



# OPERA VISION

2-year review  
& future plans



# Our Vision

01

For the connected world

02

Performances: Free, Live and On Demand

03

Extracts, features and interviews for a richer understanding

04

Young audiences and those new to opera

05

Opera Academy for young professionals



Xerxes | Deutsche Oper am Rhein  
Komische Oper Berlin



# So far...

Launch 12 October 2017

- 102** performances
- 51** opera companies
- 38** countries
- 500+** videos showing  
behind the scenes



Don Giovanni | Teatro dell'Opera di Roma



## BELGIUM

La Monnaie / De Munt Brussels  
Opera Vlaanderen Antwerpen / Gent

## CROATIA

Croatian National Opera Zagreb

## CZECH REPUBLIC

National Theatre Brno Festival Janacek  
National Theatre Prague

## FINLAND

Finnish National Opera Helsinki

## FRANCE

*Festival d' Aix-en-Provence*  
*Opéra de Lille*  
*Opéra-Comique Paris*

## GERMANY

Komische Oper Berlin  
Deutsche Oper am Rhein  
Düsseldorf-Duisburg

## HUNGARY

Hungarian State Opera Budapest

## IRELAND

Irish National Opera

## ITALY

Teatro Regio Torino  
Teatro dell'Opera di Roma  
Teatro di San Carlo Napoli  
Teatro La Fenice Venezia

## LATVIA

Latvian National Opera Riga

## THE NETHERLANDS

Dutch National Opera Amsterdam

## NORWAY

Norwegian National Opera Oslo

## POLAND

Polish National Opera / Teatr Wielki  
Warsaw

Teatr Wielki Poznań

## RUSSIA

Stanislavsky and Nemirovich  
Danachenko Moscow Music Theatre

## SPAIN

Teatro Real Madrid  
Palau de les Arts Reina Sofía Valencia

## SWEDEN

Royal Swedish Opera Stockholm

## UNITED KINGDOM

Royal Opera House Covent Garden  
London  
Garsington Opera  
Opera North Leeds

# Our partners





# Views

3,355,244

VIEWS OF BONUS MATERIAL

2,009,625

VIEWS OF FULL LENGTH PERFORMANCES

5,364,869

VIEWS ACROSS ALL OUR CHANNELS



# Top countries

1. United States
2. Germany
3. Spain
4. Italy
5. United Kingdom
6. France
7. Poland
8. Japan
9. Mexico
10. Canada





# New Partnerships



|国|家|大|剧|院|  
NATIONAL CENTRE  
FOR THE PERFORMING ARTS

**NCPA**

National Centre for the  
Performing Arts  
Beijing



**AEC**

Association of  
European  
Conservatoires

The Marriage of Figaro | Royal College of Music London



# Formal Education



## Sets and Costumes as Storytelling



Art and Design  
Level: 8-14 years old



## The Evolution of the Orchestra



Music  
Level: 14-18 years old



# YouTube Generation





# Feedback

“ By living in a city that has no opera, I can't go to the theatre as I used to do while living in a capital city. I am very happy to find this European site, where I can hear a full version opera of excellent quality and for free. ”

