philharmonia orchestra

How has Technology changed the Philharmonia?

LUKE RITCHIE Head of Digital

INTRODUCTION

The Digital Team & Our Work
The History
Unexpected Outcomes

THE DIGITAL TEAM

VIDEO

Video & Audio

PRODUCTION

From Tents to Trucks

WEB

Web & Software

Support function of Digital



HISTORY - VIDEO

- Started video podcasts in 2007
- Archive today of nearly 300 videos
- YouTube figures for last year:
 - From 1.6m 3.4m views
 - From 2-10,000 subscribers
- Driving growth in Social Media:

- Facebook: 28,000 - 140,000

HISTORY – WEB/SOFTWARE

- 2003 The Sound Exchange
- 2007 Hired first in-house developer, Mark
- 2010 Mark's Orchestra Business Interface
- 2012 The App The Orchestra
- 2013 Rebuilt our entire web site in-house

philharmonia.co.uk/paris

HISTORY - PRODUCTIONS



A south Bank Centre project In collaboration with the Philharmonia Orchestra and Central Saint Martins College of Art & Design web. PLAY.philharmonia.co.uk

TIT



re-rite

2010



UNIVERSE OF SOUND: ^{Conductor} Esa-Pekka Salonen THE PLANETS



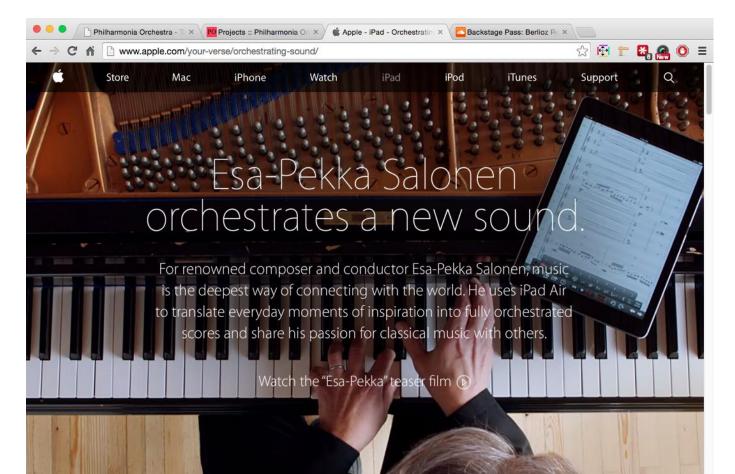
UNIVERSE OF SOUND: ^{Conductor} Esa-Pekka Salonen THE PLANETS

2012

UNIVERSE OF SOUND: ^{Conductor} Esa-Pekka Salonen THE PLANETS

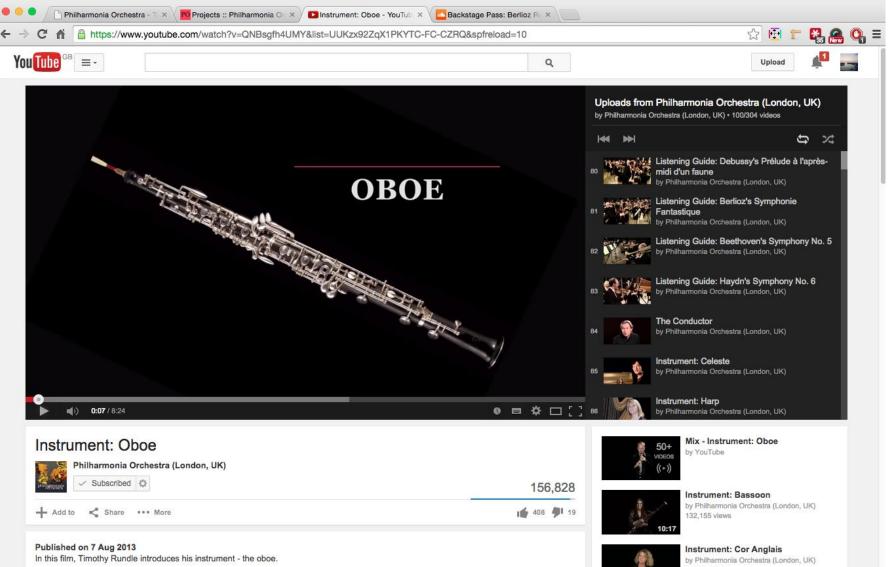
UNEXPECTED OUTCOMES

VIDEO – The Players









To learn more about the oboe visit http://www.philharmonia.co.uk/explore...

