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ADVISORY
BOARD
for the ARTS

Transforming Arts Organizations Worldwide

Benchmarking Commercial Programming Desk Research

Research Methodology

Research Question

How are cultural venues balancing traditional and commercial programming?

To investigate this question, we conducted the following research:



Secondary research:

- Analysis of the programming of 6 organizations worldwide, focusing on the current season.

Profiled cultural venues:

barbican



Royal Albert Hall



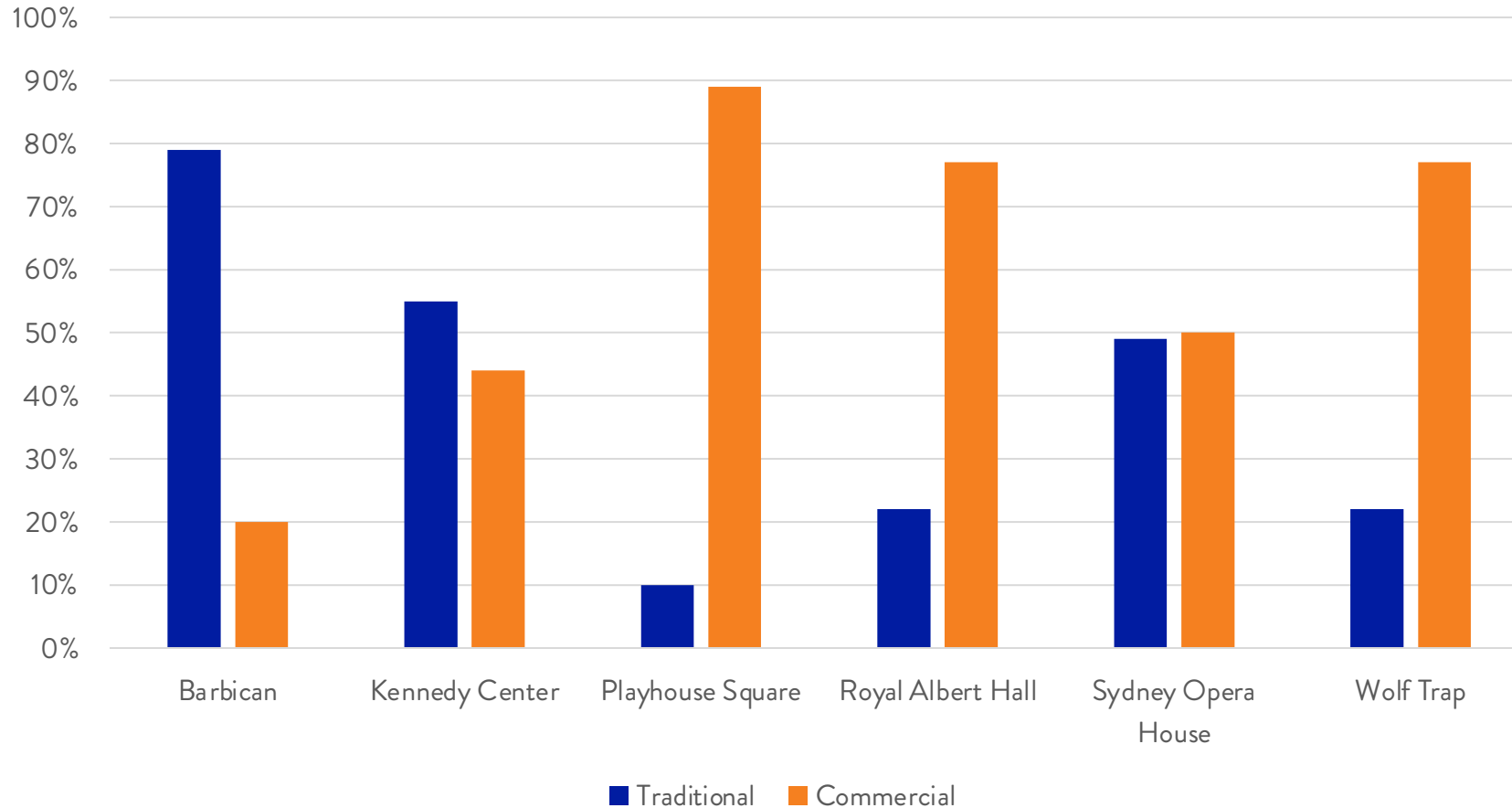
Executive Summary

- The profiled venues show **great differences** in how they programme and categorise their performances
- Generally, there is a **prevalence** of commercial shows within performance art venues
- Commercial shows tend to have **longer durations** compared to performances in traditional genres
- The scope of commercial programming demonstrates a wide **breadth** of content within performance art venues

