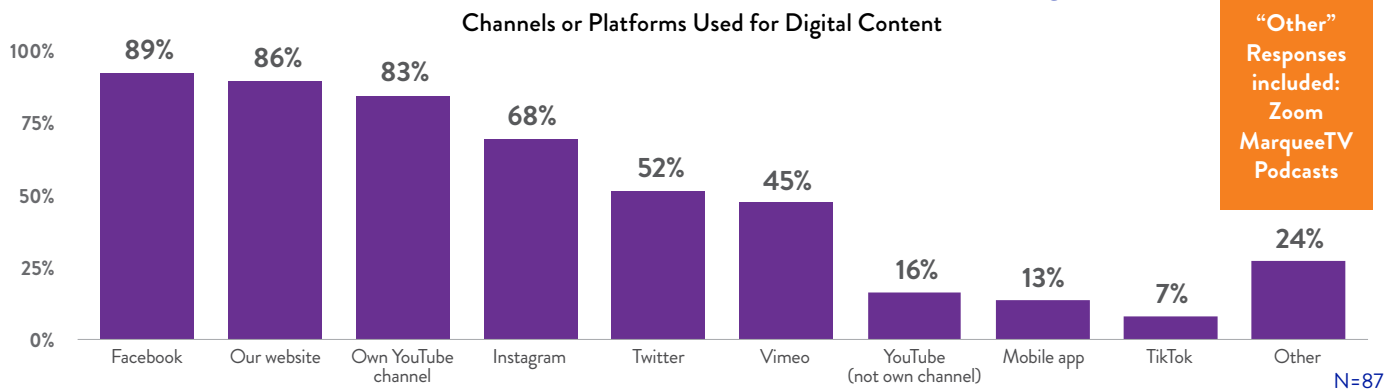


NOVEMBER 2, 2020

The Advisory Board for the Arts surveyed leaders at arts organizations — including operas, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about the impacts of coronavirus on their institutions as well as other relevant topics of interest. This online survey was fielded **October 23–29, 2020**. This is the eighteenth survey of the series.

