

# EDIH

European Digital Innovation Hubs Network

## Success stories from the European Digital Innovation Hubs (EDIH) Network

Digitally transforming businesses just like yours!

The future of theatre: data-driven dashboards, blockchain loyalty and digital twin solutions

EDIH involved

Customer

**EDITH** GERMANY  
Enabling Digital Innovation & Technology in Hesse

**DAS THEATER**

Staatstheater Darmstadt

EDITH

Staatstheater Darmstadt

Germany

> <https://www.staatstheater-darmstadt.de/>  
> SME in the cultural and creative economy sectors

### Challenges



Integrate real-time data for theatre management and ticketing



Establish a customer loyalty system across theatres



Optimise scheduling and physical stage use for multiple productions

### Services



Networking and access to innovation ecosystems



Artificial intelligence & decision support



Software architectures



Blockchain and distributed ledger technology



Digital twins

Under the guidance of the EDIH Network, Staatstheater Darmstadt successfully:



Developed a real-time sales data visualisation system.



Built a blockchain pilot for a loyalty system via NFTs.



Implemented a digital twin for stage management and planning.

### Benefits

#### Enhanced operational efficiency

The integrated, real-time solution simplified the ticket sales management, minimised errors and enabled the theatre to operate with more agility and efficiency.

#### Better customer retention and brand loyalty

The blockchain-based loyalty system enhanced both customer experience and operational efficiency, improving customer retention and providing data-driven insights.

#### Accurate planning

The stage digital twin revolutionised theatre production by enhancing scheduling, optimising rehearsal time, reducing costs and improving team communication.

20%

increase in customer retention rates



15%

rise in cross-theatre attendance



25%

reduction of administrative costs

30%

engagement rate on the loyalty programme website



20%

decrease in production costs



40%

improvement of decision-making processes

50%

increase in the accuracy of stage design and technical setup

Data automation not only enhanced sales data handling, but improved employee satisfaction, letting them focus on more challenging tasks.

By pioneering blockchain in the arts, the theatre paved the way for future innovations in audience engagement, ticketing and digital rights management.

Virtual performances powered by the digital twin technology make theatre more inclusive, reaching broader audiences anywhere in the world.

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Discover how the EDIH Network can accelerate your business's digital and sustainable transformation.

Visit the [website](#) & become our next success story!