Note that we profiled performances for the period **February to June 2024** (we could not go further out because the seasons have not been announced). The results may therefore not reflect full year programming (e.g. the BBC Proms at the Royal Albert Hall in July-September).

General Overview

Overview: Program by dates (Feb 2024- Jun 2024)



Traditional:

opera, dance, classical music, contemporary classic, choral music, jazz, theatre, film, etc.

Commercial:

contemporary music, musicals, comedy, family performances, festivals, circus, talks/spoken words, etc.

General Overview

Average N° of dates by category*

	Barbican	Kennedy Center	Playhouse Square	Royal Albert Hall	Sydney Opera House	Wolf Trap
Traditional	4.7	5.6	6.6	2.4	12.1	1.2
Commercial	1.4	7.2	5.9	4.1	13.2	1.3

Average N° of dates by category (total across venues)*

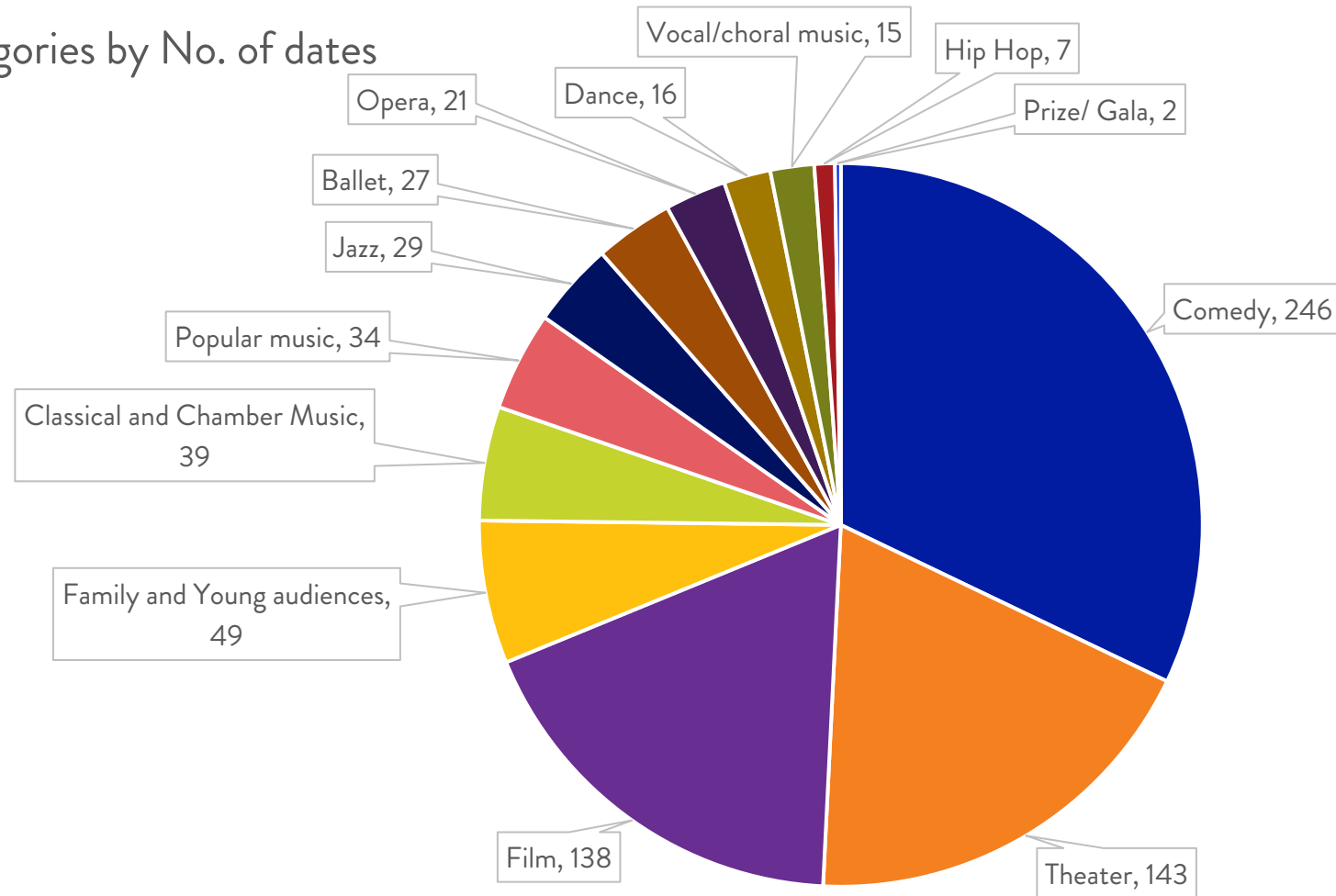
Traditional	5.4
Commercial	5.5

Period: Feb.-Dec. 2024.

