



Royal Albert Hall

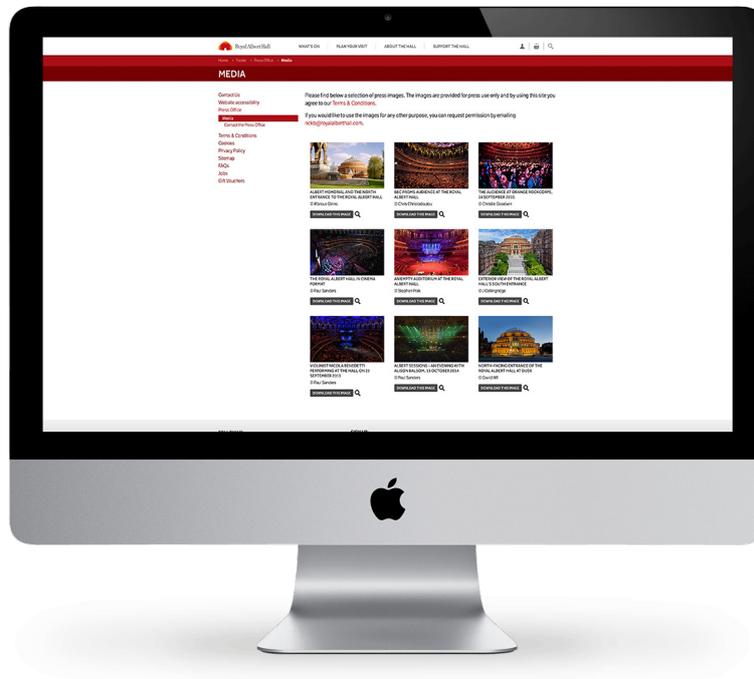


Feature-rich digital media library, a game changer for the Royal Albert Hall

The Royal Albert Hall is a concert hall on the northern edge of South Kensington, London, with a capacity of 5,272 seats. In 1871, its opening year, it staged just 36 shows and now it hosts almost 400 events in the auditorium with many hundreds more hosted around the venue every year. Since 1941 the Royal Albert Hall has held the world famous Proms concerts, an eight-week summer season of daily orchestral classical music concerts with world's leading orchestras, musicians and conductors.

With an increasing image collection of currently just over 65,000 and thousands of archived photos stored in different locations, organising them in an efficient way for staff to use was a real challenge. The Royal Albert Hall's marketing team faced the daily frustration of having to find images and provide guidance to the rest of the organisation on which images were suitable to use, without having a central place to refer to or log this key information.

Having tried various tagging and cataloguing tools, the team at the Royal Albert Hall struggled to find a system which really work with them and met their needs. This was best demonstrated in the sheer number of image files being saved locally or on their desktops. At the start of 2014, the marketing team at the Royal Albert Hall made the decision to search for a robust digital asset management solution. Having had several companies pitched to the them, Third Light was chosen as it met all their specific requirements, at a crucial stage of the Royal Albert Hall's digital transformation journey, the launch of their new website.



Matt Griffin, Digital Manager at The Royal Albert Hall says: *“Third Light ticked every box as far as we were concerned – it offered different access levels for different users, an API which worked with our new CMS, huge storage potential, smart search and simple file sharing amongst other great features.”*

NEW WEBSITE LAUNCH

“We were just starting a new website project at the time, so the ability for Third Light’s API to talk to the new site so we could pull any pictures through was very appealing.”

“ *We really liked the look of it as Third Light demonstrated the product to us. It felt intuitive, loaded quickly and its dynamic features were clearly something that would be a game changer for the way we were currently organising files.*

With the adoption of Third Light’s digital medial library, the team at the Royal Albert Hall has seen a big increase in productivity by speeding up the process of accessing digital files stored in a centralised system.

As Digital Manager, Matt oversaw the selection and implementation of Third Light which is now used by all staff. New starters are trained in Third Light soon after they join the Hall, allowing everyone to have access to every file that they need and putting an end to people storing hundreds of image files on local drives.

INCREASED TEAM COLLABORATION ACROSS ALL DEPARTMENTS

The Box Office team uses Third Light to find ‘view from your seat’ pictures to send to customers who are unsure of the view their seats will offer; the hospitality team highlight their preferred food and drink shots; the programming team are able to share assets with external show producers; and the Production and Technical team store all types of pictures showing the state of their equipment over the years.



EMBRACING DIGITAL TECHNOLOGY TO ENHANCE VISITOR EXPERIENCE

The Hall uses email, social media and online targeting to get relevant information to the right people to enhance their experience both before and after a show. For instance, for many shows they get exclusive photos through from their photographer and email them to the customers who booked tickets to that show via the box office as a ‘thank you’ for coming.

Matt said: “We’ve installed a screen at our box office which links up to Third Light and our website to provide information of what’s on.”

FAVOURITE THIRD LIGHT FEATURES

As an avid user of Third Light, we ask Matt what his favourite Third Light feature is and why:

“It’s about as basic a feature as possible, but I find myself often searching the date to see what’s happened on a particular day in history as it gives us a never-ending well of fascinating archival content to consider for social media posts.”

He continues: “A quick search for “8 May” just now has given me shots of Laura Mvula (2017), Pavarotti (1995), Cruiserweight boxing (1991), a UoL presentation concert for The Queen Mother (1963) and some angry handwritten correspondence about us hosting concerts on a Sunday dated 8 May 1899! Almost 150 years old but still never a dull day!”

CULTURAL ORGANISATIONS CENTRALISE DIGITAL MEDIA FILES

In March 2018 the UK government published The Culture is Digital report, which highlights how cultural organisations are embracing digital transformation to break down the silos and boost audience engagement.

Matt says: “I think it’s hugely important that cultural organisations own a digital asset management system that works for them. Without Third Light we simply wouldn’t have the time to put out the breadth of social, email and website content that we do.”



Third Light is a next-generation digital media library that empowers brands and organisations worldwide to manage all media files in one place. Powerful, intuitive and secure, Third Light has been designed with simplicity at the very heart of its functionality, using the latest technology for teams to organise, tag, find, share, edit and download all digital files quickly, easily and securely.

Over 500 customers worldwide, including NATO, BAFTA, The Met Office and AS Roma use Third Light to help them manage, store, share and distribute digital files more effectively. Visit www.thirdlight.com/trial for a 30-day free trial or just ask@thirdlight.com to request a demo.



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