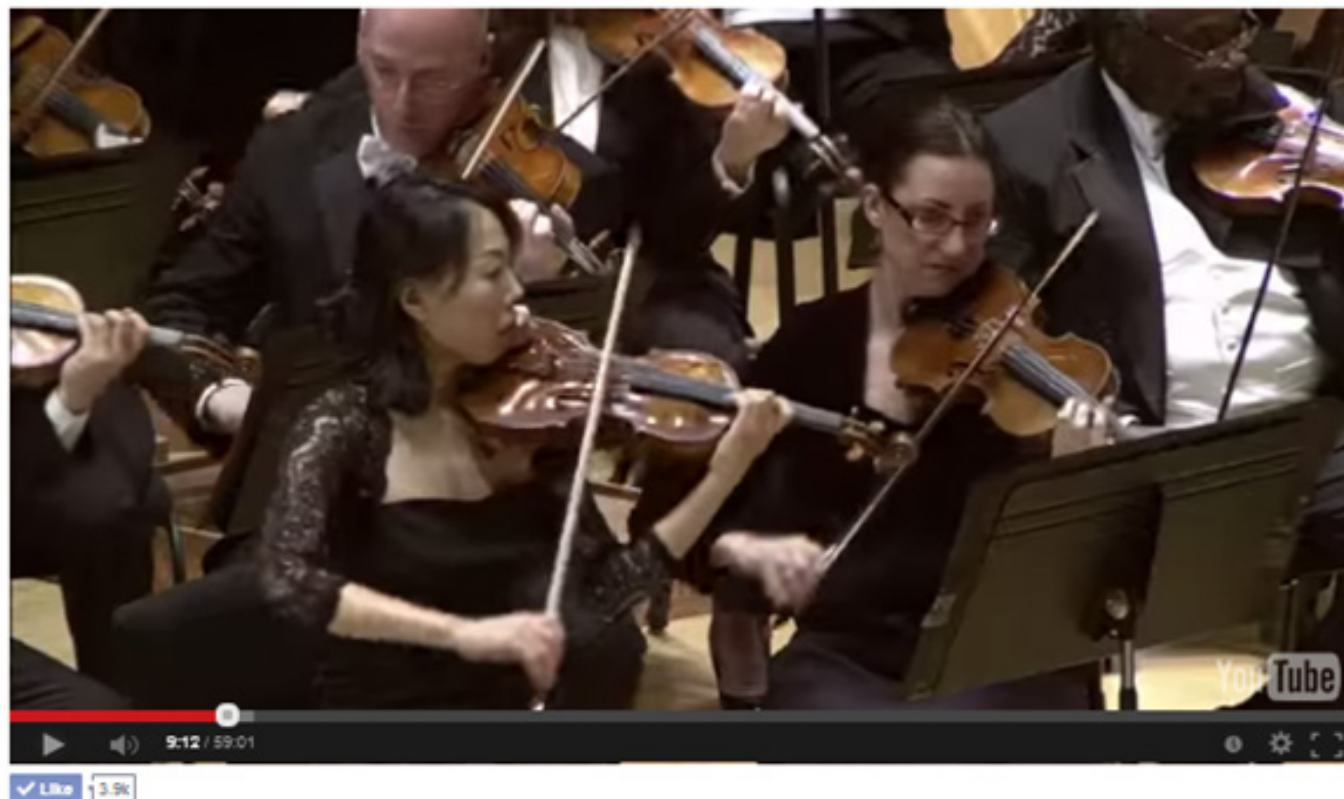
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[SCHEDULE](#)

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[#DSOLive](#)

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#DSOLive Classroom Edition

Event starts Wed Nov, 12 2014 10:30 AM EST



Classroom Edition webcasts supported by the Mandell and Madeleine Berman Foundation

2 | 16 | 47 | 39



Next Webcast Wednesday, Nov. 12 at 10:30 am EST

Join the Detroit Symphony Orchestra on a **musical road trip across the United States** on our first ever Classroom Edition education webcast! We will present back-to-back live streams of the 40-minute program at 10:30 am and 11:45 am EST (GMT-5).

[+ add to my calendar](#) or [register my classroom](#)

Live from Orchestra Hall: Classroom Edition

- Learning resources that meet state and national standards for music education
- Designed for students with engaging personalities and compelling content
- Immersive technology
- **Making an impact in Detroit first . . .**
and then nationwide

Live from Orchestra Hall: Classroom Edition

- 300 schools in Detroit registered
- 125 additional schools nationwide registered
- Total projection: 40,000 students
- America's Education Concert Provider

connect with us:     

@detroitssymphony /detroitssymphony

II. Social

#DSOSelfie

Step 1: Take a picture of yourself at a DSO event

Step 2: Post that picture to Facebook, Twitter or Instagram with **#DSOSelfie**

Step 3: Win tickets!