* Some venues have not yet shared their complete programme for the year

Venue Profile: Kennedy Center

Categories by No. of dates



Period: Feb.-Jun. 2024

Calendar View: Kennedy Center

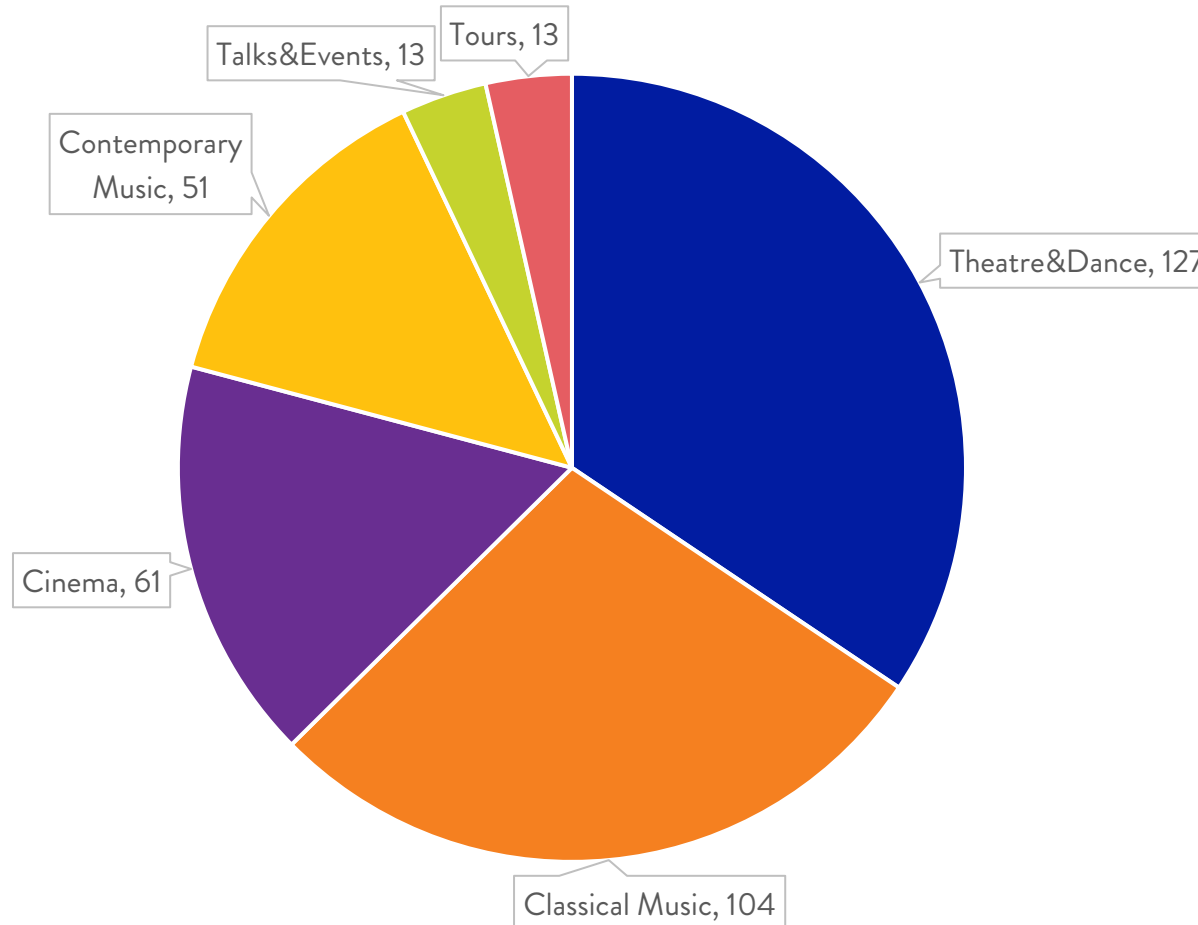


March 2024						
Mon	Tue	Wed	Thur	Fri	Sat	Sun
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

- Ballet
- Chamber Music
- Classical Music
- Comedy
- Dance
- Film
- Hip Hop
- Jazz
- Opera
- Kids&Families
- Popular Music
- Theatre
- Vocal Concerts

