

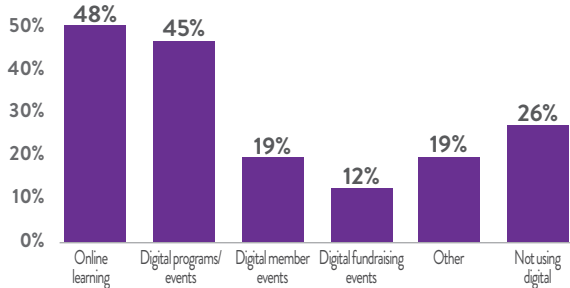
FEBRUARY 6, 2024

The Advisory Board for the Arts regularly surveys leaders at cultural organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to their industries. This online survey was fielded **January 24-31, 2024**. This is the eighty-eighth survey of the series and was designed to help leaders benchmark themselves on digital & AI.

DIGITAL PROGRAMS, EVENTS, & MONETIZATION

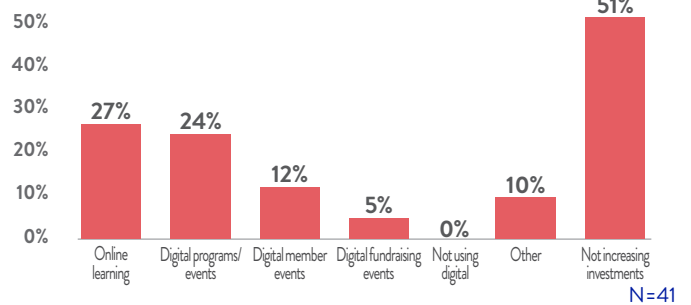
Orgs Use Digital for Online Learning & Digital Events

How are you using digital for programming and events at your org?



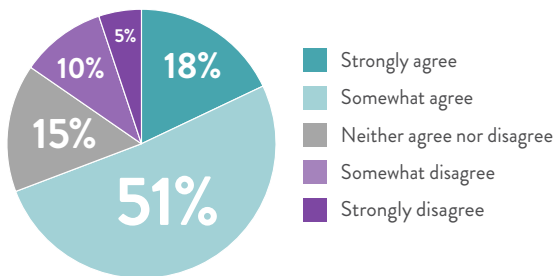
Most do not Plan to Increase Financial Investments in Digital Activities

Do you plan to increase your financial investments in any of your digital activities?



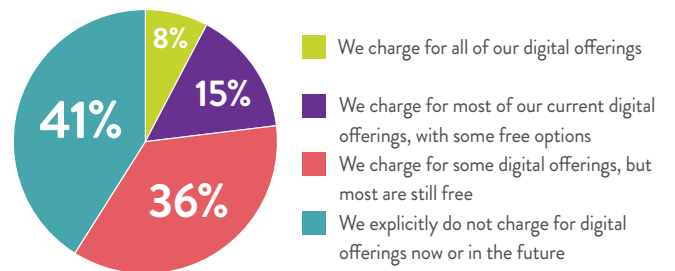
Most Agree Digital Events/Programs are a Revenue Opportunity

Do you agree that digital events/programs are an opportunity for arts/culture orgs to generate more revenue?



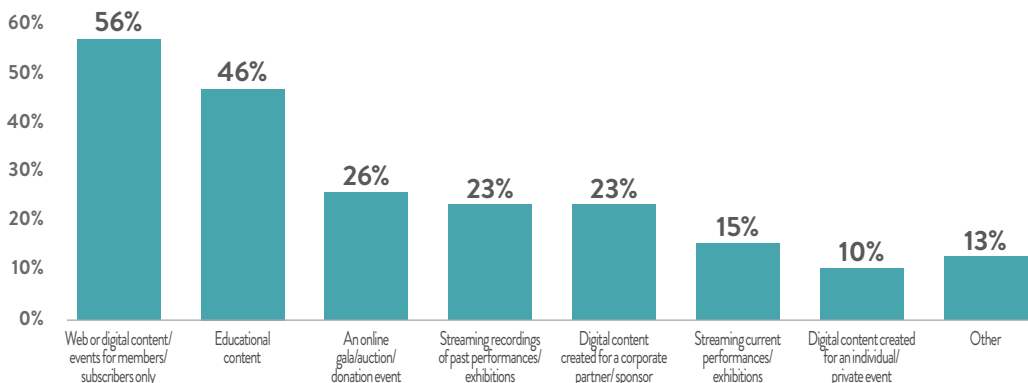
Most Do Not Charge for Most Digital Offerings