CONGRATS

@syka_delic



you won our April #DSOSelfie contest!!!



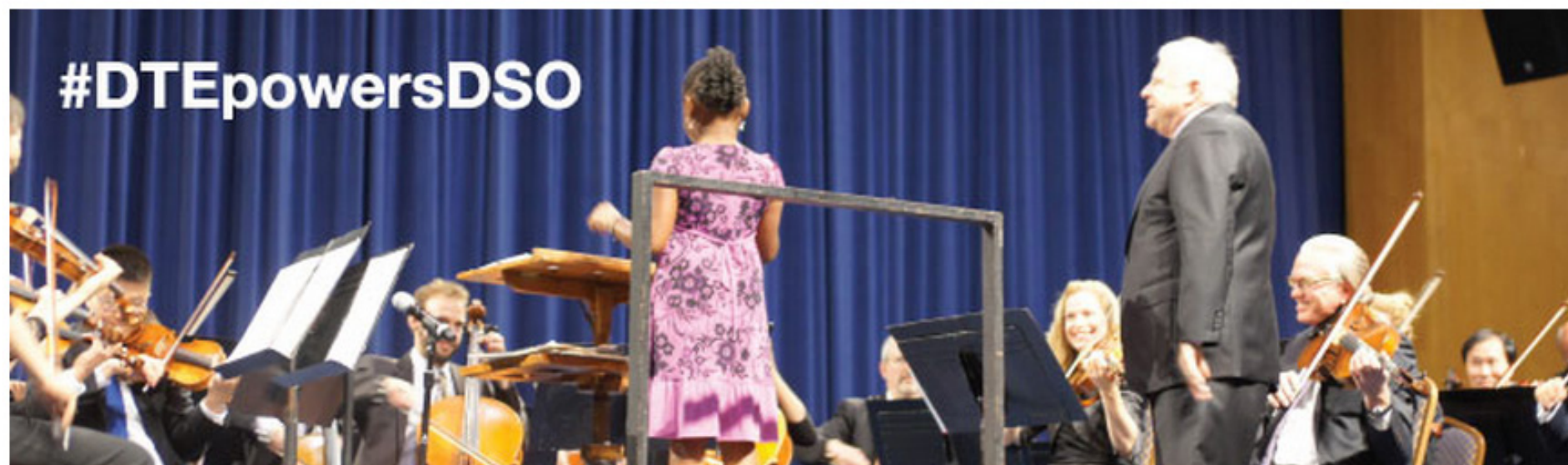
Johanna Yarbrough — with Karl Pituch and 4 others.

May 29 via Instagram 📷

That's a lot of horn! #dsoselfie



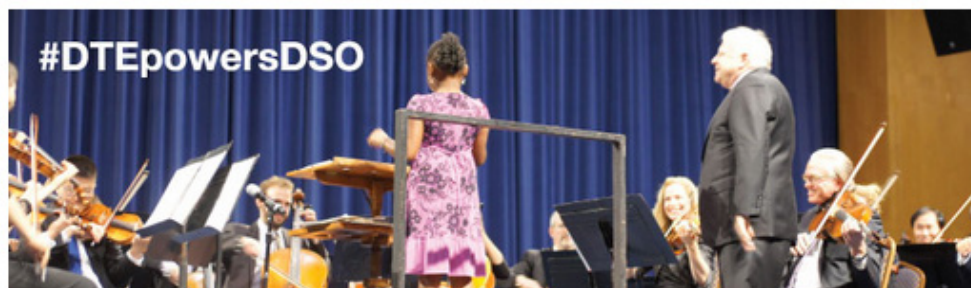
Like · Comment · Share



A week of free DSO Performances in Your Community, made possible by DTE Energy Foundation.

#DTEPowersDSO: Year 3 Goals

- Deliver added value to a key corporate partner and exceed their expectations
- Merge accessibility in our community with accessibility online
- Create memorable experiences before, during and after each concert



DTE Energy Foundation Powers FREE DSO Performances in Your Community!

1. Nominate your Community Now!

Deadline Thursday, June 12, 2014 at noon EDT

Neighborhood venue, school, place of worship, or community center leaders...nominate your venue to host a free community concert this October by the DSO!

Send venue photos (exterior and interior), a compelling narrative about how a free DSO concert would impact your community (150 words or less), and up to four (4) letters of support representing diverse cross sections of the community (community/civic leaders, business leaders, students, community members at large) to dtepowersdso@dso.org.

Venue Requirements

- Available to host a DSO concert October 1, 2, 3 or 5, 2014
- Within a 45-mile radius of Orchestra Hall (3711 Woodward Ave., Detroit).
- Appropriate to accommodate a full orchestra with a stage/performance area minimum 40' x 40'
- Fully accessible venue meeting all ADA requirements, including ample and convenient parking
- Venue/facility donated for the free DSO community concert
- Audience capacity of 400+ and secured by the nominee
- Ability to co-promote the event

2. Show your Support - 6/18

Venue profiles will be posted on Wednesday, June 18. Support votes and comments from everyone in the community will be welcomed and seen by our #DTEpowersDSO review panel.

