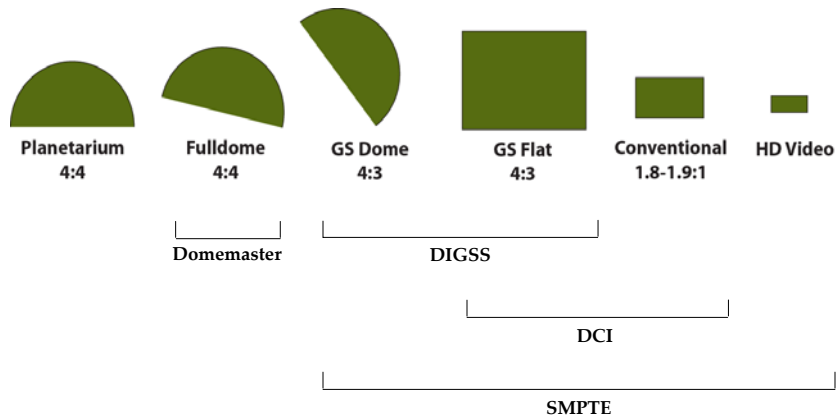


Museum Experiential Theatres

- ◆ Six (+/-) Formats with Libraries of Shows
 - Non-Library Theatres
- ◆ Immersive Media – you are there, in a different world
- ◆ Audience to Screen Relationship – theatre designed for no reminders of the actual world
- ◆ Resolution Credibility (“willing suspension of disbelief”) in pixels, brightness, contrast & frame rate
 - Stars
 - Animation/CGI
 - Live Action
 - 3D
- ◆ STEM Learning and Community Gathering



Museum Experiential Theatres



Museum Peer Categories

IMLS Museums Count

- ◆ Aquarium
- ◆ Anthropology Museum
- ◆ Arboretum/Botanical Garden/Public Garden
- ◆ Art Museum/Center/Sculpture Garden
- ◆ Children's or Youth Museum
- ◆ General or Multi-disciplinary Museum
- ◆ Hall of Fame (e.g., sports, entertainment, media)
- ◆ Historic House
- ◆ Historic Site/Landscape
- ◆ History Museum
- ◆ Historical Society
- ◆ Military Museum/Battlefield
- ◆ Nature Center
- ◆ Natural History Museum
- ◆ Planetarium
- ◆ Presidential Library
- ◆ Science/Technology Center/Museum
- ◆ Specialized Museum (single topic/individual)
- ◆ Transportation Museum
- ◆ Visitor Center/Interpretive Center
- ◆ Zoo/Animal Park

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CODE & Trans-Media

- ◆ CODE = Create once; distribute everywhere
- ◆ Multi-Platform Show Production
 - One digital source and story reformatted to each platform
 - Increases theatre network size
 - Compromises experience to least common denominator
- ◆ Trans-Media Show Production
 - One theme and brand; many sources and stories
 - Pervasive impact (NSF interest)
 - Collaboration of format-specific producers
 - Requires timing coordination
 - Broader than museums – internet; apps, PBS; periodicals, etc.
 - Complicated to fund, schedule and manage



The GS Business Model

Show Budgets = Net lease fees + other \$

Gross Lease Fees = Negotiated share of box office







Box Office = (# of theatres) (avg. attendance)
(avg. tix \$)

Number of Theatres = (Theatre network size) (capture ratio)

-
- ◆ Larger networks can support larger show budgets
 - ◆ Higher ticket prices can support larger show budgets
 - ◆ Larger audiences can support larger show budgets



Museum Experiential Theatres

 Planetarium 4:4	 Full dome 4:4	 GS Dome 4:3	 GS Flat 4:3	 Conventional 1.8-1.9:1	 HD Video
20-50 min	20 +/- min	35 +/- min	35 +/- min	18-25 min	25 or 50 min
Stars	Stars CGI	Stars CGI Live	CGI Live	CGI Live	CGI Live
Dome	Dome (3D)	Dome (3D)	Flat (3D)	Flat (3D)	Flat
Immersive	Immersive	Immersive	Immersive		

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