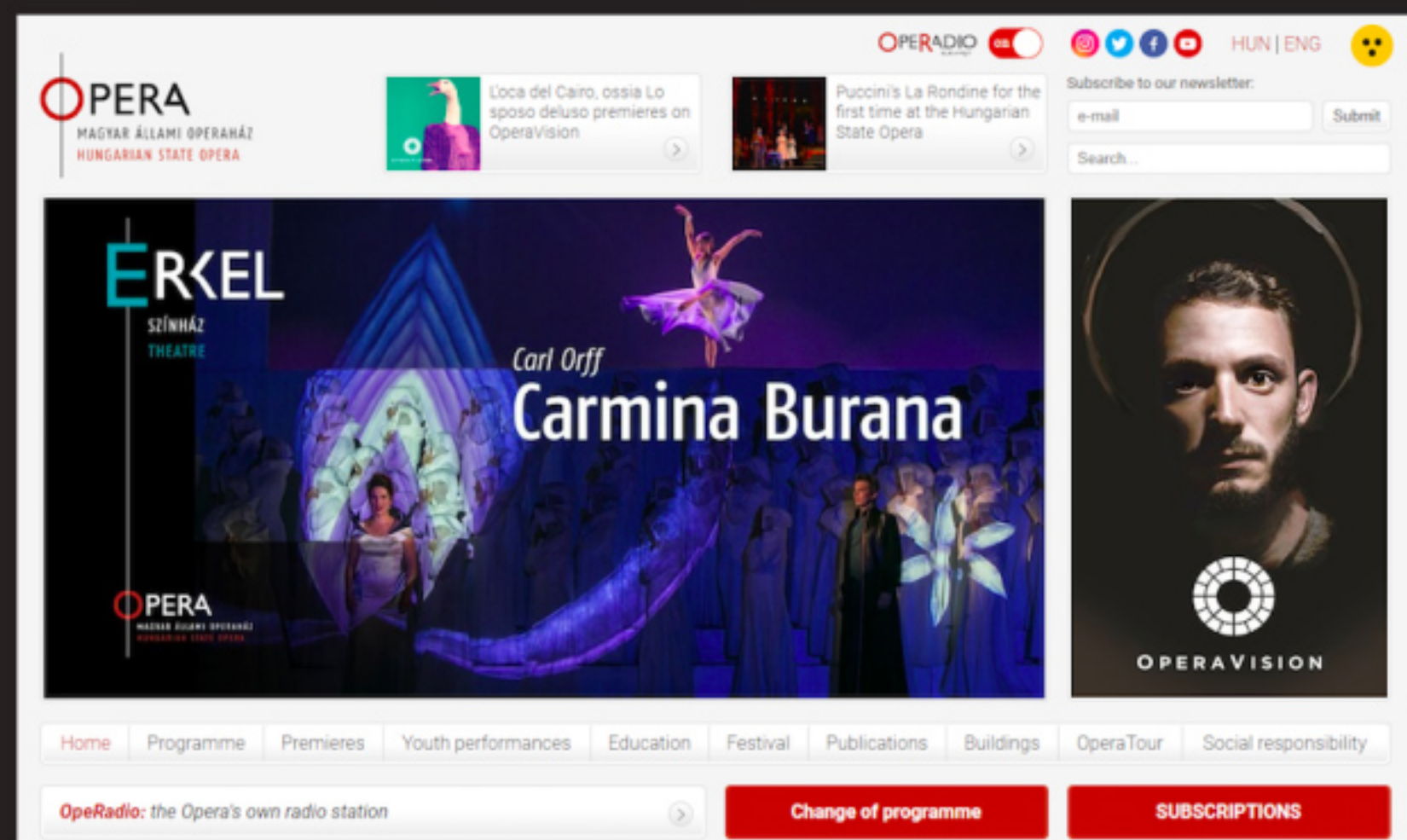
“ I absolutely love music, and even use it as a form of medication for my epilepsy. I've never been to the opera but it has always been and always will be a dream to go ”

“ ‘Thanks for such a wonderful facility - the best thing ever - apart that is from going to the opera itself. ’ ”

“ ‘Thanks to OperaVision I finally enjoyed an opera from remote Iceland! That is fantastic! Thank you!’ ”

“ ‘I really appreciate your work in uploading so many operas, both well known and less well known! Thank you!’ ”





# Partner Initiatives



# FUTURE PLANS

# YOUR REAP



# Tenets

1. It should remain **FREE** to view. That factor, and our choice to stream on YouTube, has enabled it to reach more than 5 million views.
2. Its unique selling point as a cultural platform is its dedication to **OPERA**, though we define that in a broad sense to encompass other lyric arts.
3. The **PARTNER** model is favoured, because it commits stakeholders to both content and finance, as well as to a common promotional purpose.



# Developments

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1. More proactive **CURATION** and selection of material for streaming, perhaps with the aid of an editorial advisory group.
2. More and better integrated **EDUCATION** material for all ages.
3. An open approach to developing audiences across the **WORLD**.