

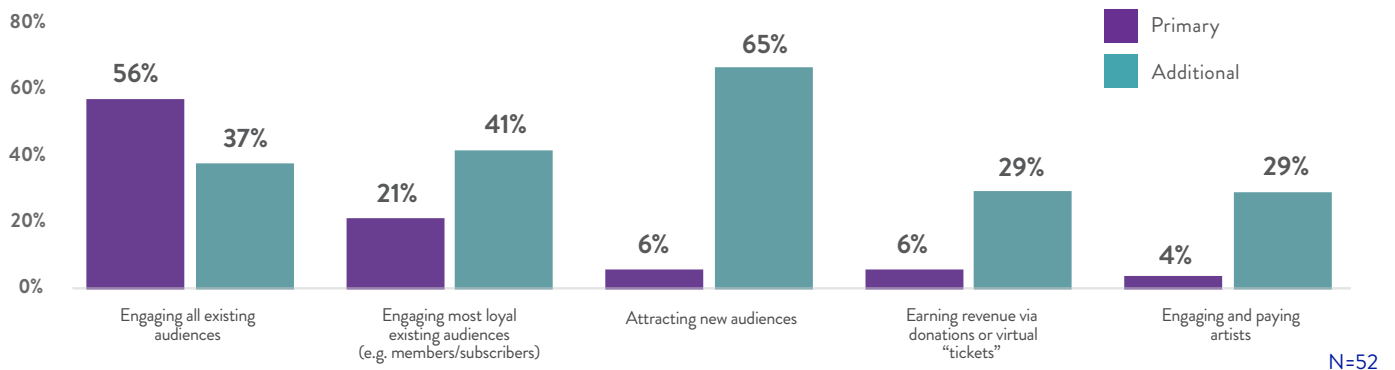
JULY 1, 2020

The Advisory Board for the Arts surveyed leaders at arts organizations — including operas, symphonies, festivals, theaters, venues, and museums — about the impacts of coronavirus on their institutions. This online survey was fielded **June 18–30, 2020**. This is the eleventh survey of the series.

DIGITAL OBJECTIVES, TARGETS, & METRICS

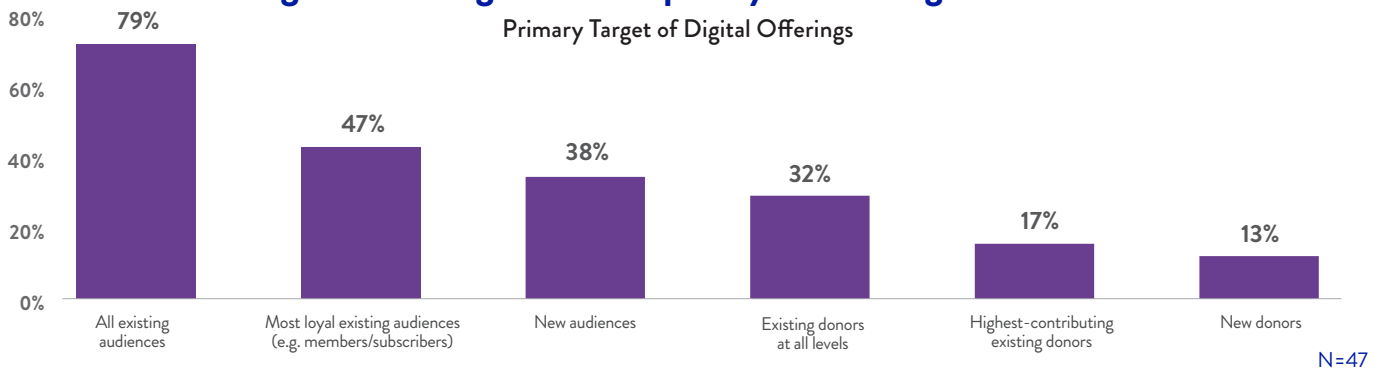
Engaging Existing Audiences Primary Digital Objective

Primary and Additional Objectives of Digital During Closure



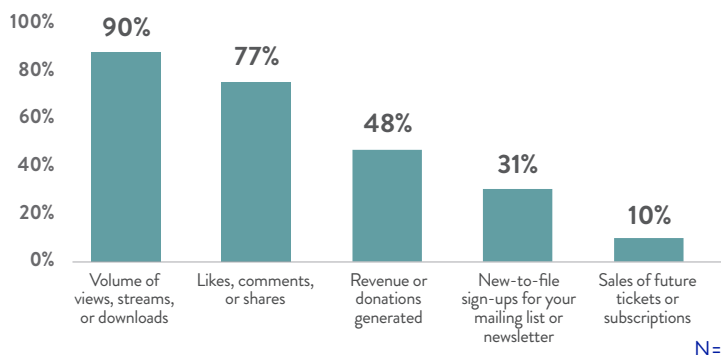
Digital Offerings Aimed Squarely at Existing Audiences

