



# ROYAL NEW ZEALAND BALLET

The Royal New Zealand Ballet is constantly looking at ways to reach new audiences and to extend and enhance the general public's understanding of what we do. New technologies play a large part in helping us to having these goals.

To target a new, younger audience, we are aware of the need to "move with the times" and to present ourselves via new media formats. To achieve this, we need to ensure that we are at the cutting edge with our technology use.

The RNZB recently worked with Television New Zealand to film our production *Cinderella*. High definition cameras were used during to the filming, giving us the benefit of the new age of digital television which will result in *Cinderella* eventually being screened not only on TVOne, but also on the freeview arts channel. Having specialised television channels dedicated to specific genres such as the arts, on the Sky network provides new opportunities for us to build new markets.

We aim to ensure that our audience numbers increase each year. To achieve this we need to constantly evaluate the avenues people are using to access information. Thus, while remaining in the 'mainstream' arena is crucial, so too is moving into newer media.

In a country that has many rural areas, we are aware of the difficulty some New Zealanders have in accessing our performances on regular basis and it is imperative, as a national company, that these people are aware of what the RNZB does, not just on stage but in preparation for our productions. To achieve this, we envisage using digital platforms more and more. We would like our audiences to be able to download video clips of rehearsals, podcasts of our choreographers discussing their work, provide an archive of images and footage from past productions. The option of a having our dancers conduct question and answer sessions with school students streamed live from our studios to their classroom is another possibility. Of course, to achieve all these aims, we would rely on high-speed broadband and reliable internet services. This year, we will offer schools a virtual field trip to the Royal New Zealand Ballet for the first time. They will be able to tour through our studios, see the dancers in action, and visit the wardrobe department.

In the future, we will continue to place increasing reliance on high-speed broadband to ensure the public have better access to our website, and to ensure we are able to offer more efficient ticketing services. Our media centre allows media access to high-resolution production

images of print quality. We need to make sure these do not take forever to download, so a high-speed service, is essential.

However, as technologies advance, there will be further challenges that need to be looked at, including intellectual property rights that will need to be protected in this new environment. New business models will need to be developed so that broadcasters and artists can work together in a mutually beneficial environment to build creative teams. We also need to make sure that our website is secure.

Amanda Skoog  
General Manager  
Royal New Zealand Ballet