Venue Profile: Barbican

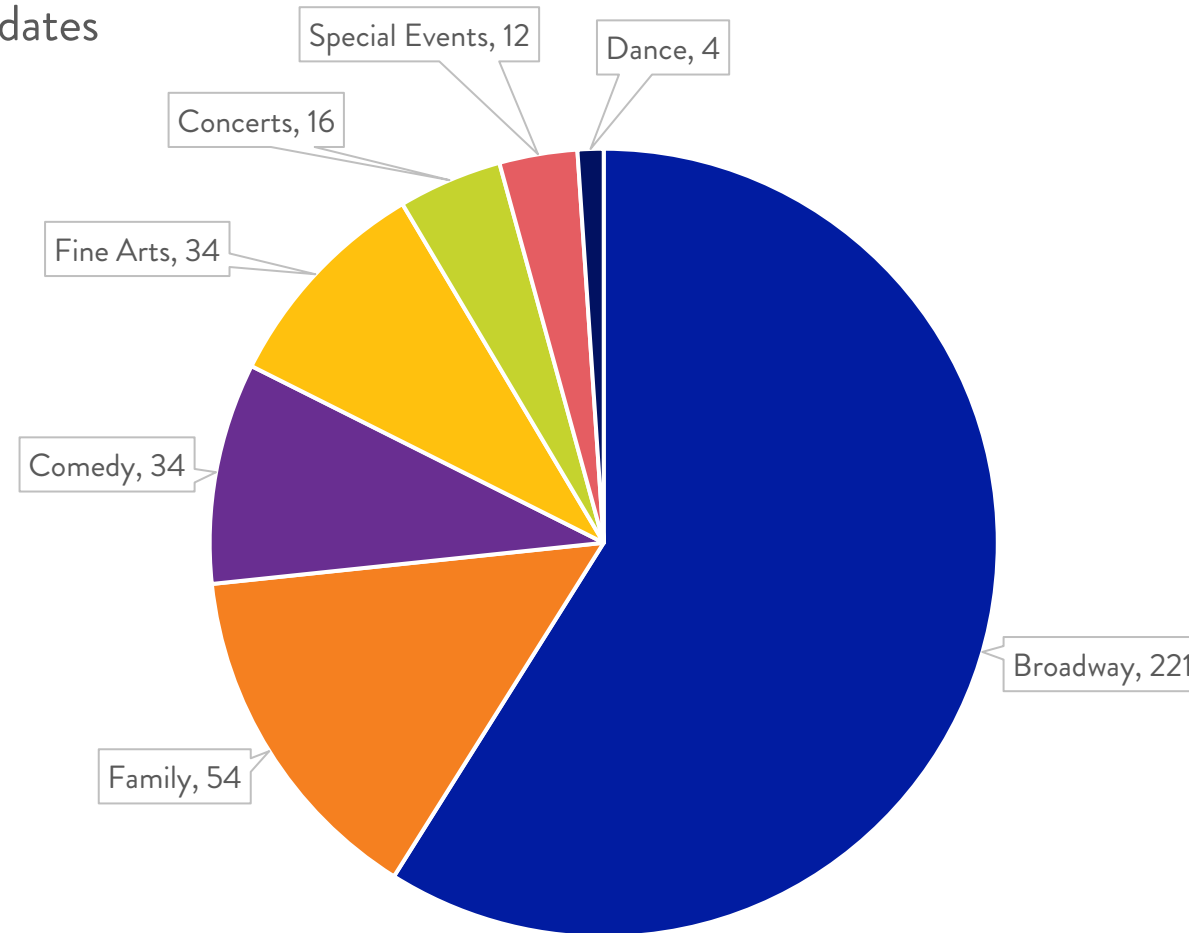
Categories by No. of dates



Period: Feb.-Jun. 2024

