

# LIVING RECORD FESTIVAL

THE PLATFORM EXPLAINED

WHAT THE FESTIVAL SITE WILL LOOK LIKE

## SITE BREAKDOWN PART 1

### **Theatre Lobby (Festival home page)**

A central landing page for the festival, directing users and listing scheduled events and featured reviews etc

### **Theatre Company Home page aka 'SHOWFILES' (Microsite)**

A white labelled microsite available to each individual company or artist to upload material, reviews, trailers and wrap around content. Artists will be encouraged to tell the story of their story and connect with audiences on a personal level.

### **Event Management**

The ability for companies to view Up To Date sales reports and to edit their microsities

### **Merchandise Store**

A shop to purchase scripts, t-shirts, novels, mugs, or maybe even personalised letters from the companies

## SITE BREAKDOWN PART 2

### **Bespoke packaging:**

The ability to design bespoke pricing and methods of ticket sales for individual shows: -

- Bulk or individual episode buys for a web series
- One off purchase for a radio play
- Admission fee for an E-gallery of digital happenings

### **User 'Myspace'**

- Audiences will create profile when purchasing a ticket, sort of like a MySpace! This will allow them to share watchlists and create recommendations.
- Each ticket they purchase creates a comments section which links to a live feed (Audience Hive) on the homepage. The audience Hive features trending productions, audience responses and LRF recommendations

## SITE BREAKDOWN PART 3

### **Event tags/categorisation**

The ability for companies to set categories and genres which will correlate with user searches within the website

### **Development:**

Chat groups. The ability to invite other users to join a group at an event and for those users to chat privately amongst themselves

### **Age restricted content.**

The option to set age restrictions for streamed content and to add an age confirmation dialog to the video player for restricted content

### **Playlists.**

For theatre companies and the festival as a whole, the option to select streamed events for a playlist, for example: 'Featured Reel', and for a playlist to be showcased on the theatre company (or festival) home page

## SITE BREAKDOWN PART 5

### **Reviews**

The option to add reviews to a show. These could be external critic reviews added by the company or user reviews submitted on the platform. Critic reviews listed on a separate page with ticket links

### **Time-limited tickets.**

Tickets grant limited time access to a show starting from time of purchase (pre-recorded content) or time of event (live-streamed content). Non-transferable, they can only be used by the purchaser

### **Ticket gifting.**

Add the option for a ticket holder to gift a reduced price ticket to a friend. Five shares until the ticket reaches zero. Zero tickets can be gifted and viewed.

### **Social sharing.**

The ability to share the aspects of the site (festival, individual events) on social media.