

English National Ballet launch new apps for ENB at Home content

English National Ballet has launched brand-new apps to enhance how audiences can enjoy the Company's digital content from their online platform **ENB at Home**.

English National Ballet's dedicated on-demand video platform, ENB at Home, gives audiences further access to a wide range of exciting ballet content from the stage and beyond, from the comfort of their homes and these apps now makes this content available across mobile, tablet and TV devices.



Daniel Alicandro, Head of Digital at English National Ballet, said: *"We are very excited to be bringing another element to our online offering through these apps. The ENB at Home app makes the online content we have available even more accessible and flexible for people to enjoy. Whether it be keeping fit or to watch a production, people will now be able to take part and watch wherever and however they like."*

ENB at Home offers two services, **Ballet on Demand** which features world class ballet productions such as *Swan Lake* and Akram Khan's *Giselle* available to rent at home for 72hr periods; and **BalletActive**, which hosts a wide variety of ballet-based classes and fitness content lead by ENB dancers and staff, available by subscription.

The launch of the apps means that as well as streaming over 120 ballet-based classes and fitness content available on BalletActive, subscribers can now save the classes to their own personal list and download to watch offline. Users will also be able to download productions and documentaries from Ballet On Demand and stream to their TVs or watch on tablets or phones.

The apps are now available on both [iOS](#) and [Android](#) devices and BalletActive is available to try on a 7-day free trial.

-ENDS-

English National Ballet is a National Portfolio Organisation supported by Arts Council England.

English National Ballet is grateful for the generous grant it has been awarded through the Government's Culture Recovery Fund, which allows it to continue to create, perform and serve its audiences.

NatWest is Principal Partner of English National Ballet.

For further information and images, please contact Laura Nixon, Senior Press Officer, on laura.nixon@ballet.org.uk or 07741659109

Notes to Editors

Listings

ENB at Home app

Available on Android and iOS devices

Ballet on Demand rentals from £3.49, BalletActive free 7-day trial and £9.99 a month after

About English National Ballet

English National Ballet has a long and distinguished history. Founded in 1950 as London Festival Ballet by the great English Dancers Alicia Markova and Anton Dolin, it has been at the forefront of ballet's growth and evolution ever since.

English National Ballet brings world class ballet to the widest possible audience through live performances across the UK and on eminent international stages including The Bolshoi Theatre and Palais Garnier; its digital platforms Ballet on Demand and BalletActive; its distinguished orchestra, English National Ballet Philharmonic; and being a UK leader in creative learning and engagement practice, building innovative partnerships to deliver flagship programmes such as English National Ballet's Dance for Parkinson's.

Under the artistic directorship of Tamara Rojo CBE, English National Ballet has introduced ground-breaking new works to the Company's repertoire whilst continuing to honour the tradition of great classical ballet, gaining acclaim for artistic excellence and creativity. 2019 saw English National Ballet enter a new chapter in its history with a move into a purpose-built state-of-the-art home in East London which brings a renewed commitment to, and freedom for, creativity, ambition, and connection to more people, near and far, than ever before.

www.ballet.org.uk

About Arts Council England

Arts Council England is the national development agency for creativity and culture. We have set out our strategic vision in [Let's Create](#) that by 2030 we want England to be a country in which the creativity of each of us is valued and given the chance to flourish and where everyone of us has access to a remarkable range of high quality cultural experiences. We invest public money from Government and The National Lottery to help support the sector and to deliver this vision. www.artscouncil.org.uk

Following the Covid-19 crisis, the Arts Council developed a £160 million **Emergency Response Package**, with nearly 90% coming from the National Lottery, for organisations and individuals needing support. We are also one of several bodies administering the Government's **Culture Recovery Fund** and unprecedented support package of £1.57 billion for the culture and heritage sector. Find out more at www.artscouncil.org.uk/covid19