



NTV

Entrada Liberada: The Open Door to Chilean Heritage

A highly scalable, mass-communication model democratizing
museum access. Presented for the ICOM COMMS Award.

A production by NTV / Televisión Nacional de Chile.

The Communication Problem: Museums as Elite Spaces

Despite housing collective memory, physical museums in Chile suffer from a severe accessibility gap.

78%

Visitors possess complete or incomplete university education.

61.6%

Visitors belong exclusively to the two wealthiest economic strata (Quintiles 4 & 5).



The Result: Heritage remains locked behind invisible socioeconomic doors

A film crew is shown from behind, standing in a long aisle of a museum archive. The aisle is lined with tall, yellow metal shelving units filled with numerous small, clear plastic storage bins. A large boom microphone is suspended over the crew. The scene is dimly lit, with the primary light source coming from the aisle's end, creating a sense of depth and focus on the text overlay.

The Catalyst: ICOM Prague 2022

“Open to the public, **accessible and inclusive**,
museums foster **diversity** and sustainability...
offering varied experiences for **education, enjoyment**,
reflection and knowledge sharing.”

– ICOM's New Museum Definition

We took this definition not as a philosophy, but as a production mandate. If the public couldn't reach the museum, we would broadcast the museum to the public.

The Solution: Entrada Liberada (Free Admission)



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**Strategic Placement:
Prime-Time Broadcasting.**

Airing every Monday at 22:30
on NTV (the day physical
museums are closed),
transforming the living room
into the nation's largest
cultural institution.

**The first documentary television program dedicated
entirely to museums in Chilean history.**

Innovation in Format: Breaking the Cultural TV Mold

Traditional Cultural TV		Entrada Liberada
Tone	Academic & Dry	Curiosity-driven, pop-culture integrated, and joyful. ✓
Setting	Confined to capital cities & 4 walls	80% regional focus, exploring landscapes and living memories. ✓
Pacing	Slow and static	Dynamic, agile 18-hour shoots emphasizing movement. ✓
Audio	Stock background tracks	Bespoke original soundtrack by multi-award-winning artists. ✓

Nominated for
the TAL Awards
of Latin American
Television
2025



Capítulo 3

De la Logia al Altar

Patrimonio, creencias y espiritualidad

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Shattering the Four Walls

Heritage is not confined to glass cases. We expanded the museological lens to encompass the entirety of Chilean identity.



The Cosmos (ALMA Observatory at 5,000m altitude)



Industrial Memory (Chuquicamata ghost town)



Living Ancestry (Rapa Nui - most isolated inhabited place on Earth)



The Ocean Floor (Humboldt Penguin National Reserve)

Radical Decentralization

Regional Concentration of Museums



The Geographic Challenge: 26% of all physical museums are hyper-centralized in the capital, Santiago.

The Editorial Action: The content of *Entrada Liberada* is filmed in the 16 regions of Chile. We are fighting against historical centralism in Chilean television (and society).

Impact: Traveling from Arica in the northern desert to Tierra del Fuego in the deep south, giving unprecedented prime-time voice to

Access Grantid: Opening the Hidden Archives

The program acts as an all-access pass for the public, exploring spaces physically impossible for mass visitation.

- Exploring the heavily guarded vaults of the Central Bank.
- Navigating the subterranean tunnels of San Borja.



- Investigating the restricted laboratories of the Chilean Nuclear Energy Commission.
- Revealing the taxidermy labs of the National Museum of Natural History.

The Equation: Maximum Scale, Agile Resources

44 One-Hour Episodes

200+ Museums & Cultural Spaces Profiled

7 World Heritage Sites Explored
(all of the country)

3 to 5 People Travelling to Shoot the TV Show

A Multi-Platform Ecosystem

Democratizing access means meeting the audience exactly where they are, across all screens.

Open Broadcast

Nationwide free-to-air signal via NTV.

On-Demand

Full library availability on the TVN Play streaming digital hub.

YouTube Channel

Additional access via the NTV Chile YouTube channel.



Social Native

Original, behind-the-scenes content and community building via @entradaliberadatv.