Do you charge for any of your digital offerings?



Greatest Revenue Potential in Member/Subscriber Digital Events & Education Content

Across digital offerings, where do you see the greatest potential for revenue generation?



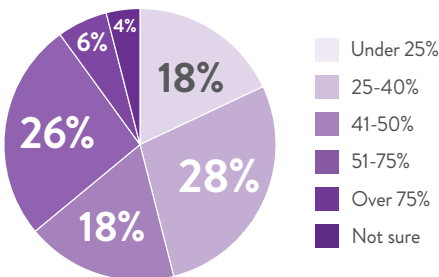
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DIGITAL MARKETING

Orgs Dedicate Differing Proportions of Marketing Budget to Digital

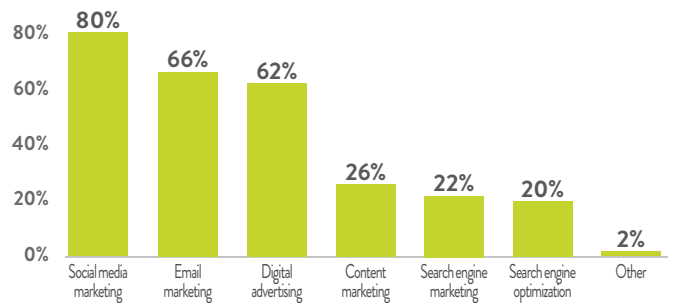
What % of your marketing budget is allocated to digital marketing?



N=50

Most Digital Marketing Efforts Focus on Social Media

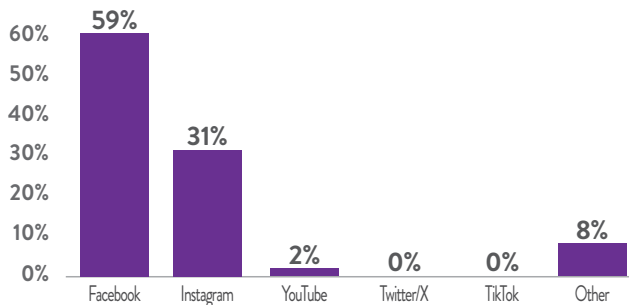
Where do you focus your digital marketing efforts?



N=50

Facebook is the Top Digital Media Platform

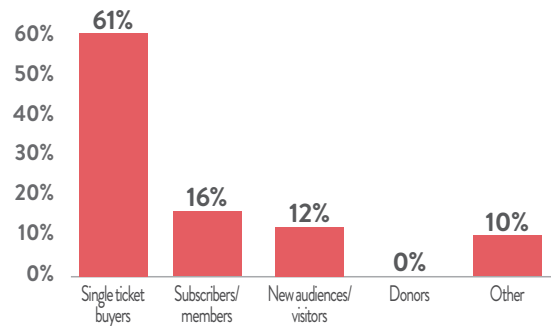
What is your most successful/popular digital media platform?