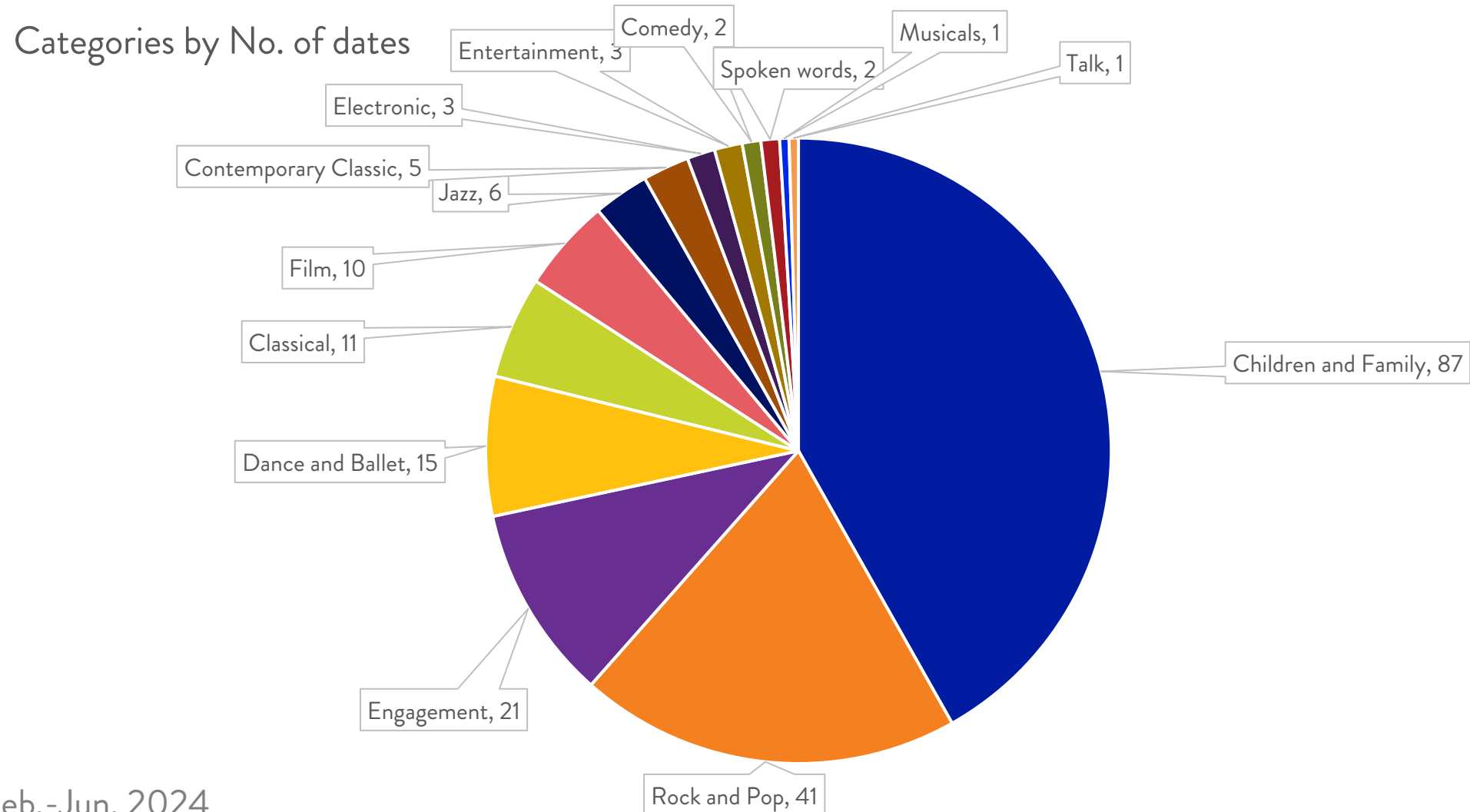
Venue Profile: Playhouse Square

Categories by No. of dates



Period: Feb.-Jun. 2024

Venue Profile: Royal Albert Hall

