

Palais Theatre , Internal digital signage project

Objective

- Implementation of a digital screen network across Live Nation's Australian venues. The initiative enhances the fan experience through dynamic, real-time content while creating new revenue opportunities via sponsor advertising. To preserve venue heritage, The Palais Theatre will feature custom digital LED columns designed to sit natively on the staircase newel. While smaller in scale, they will replicate the shape and visual style of the existing marble columns to ensure seamless architectural integration.

Usage

- Signs will only operate while the venue is holding an event, which is estimated at between 160 to 190 times a year predominately between the hours of 6pm and midnight Mon to Sunday.
- Digital signage content time will be allocated as follows, however this may vary from time to time depending on operational needs and demand.
 - Commercial – 60% (sponsors, suppliers, general advertising)
 - Hirers – 20% (advertising upcoming shows from all promoters)
 - Fan Experience – 10% (general fan communication, special offers, memberships, VIP offering, etc)
 - Inhouse Communication – 10% (way finding, patron information, emergency management, etc)

Scope of Works

- Install 4 circular screens on top of the columns at the base of the north and south ground floor staircase. (see perspective attached)
 - Type: Indoor Round Column LED Screen
 - Model: ONQ-BFLEX
 - LED Type: Flexible Module Technology
 - Pixel Pitch: 1.5 (mm)
 - Size: 800 (mm) Diameter | 1920 x 600 (mm)
 - Resolution: 1230 x 384 (pixels)
 - Media Player: 4K Player
 - Framework: Custom Steel Cabinets (removable)

Project Cost

- Capital cost to supply and install is estimated at \$34,700 AUD + GST
- *Cost pending final scope and engineering report.*

Estimated Revenue Generation

- We estimate the average annual revenue stream will be around \$108,000 over the estimate 7-year life of the screens, which will assist with the costs of operating, maintaining, and enhancing the Palais Theatre which Live Nation have constantly been undertaking since taking over operational management of the Venue in 2017. However, the costs of operating, maintaining, and enhancing the venue are constantly increasing and we need to find new, innovative, and appropriate ways to increase revenue so we can continue to invest in the Palais Theatre.

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