N=49

Single Ticket Buyers are the Main Target for Digital Marketing

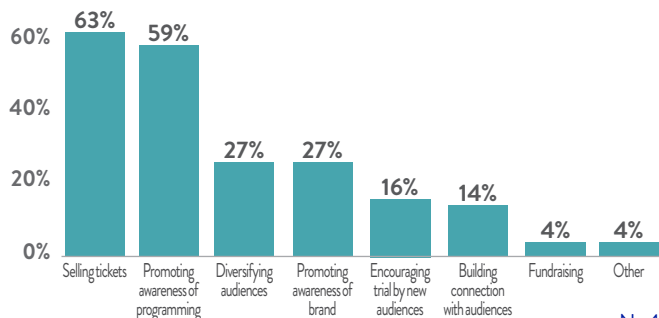
What is your largest target audience for digital marketing content?



N=49

Selling Tickets & Programming Awareness are Main Purposes of Digital Marketing Initiatives

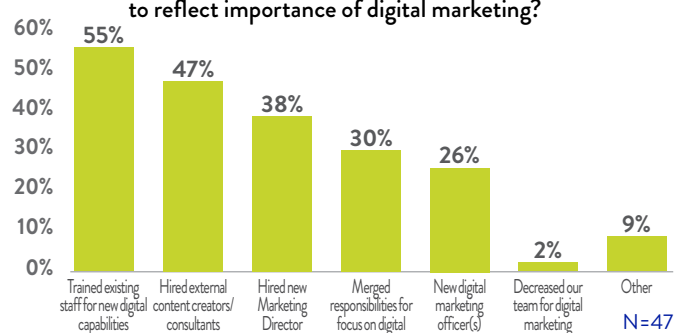
What are the main purposes of your digital marketing initiatives?



N=49

Most Have Trained Existing Staff or Hired External Creators/Consultants for Digital

In the past 2 years, has your marketing team makeup changed to reflect importance of digital marketing?



N=47

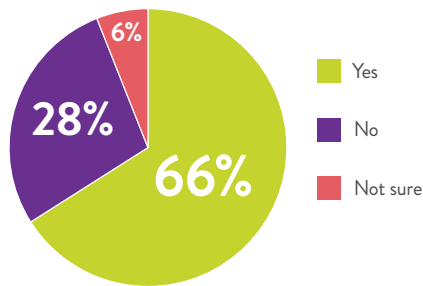
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ARTIFICIAL INTELLIGENCE

AI is Used in Most Orgs

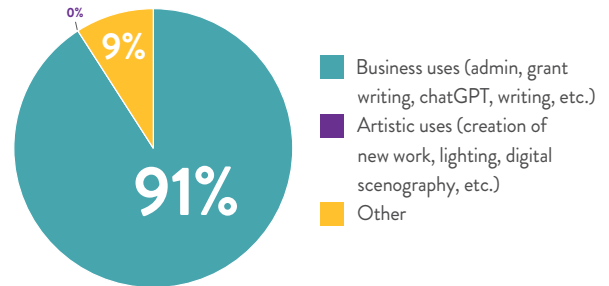
Are you aware of AI being used for professional purposes in your org?



N=50

AI is Used for Business Functions

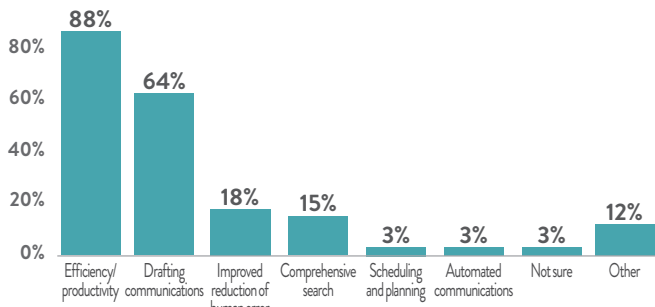
What is the main use for AI at your org?