Primary Target of Digital Offerings



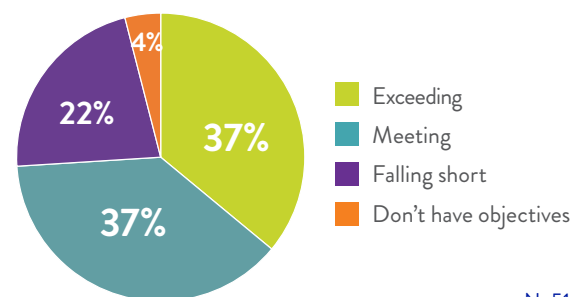
Views, Likes, and Shares Top Indicators

Metrics Used to Measure Success of Digital



Arts Orgs Give Own Digital Efforts High Marks

Performance Against Digital Objectives

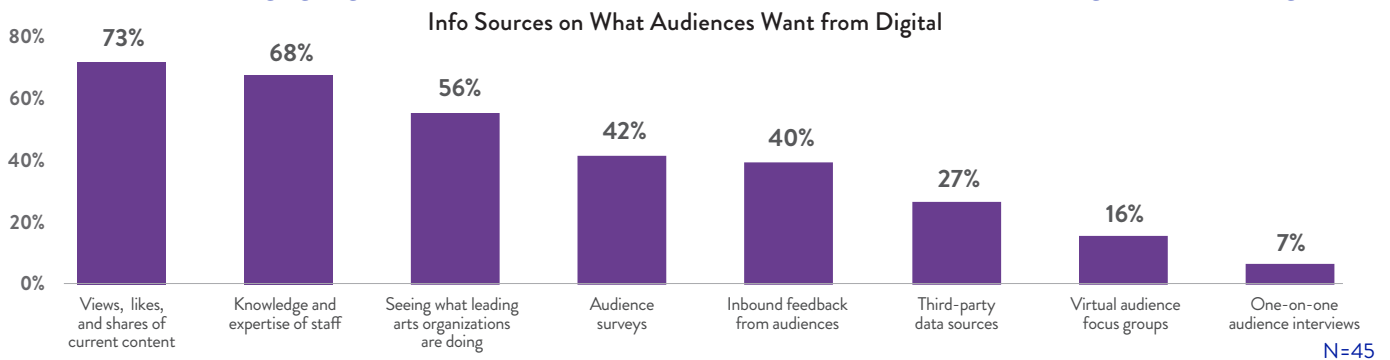


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DISCOVERING WHAT AUDIENCES WANT FROM DIGITAL

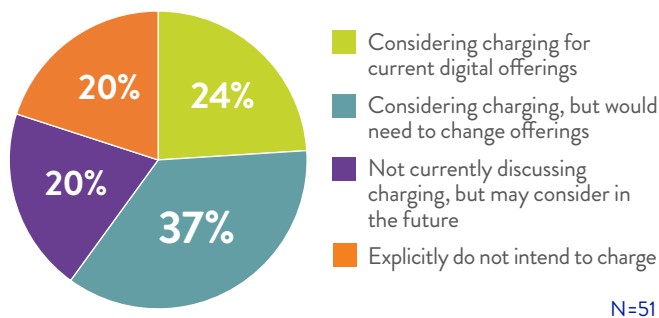
Most Not Engaging in Direct Audience Research to Determine Digital Offerings



THE FUTURE OF DIGITAL

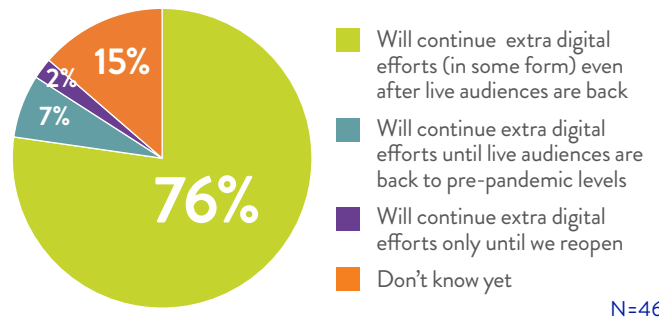
Paid Digital a Possibility for Most Orgs

Plans for Charging for Digital Content Post-Reopening



Strong Plans to Continue Digital

Plans for Digital Content Added During Pandemic



Most Believe Digital Adds to Live Audiences

Impact of Digital on Audience Likelihood to Attend Live