48,426 views



UNEXPECTED OUTCOMES

PRODUCTIONSThe Digital Residency

Musiclab





Musiclab

1.

6

In

2014



rchestra

thestra

hillamon

Sunday 11 May, 5-6pm Torre Abbey Micedows Sunday 8 June, 5-6pm Lemon Quay, Turo: Sunday 13 July, 5-6pm Find out more at force

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ng ASE

2014





UNEXPECTED OUTCOMES

WEB – MOBI: Killing the Paper Diary

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Philharmonia Orchestraselect user + Search: search	1	logout I admin profile I profile I wa
Noticeboard Information Forms Schedules Patches		Admin Send Me
Latest	?	Welcome back, Luke
Bringuier, Thu 6 Nov rehearsal order	×	Schedule: November 2014 December 2014 Janua 2015
Sent by Per Hedberg on Wed 5 Nov 2014 at 16:08		Network Diagram I IT Checklist I IT Docs I IT FAQ I Admin staff I Videos I Equipment List I Hard Drives I
REHEARSAL ORDER - RFH SUNDAY NOVEMBER 2	×	Tablets I Crew
Sent by David (Dai) Thomas on Sat 1 Nov 2014 at 19:46		Wednesday 5 November, a
Rehearsal filming: Sunday 2 Nov, 1030-1315, RFH (in-house use)	×	
Sent by Marina Vidor on Tue 28 Oct 2014 at 18:08		IT edit
Rehearsal filming: Thursday 30 October, 1500-1745, RFH (in-house use)	×	All systems stable
Sent by Marina Vidor on Mon 27 Oct 2014 at 16:43		NEWS: Planned Server Works - Service Outage this Saturday (8/11/14) from 7PM - 12PM
TIME CHANGE Portrait Photos 3:30pm-4:30pm	×	
Sent by Douglas Robertson on Thu 23 Oct 2014 at 11:51		Player Notices
	×	
REHEARSAL TIME CHANGE - OCTOBER 23 URBANSKI.		Orchestra Meeting
REHEARSAL TIME CHANGE - OCTOBER 23 URBANSKI. Sent by David (Dai) Thomas on Wed 22 Oct 2014 at 23:30		
		Sent by Gideon Robinson on Sat 25 Oct 2014 at 10:03
		Sent by <i>Gideon Robinson</i> on Sat 25 Oct 2014 at 10:03 Celebrating 1 year of articles: Video blog!
Sent by <i>David (Dai) Thomas</i> on Wed 22 Oct 2014 at 23:30 Amendments		
Sent by David (Dai) Thomas on Wed 22 Oct 2014 at 23:30		Celebrating 1 year of articles: Video blog!
Sent by <i>David (Dai) Thomas</i> on Wed 22 Oct 2014 at 23:30 Amendments	x	Celebrating 1 year of articles: Video blog! Sent by Adrián Varela on Thu 23 Oct 2014 at 14:34
Sent by David (Dai) Thomas on Wed 22 Oct 2014 at 23:30 Amendments Patch Notices CONFIRMED schedule for Bringuier PO Mobi Players' Schedule Details	x	Celebrating 1 year of articles: Video blog! Sent by Adrián Varela on Thu 23 Oct 2014 at 14:34 Chamber music
Sent by <i>David (Dai) Thomas</i> on Wed 22 Oct 2014 at 23:30 Amendments Patch Notices	×	Celebrating 1 year of articles: Video blog! Sent by Adrián Varela on Thu 23 Oct 2014 at 14:34 Chamber music Sent by Maria Zachariadou on Tue 21 Oct 2014 at 11:50

WHAT ARE COMMON THEMES?

VIDEO: Connection with the Players

PRODUCTIONS: Be the Orchestra

WEB:

Connect the Administration & the Players

How have we changed?

Created new opportunities for Orchestra

Created new connections

- Between Audience & Orchestra
- Between Administration & the Players

Have the in-house expertise to innovate

philharmonia orchestra