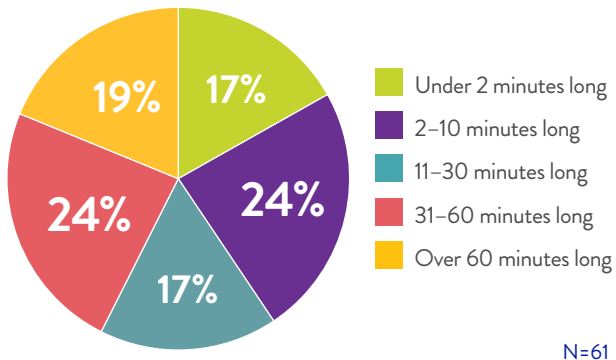
DIGITAL DETAILS

Facebook, Website, YouTube Channel Tops for Digital



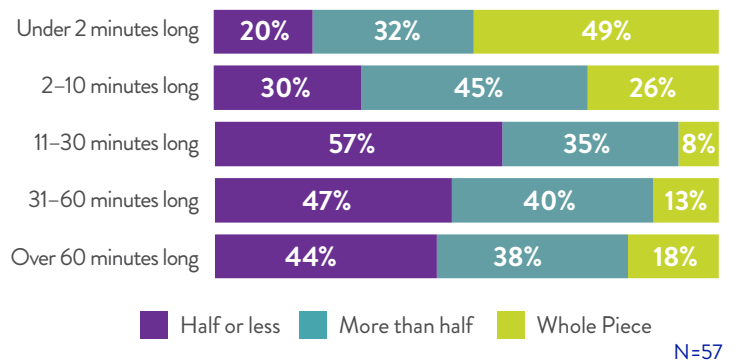
Orgs Producing Content of All Lengths

Percent of Digital Content That is X Minutes Long



Longer Pieces Often Cut Short by Viewers

Proportion of Content Audience Watches, by Content Length



Digital Views Vary Widely

Digital Content Views

TYPICAL PIECE

1,630 / 1,000

BEST PERFORMING PIECE

45,400 / 5,000

Extreme outliers removed from data

Mean Views Median Views

N=59

All-In On Digital

Arts Orgs Producing More Digital Content Than One Year Ago



Arts Organization Coronavirus Impact & Response Benchmarking

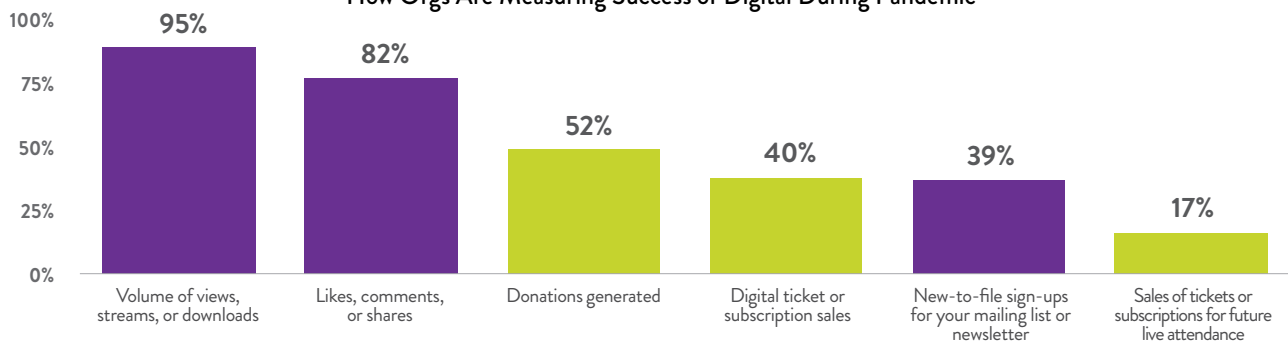
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MONETIZING DIGITAL

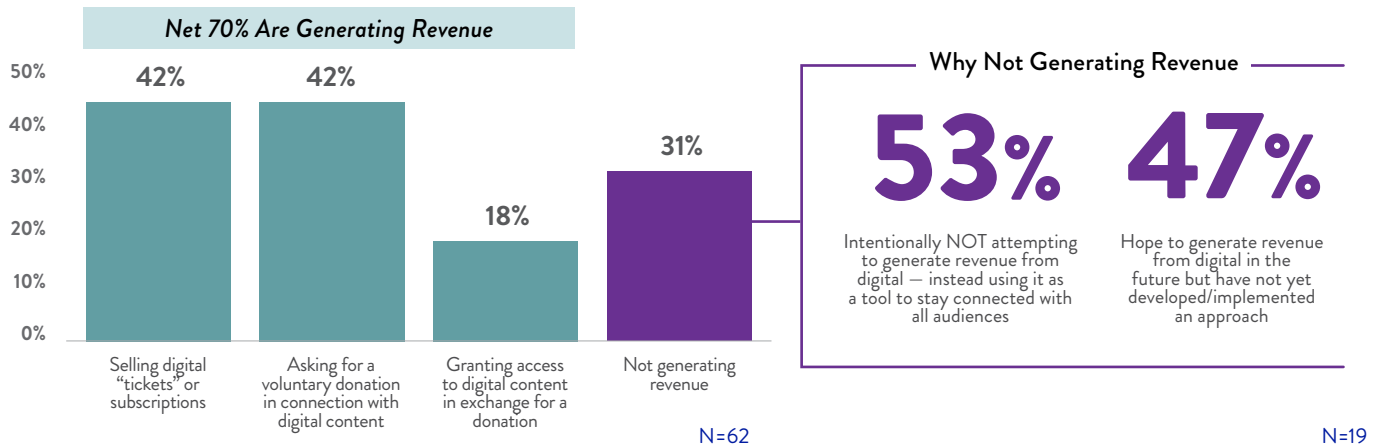
Revenue NOT Top Measure of Digital Success

How Orgs Are Measuring Success of Digital During Pandemic

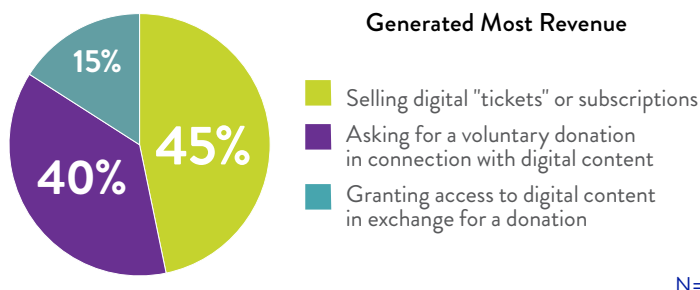


Most Arts Orgs Are Monetizing Digital

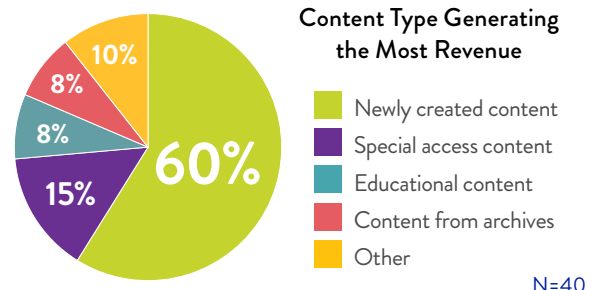
Ways Orgs Are Generating Revenue From Digital Content



