

TIME TO REACH NEW AUDIENCES

LIVE STREAMING & WEBCASTING

THEATRE CONFERENCES EVENTS MEETINGS



CASE STUDIES: PERFORMANCE

We have worked with a wide range of clients on an incredible variety of projects. Each project is bespoke and our live streaming team will ensure that your needs are met and will guide you through the process.

Our case studies will give you some insight as to how we work.

Get in Touch

If you have a project in mind or would like to talk to us in more details about how live streaming can work for you, please contact Melanie at livestreaming@pilot-theatre.com or ring 01904 635755.

IMAGINEER BRIDGE: AN IMPOSSIBLE PERFORMANCE

Large-scale outdoor performance.

Pilot worked with Imagineer Productions in Coventry in September 2019 on an ambitious large-scale outdoor performance of Bridge: An Impossible Performance, which was the result of a large community project about building bridges and created by artistic director Orit Azaz.

Over a number of months, the wider community came together to create their own real or imagined bridges, celebrating stories of bridge-building, bridge-burning and making a difference.

All gathered in the City Centre for the final spectacular show which included gravity-defying circus acrobatics, dance, comedy, theatre and live music which was inspired by local people's stories, which created a thrilling and moving montage of the courage, compassion and humour needed to bridge a divide.

Due to unsettled weather, the Pilot team recorded one of the earlier performances and this was shown in a local venue and simultaneously streamed to an on-line audience.

This resulted in 1000 of people having the opportunity to watch the show online as well as capturing a documentary record of the event.

"The Pilot team were brilliant to work with and their response to an unpredictable outdoor environment was very good quality." Lou Lomas, Producer

www.imagineer-productions.co.uk



THEATRE ROYAL STRATFORD EAST

Private stream into hospices and hospitals

Pilot have worked with the Theatre Royal Stratford East and theatre director, Marcus Romer, to set up a private stream of their panto for a select number of nearby children's hospices and hospital wards.

As part of the livestream, the theatre sent staff to these settings to hand out programmes and merchandise from the panto and the children got the chance to see this panto live, with the actors paying special attention to the audience watching the livestream.

The livestreams are broadcast via a private YouTube link to ensure that only the intended audience are able to view it. The crew were able to pay particular attention to the intimacy on the stage with close-ups on actors and it was watched on large screens in the hospices and hospital wards which helped the audience feel part of the festivities.



SHEFFIELD THEATRES PANTO

Private live stream into Sheffield Children's Hospital

Pilot worked with Sheffield Theatres to live stream a performance of Cinderella into their local children's hospital in December 2019.

The theatre wanted to create a welcoming space that had some echoes of the Lyceum, so they built a small stage and installed a screen surrounded by a gold curtain. They also created a gold curtained entrance to the space and then dressed the remaining space in lots of fairy lights!

Tickets were designed for the children which the ushers (seconded by the theatre) checked and on every seat was a goodie bag filled with panto merchandise and sweets and during the show the ushers delivered popcorn!

About 40 patients and family members watched the live stream, ranging from very young children through to grandparents. The panto was also recorded and then played on an internal TV channel to the hospital wards over the next week which greatly extended the numbers of viewings.

This initiative was funded by theatre customers who, at the time of booking, were asked if they would support the live stream panto into the children's ward.

These generous donations covered the costs of the live stream, including additional activity and decorations.

There was lots of fantastic feedback on the night. The hospital's Chief Executive, John Somers, said: "It was an absolute pleasure to host something so wonderful and the joy that it brought to our patients and staff cannot be understated. It can be a very difficult time of year for patients who are with us over the festive period and to be able to give them some respite was tremendous."

Claire Murray, Communications and Fundraising Director at Sheffield Theatres added: "*The live stream looked brilliant on screen and the atmosphere down at the hospital was electric. We were blown away by the quality and ease of the streaming.*"



BLACK THEATRE LIVE

Livestreaming as an extra tour venue

Black Theatre Live tour commissioned productions across the UK and work with Pilot on a regularly basis, utilising the live stream as an extra 'digital tour venue'.

Their live streams usually have a pre-recorded element which is filmed earlier in the day of the live stream and include interviews with the director, writer or performers.

These snippets are played before the performance starts and during the interval to provide interesting insights.

Black Theatre Live have a marketing strategy in place to encourage people to either watch the live stream in real-time or they can view it for a limited period after the event via their website.

This has really paid off and they regularly get between 300-650 extra viewings following the performance.

Live streamed performances have included: *The Diary of a Hounslow Girl*, *Mountains*; *The Dreams of Lily Kwok*; *Big Foot*; *Hamlet Macbeth* and *She Called Me Mother*.



CARDBOARD CITIZENS

Forum theatre with online audience feedback

Pilot work with Cardboard Citizens regularly at venues throughout the UK, including the London Barbican and CAST Doncaster.

Their performances focus on important social issues and Pilot have live streamed a selection of performances and Q&A sessions. The company are globally renowned for their use of Forum Theatre, a mode of performance that empowers the audience to change the outcome of on-stage action and have their say on subjects explored within the show. This makes every performance a completely unique experience.

The live streams were available to watch via YouTube and were embedded on the home page of their website. Cardboard Citizens work hard to promote their live streams and generate online audiences from all over the world. The live streaming enables audiences to watch them perform in real-time and on demand from anywhere.

Live streamed performances have included: *Cathy Come Home; Cathy; Benefit and Home Truths.*

For the live stream of *Cathy*, 1551 individuals watched from 35 different countries and were able to contribute to the performance.

To encourage debate and extend the forum aspect of their work, Pilot set up instant feedback via twitter, facilitating and collating comments for Cardboard Citizens to incorporate into the performance and the Q&A sessions.