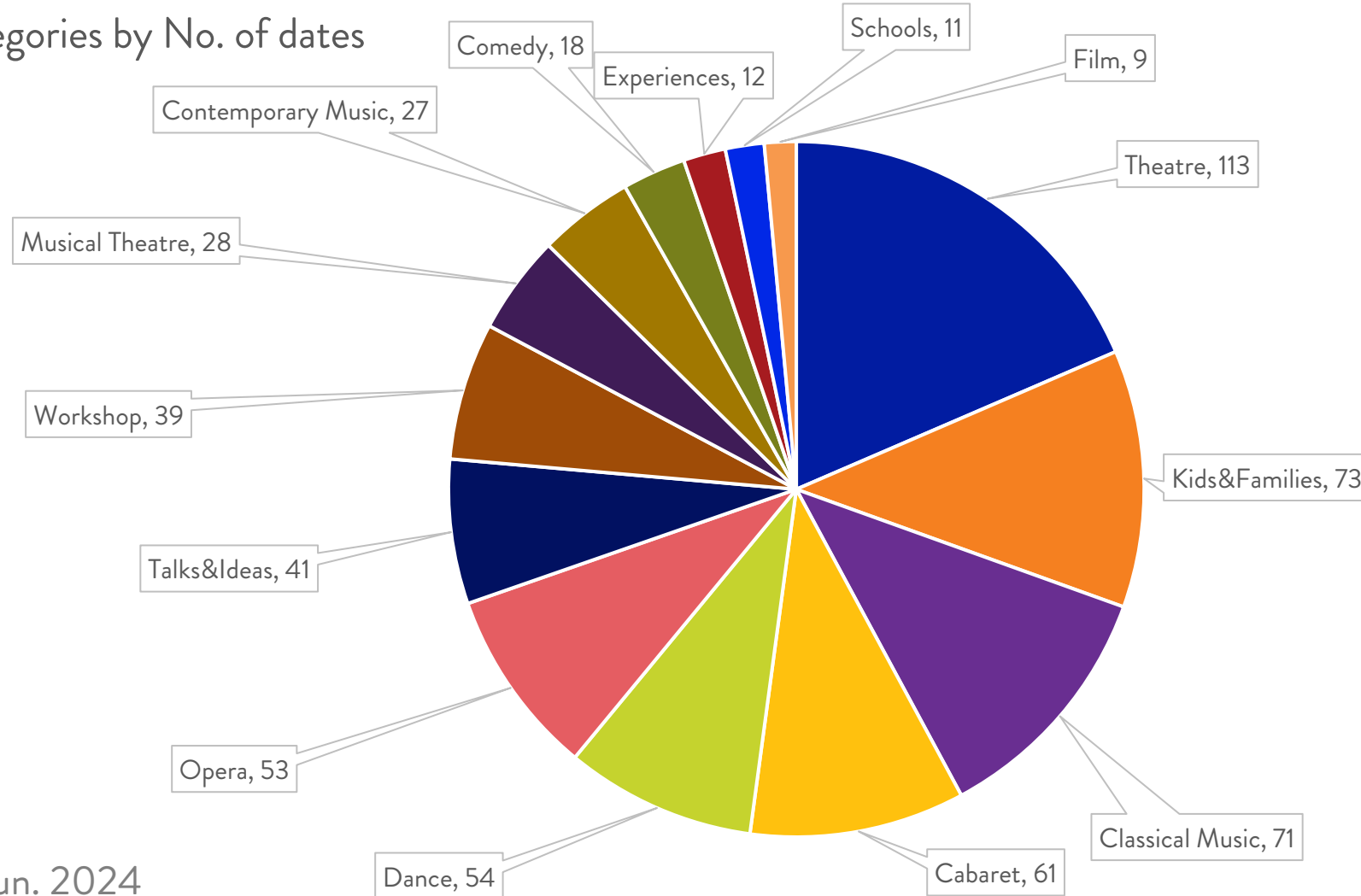


Period: Feb.-Jun. 2024

Venue Profile: Sydney Opera House



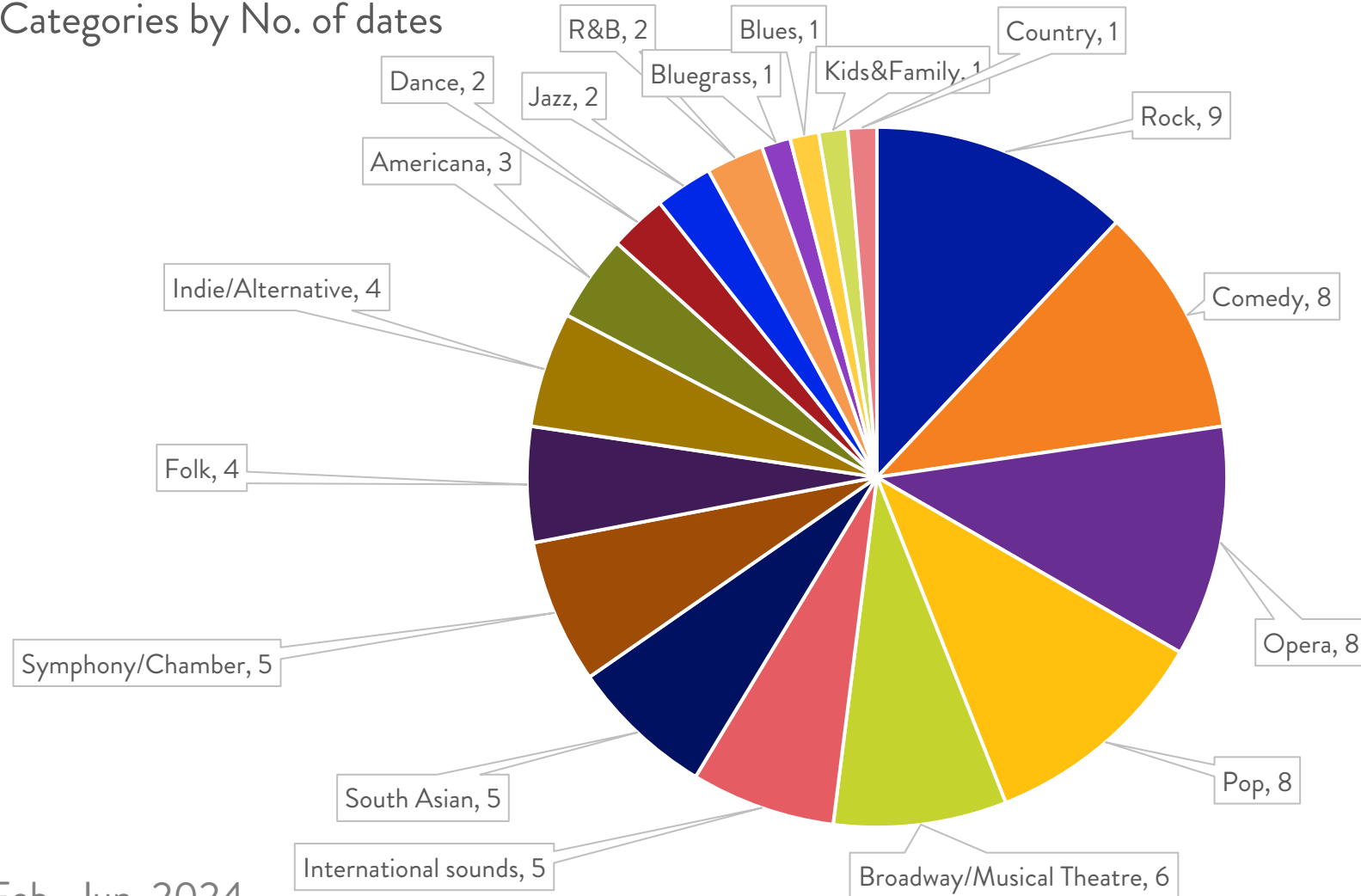
Categories by No. of dates



Period: Feb.-Jun. 2024

Venue Profile: Wolf Trap

Categories by No. of dates



Period: Feb.-Jun. 2024