The Soundtrack of Identity

Recognizing that emotion drives retention, 'Entrada Liberada' features a bespoke musical identity to broaden its pop-culture appeal.



Original Soundtrack

- Composed by multi-award-winning (Pulsar Prize) musician Diego Lorenzini and Miguel Molina.
- The title track "Entrada Liberada" operates as a standalone single across major streaming platforms, transforming the educational program into a piece of popular culture.

Exporting Heritage: An International Ambassador

What began as a mission to connect Chileans to their own museums has scaled into a global export of cultural memory.

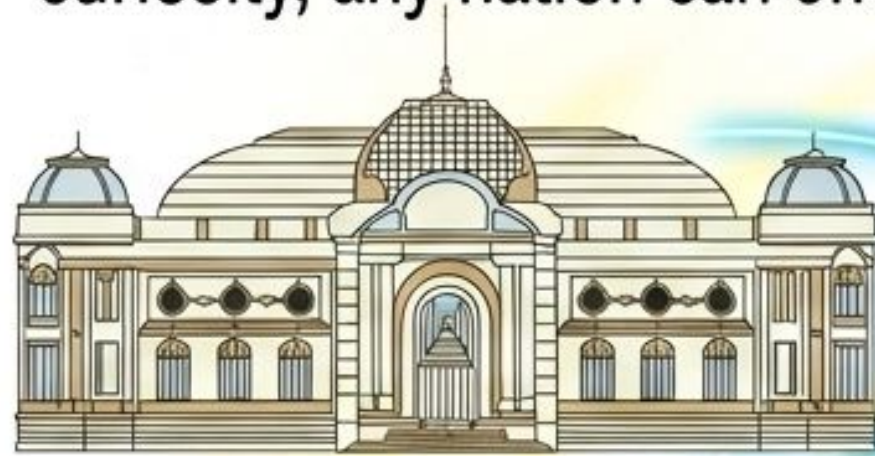
25 Countries

Through the TV Chile international signal, 'Entrada Liberada' broadcasts the nation's heritage, landscapes, and stories to the global diaspora and international audiences worldwide.

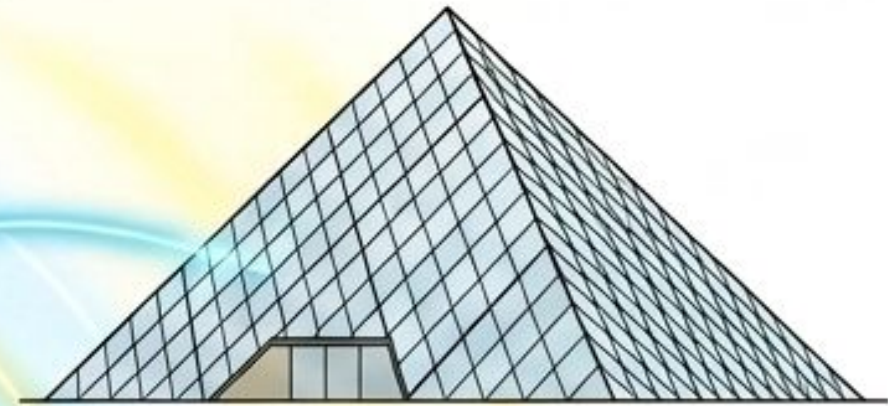


The Vision: A Global Open-Source Model

Entrada Liberada proves that with passion, narrative agility, and a focus on human curiosity, any nation can effectively democratize its heritage.



**ENTRADA
LIBERADA**



We have built a highly successful, low-resource blueprint for cultural communication. We want to share this methodology with the international museum community and replicate this experience in other parts of the world.



GUANACU
Cervus Chilensis 39.

The Architects of the Open Door

Host & Creator:

Nicolás Rojas Inostroza
(Cultural Journalist)

Director:

Patricio Alfaro Astorga
(Documentary Filmmaker)

Contact:

nicolasrojasinostroza@gmail.com

www.rojasinostroza.cl

IG: @entradaliberadatv / @rojasinostroza

<https://www.tvn.cl/ntv/entrada-liberada>

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