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 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
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**

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<thead>
<tr>
<th></th>
<th>Planetarium 4:4</th>
<th>Fulldome 4:3</th>
<th>GS Dome 4:3</th>
<th>GS Flat 4:3</th>
<th>Conventional 1.8-1.9:1</th>
<th>HD Video</th>
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<tbody>
<tr>
<td><strong>20-50 min</strong></td>
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**THE WHITE OAK INSTITUTE**

RESEARCH-LED MUSEUM INNOVATION