

# THE AUSTRALIAN BALLET

Principal Artists of The Australian Ballet. Photography Pierre Toussaint



**Immediate release**  
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## The Australian Ballet launches Live on Ballet TV, enabling audiences to live-stream a real-time ballet performance from anywhere in the world

Today, The Australian Ballet launches its new live-streaming program, **Live on Ballet TV**. This virtual platform will provide digital 'seats' for audiences to access real time in-theatre ballet performances from home with a high-quality viewing experience, starting with the company's first 2021 production *Summertime at the Ballet* at Melbourne & Olympic Parks MCA on Sunday 28<sup>th</sup> February at 11.45am.

Ballet fans across the country and the world can get front-row seats to view *Summertime at the Ballet* live and streamed directly into their homes on any device. The offering includes pre-show entertainment, including bonus expert commentary and live interviews before the show and during interval, giving audiences a behind the scenes experience that is exclusive to the livestream.

Tickets to Live on Ballet TV will be sold via The Australian Ballet's website making the process simple and accessible for all.

The Australian Ballet will be offering a special introductory offer of \$25 a ticket at its first performance of 2021, *Summertime at the Ballet*.

**David Hallberg, Artistic Director of The Australian Ballet**, says, "This great initiative means we can share the magic of a live performance with more people than ever before regardless of their location, making ballet equally accessible for Australians as well as viewers around the world.

"It also means we can showcase the incredibly talented dancers we have here in Australia to ballet lovers globally. It is an important part of my vision to propel The Australian Ballet into the international spotlight and share their artistry with the world.

"I wish I had the opportunity as a young dancer to see my ballet heroes performing live from my house. That's what excites me about Live on Ballet TV; we can now bring live performance into all communities around Australia and the world." says Hallberg

Audiences will be able to view the live performance of *Summertime at the Ballet* on any device – computer, tablet, mobile phone – as well as being able to cast it to their TVs. The live-streamed performance is viewable once, and available to watch for 48 hours to accommodate international audiences and anyone who can't make the live time.

**The Executive Director of The Australian Ballet, Libby Christie**, says, "Live on Ballet TV is an important initiative to bring ballet and the arts to more people. Equally, it gives our audiences the opportunity to see this wonderful program *Summertime at the Ballet* if they don't yet wish to return to the theatre. We don't want anyone to miss out on The Australian Ballet's return to the stage and through Live on Ballet TV we want to share our performance with as many people as possible. We would very much like to thank the Australian Government for their support for this initiative with a Restart Investment to Sustain and Expand

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# News from The Australian Ballet

(RISE) grant, which will help fund our live-streamed performances. We are also very grateful to our Principal Partner Telstra for their invaluable support to bring this digital initiative to life.”

The Australian Ballet will partner with 5Stream to bring Live on Ballet TV to screens across the world. 5Stream have extensive experience in delivering live-stream solutions for performing arts companies such as Berlin Philharmonic Orchestra, The MET, Sydney Opera House and The Royal Ballet.

**Genelle Sharples, Media, Sponsorship and Awards Principal at Telstra** says, “Telstra is very proud to be able to partner with The Australian Ballet on this exciting new initiative. As a company whose purpose is to build a connected world where everyone can thrive, being able to give audiences all over Australia the ability to experience and live stream world class ballet is critical to our partnership. It’s more important than ever that we connect with each other and share the joy of dance as The Australian Ballet returns to the stage.”

**FOR LIVE ON BALLET TV TICKETS PLEASE VISIT:**  
<https://australianballet.com.au/TV>

## **LIVE-STREAM DETAILS:**

**Melbourne & Olympic Parks MCA**  
*Summertime at the Ballet*, Sunday 28 February, 12pm

**FOR MORE INFORMATION**  
<https://australianballet.com.au>

For all media enquiries, including interviews and images, please contact:

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