N=33

AI is Used Mostly for Efficiency & Drafting Communications

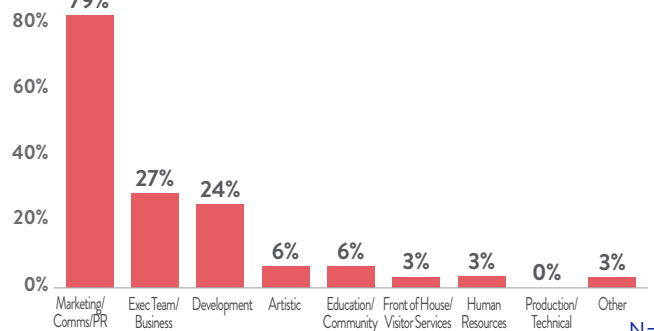
Which is the core motivation for using AI at your org?



N=33

Marketing/Communications/PR Use AI Most

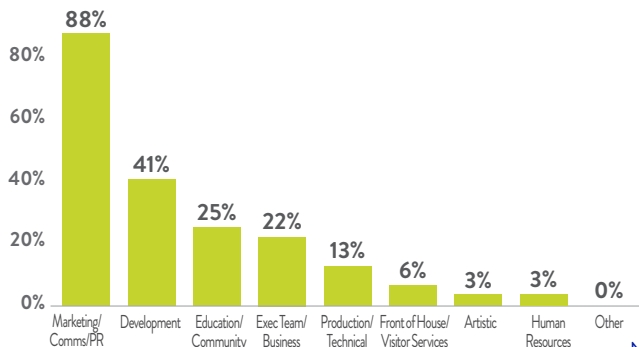
What functions are using AI the most?



N=33

Marketing/Communications/PR Has Greatest Opportunity for AI

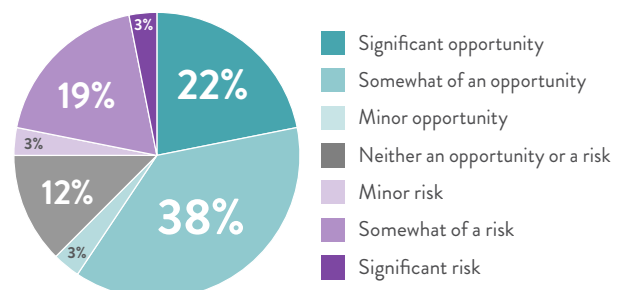
Where is the greatest opportunity for AI?



N=32

Most See AI as Somewhat of an Opportunity for Artistic/Cultural Productions

To what degree do you believe AI is an opportunity or risk to artistic/cultural productions?



N=32

ABA Executive Benchmarking

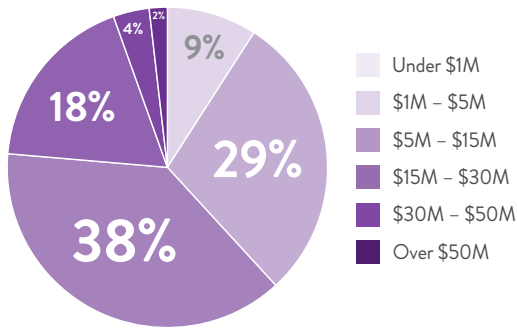
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ORGANIZATION INFORMATION

Operating Budget

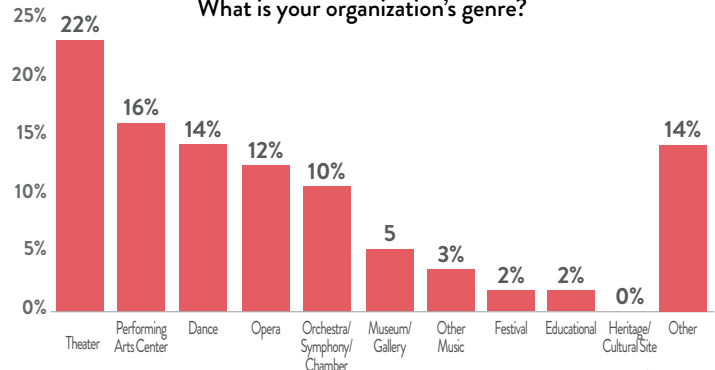
What is your organization's annual operating budget?



N=55

Genre

What is your organization's genre?



N=59