LONDON CHAMBER ORCHESTRA & JACK COULTER

Innovative multi-stream for on-site and online audiences

The London Chamber Orchestra (LCO) joined forces with Jack Coulter, an artist that has synaesthesia, a condition where he experiences music visually. Jack is able to create artworks as a response to music.

Jack set up a studio space in Cadogan Hall, London and painted live as Mendelssohn's *Violin Concerto* was performed by the Orchestra.

The live streaming team set-up cameras that focussed on the orchestra and also positioned cameras in the studio space with the artist. There was a large projection screen on the stage in the main auditorium, which allowed the audience to watch the artist's interpretation of the music whilst at the same time enjoying the Orchestra.

A virtual audience was also invited to view the concert and the creation of the artwork, edited in real-time by a Pilot live stream operator, via the LCO Facebook page and their website.



FORCED ENTERTAINMENT COMPLETE WORKS: TABLE-TOP SHAKESPEARE

36 plays live streamed over 9 days

Pilot worked with the Sheffield-based company, Forced Entertainment, to live stream table-top versions of all 36 Shakespeare plays. They were performed as part of the SPILL Festival of Performance, held in Ipswich in October 2018.

A group of six actors and hundreds of household props captivated a physical and online audience over the course of 9 days.

Pilot worked with them to deliver their desired vision, liaising with external partners such as Stage Text to provide live captioning.

The theatre space at Ipswich Town Hall allowed for a maximum audience of 60 people. The online audience, watching on Facebook and YouTube, augmented audiences numbers by adding a total of 26,391 views over the 9 days.

Pilot set up two cameras for wide and close-up shots which were both locked off and one person managed the vision mixer and stream.

“from the moment we first made contact to delivery and promotion of the live stream, Pilot Theatre were a pleasure to work with and we hope to work them again in the future.”



UTOPIA THEATRE

Live Stream from The Crucible, Sheffield during Covid

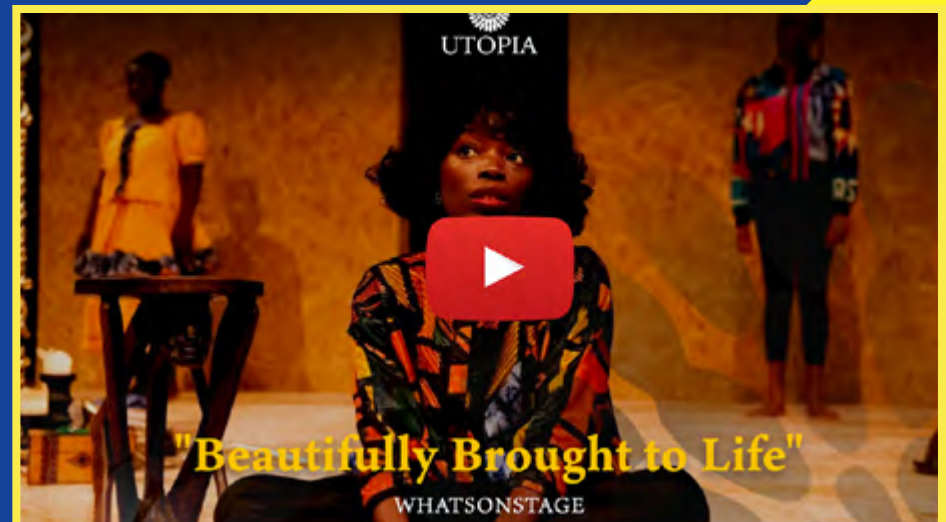
Pilot worked with Utopia Theatre on 'Here's What She Said to Me' which was the opening production at the Crucible Theatre after the first lockdown in October 2020. The show was due to run for 2 weeks but only managed a handful of performances before the 2nd national lockdown.

Fortunately, the live stream went ahead as planned and over 1,000 people watched it on Sheffield Theatre's YouTube Channel.

Pre-Covid, Utopia Theatre had intended to capture/ live stream the production to enable greater access with a wider reach and to make the work available in non-theatre settings, such as community centres and churches to encourage new audiences. As the majority of the performances were cancelled, the live stream played an invaluable role enabling all audiences to watch online. The production was also captured and edited and shown in December 2020 and a suggested donation was recommended.

This was the first live stream performance in the round and careful attention was paid to camera positioning/angles and a number of seats were blocked off so that wide angle shots of the stage didn't include any cameras or equipment.

Artistic Director, Mojisola Elufowoju was really pleased to have involved Pilot. She said: "It's been joyful and enlightening to work with the team in putting the film together and we hope it is the start of many more opportunities to take theatre to audiences who wouldn't ordinarily engage with it."



THE FLANAGAN COLLECTIVE

Orpheus from the Local Pub!

We were contacted by The Flanagan Collective about live streaming 'Orpheus' to the Tata Literature Live Festival 2020 in Mumbai.

Alex Wright and Phil Grainger from the Collective had been invited to perform but Covid19 forced the Festival to broadcast online. The Collective approached the Festival to explore setting up a live stream from the Stephen Joseph Theatre in Scarborough, where they hoped instead to perform the show to a live audience. The Festival was really keen and then the 2nd local down closed all theatres.

Determined to make it happen, the Collective looked for an alternative space and were fortunate to find their local landlord at The White Bear Inn in Stillington was happy to oblige. With a weak internet connection in the pub, Pilot live streamed to Vimeo using 4G and with social distancing in place, managed to place cameras strategically to get the best shots and avoid any of the equipment being seen. The audience feedback described the words as 'lyrical' and the performance as 'brilliant' and onlookers really enjoyed the pub setting!

Alex said: 'We were really pleased with how Pilot worked so flexibly, kindly, efficiently and competently to make everything work. It's a world we know very little about, and Pilot made it a super smooth process and created a great end product.'