3. Discover the winners - 7/1

After thorough review, four winning venues will be announced on Tuesday, July 1!



gcpsk12

Follow

2 months ago

Look at Andreana "auditioning" to conduct the DSO for #DTEpowersDSO at Memorial Elementary



detroitssymphony, **solwatts**, **akimj0599** and 2 others like this.



gcpsk12

In Garden City



Leave a comment...



Instagram



Instagram



@EliteEntrepreneur



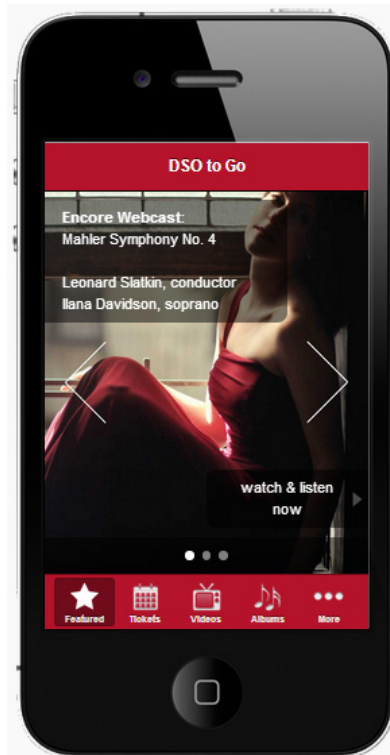
IKEA Flash Mob



Our Social Media Values

- Strong and consistent online voice
- Content-based posts (No “Like-Bait”)
- Cross-platform narratives
- Hashtags (#’s)
- Encouraging sharing everywhere and anywhere, even in the hall!
- Two-way relationships

Foster the Community Within!



III. Web + Mobile

Two Key Trends in Web

- Customized experiences
- The move to mobile


The Power of Data / CRM

**Technology helps us
democratize personalized
experiences**

< September 2014 >

SU	MO	TU	WE	TH	FR	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

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OPENING WEEKEND:

GET TICKETS


Friday, October 10 at 10:45 am
Saturday, October 11 at 8 pm
Sunday, October 12 at 3 pm

www.dso.org/Default.aspx

< September 2014 >

SU	MO	TU	WE	TH	FR	SA
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
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Welcome, Scott
Manage Account
Log Out
Shopping Cart
Donate
Contact

Search 

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Mobile usage for cultural attendees (US)