Digital Tickets Most Effective Revenue Engine



New Content Brings In Most Money



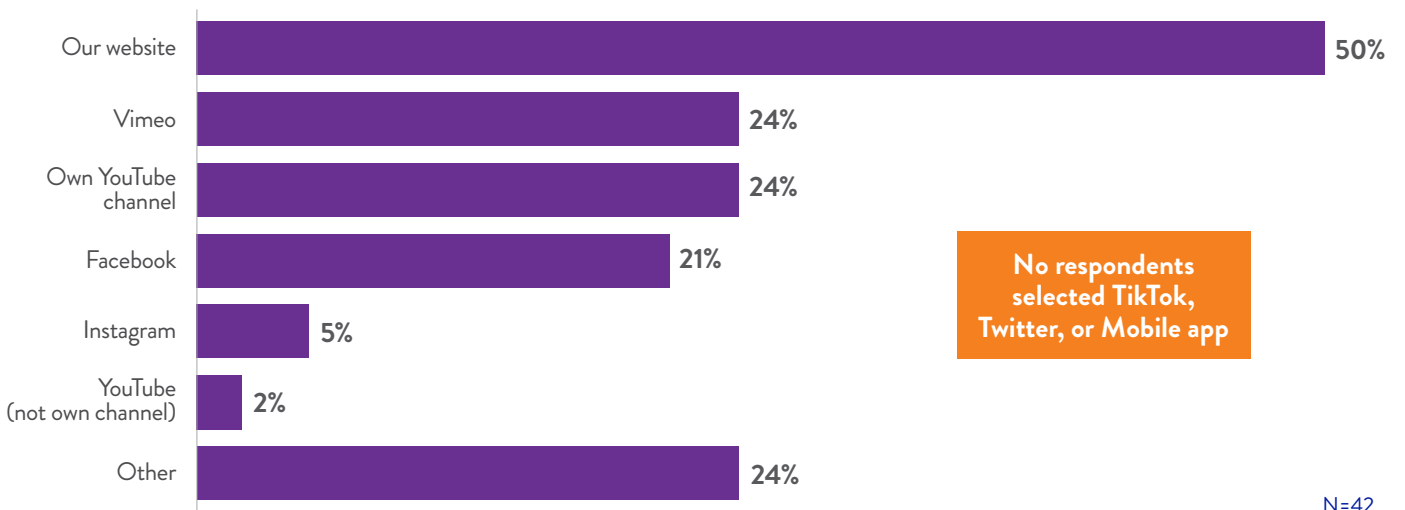
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MONETIZING DIGITAL

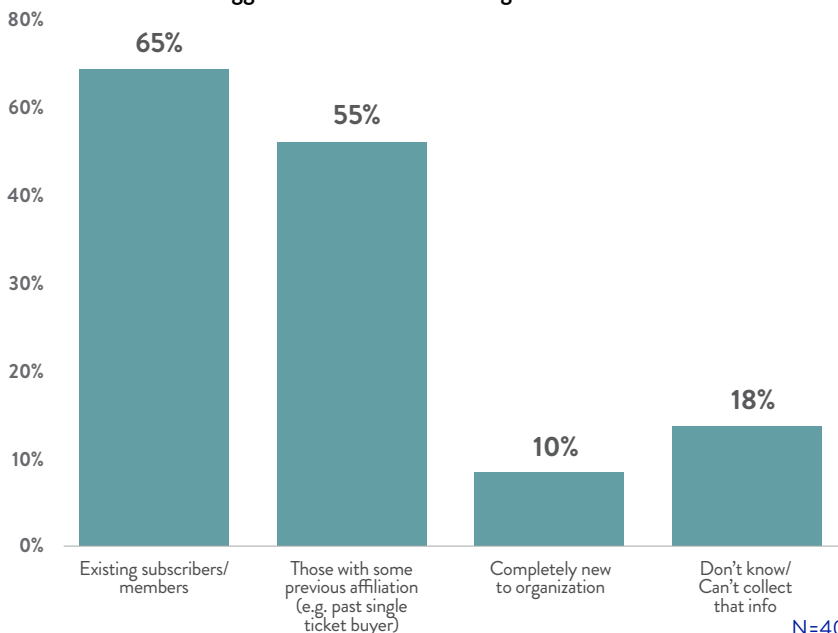
Orgs Generate the Most Revenue Through their Websites

Digital Channel/Platform Generating the Most Revenue



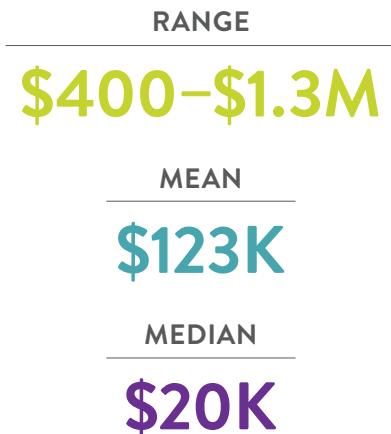
Already Affiliated Audiences Contributing Most Revenue

Biggest Consumers of Paid Digital Content



Digital Revenue Varies Widely by Organization

Revenue Generated from Digital



N=35