66%

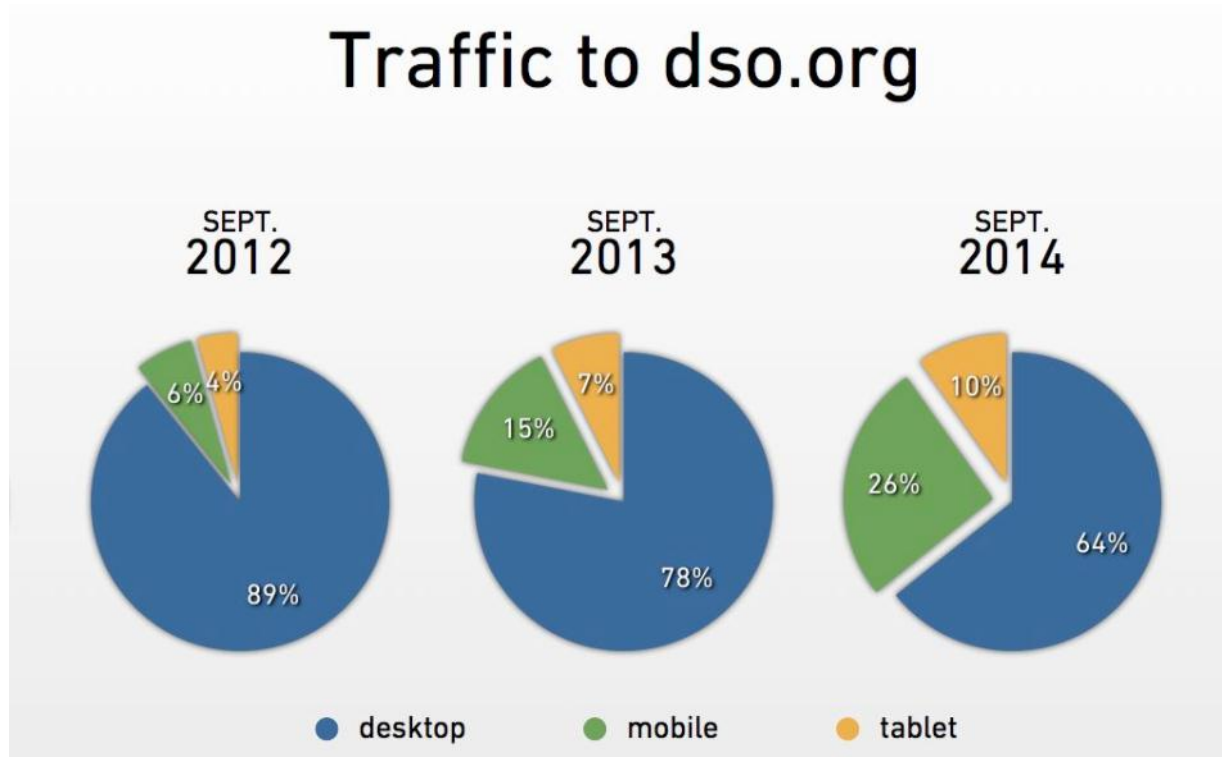
Smart Phone
2014

64%

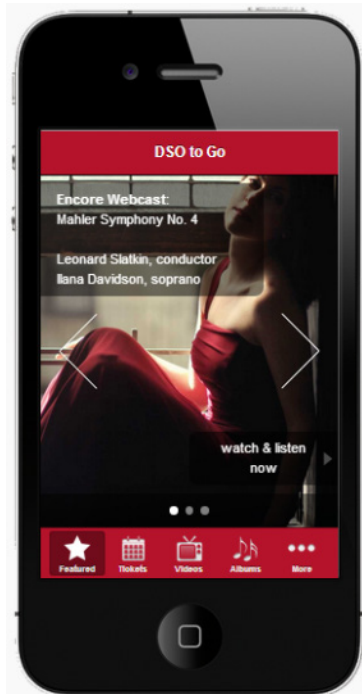
Tablet
2014

2014 LaPlaca Cohen study

Growth in DSO's mobile traffic

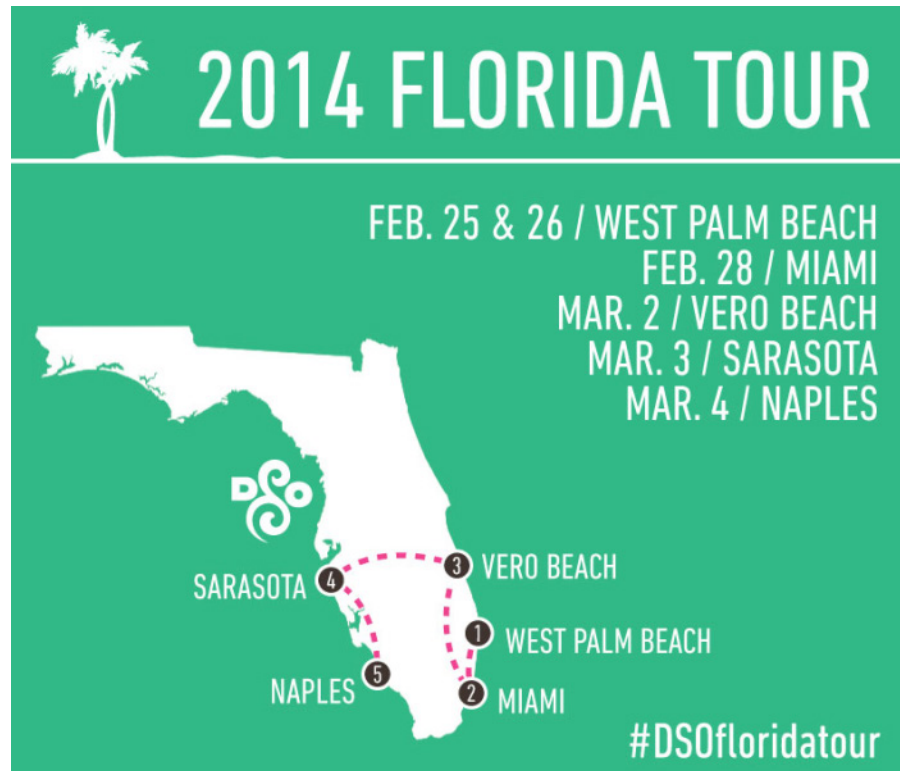


The Move to Mobile



- 50% of DSO email opens are via mobile
- As web traffic trends mobile, we're developing a **mobile-first** mindset

Digital hits the road . . .





Last night we got one step closer to becoming the most accessible orchestra on the planet when Maestro Slatkin asked the audience to turn their cell phones ON and share their concert experience with family and friends!



🕒 3 months ago

❤️ 9 share 🔄

That's the #DSOLive story.

**Muchas gracias. Obrigado. Merci.
Danke. Dank u. Thank you.**

Scott Harrison | sharrison@dso.org
