

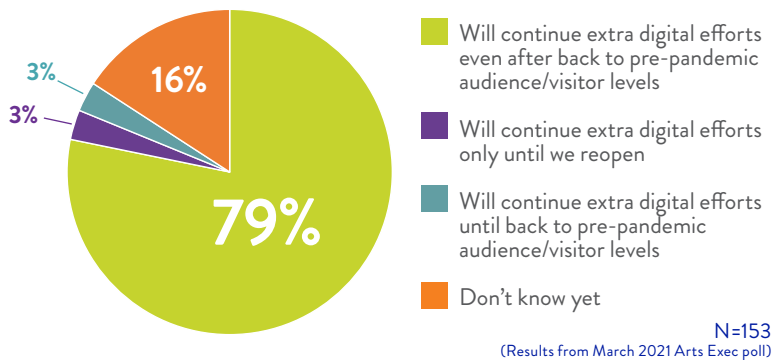
APRIL 13, 2021

The Advisory Board for the Arts regularly surveys leaders at arts organizations — including operas, ballets, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about issues relevant to the arts world. This online survey was fielded April 5–9, 2021. This is the twenty-sixth survey of the series.

PLANNING FOR THE FUTURE OF DIGITAL

Majority Will Continue Digital After Reopening

Future Plans for Digital



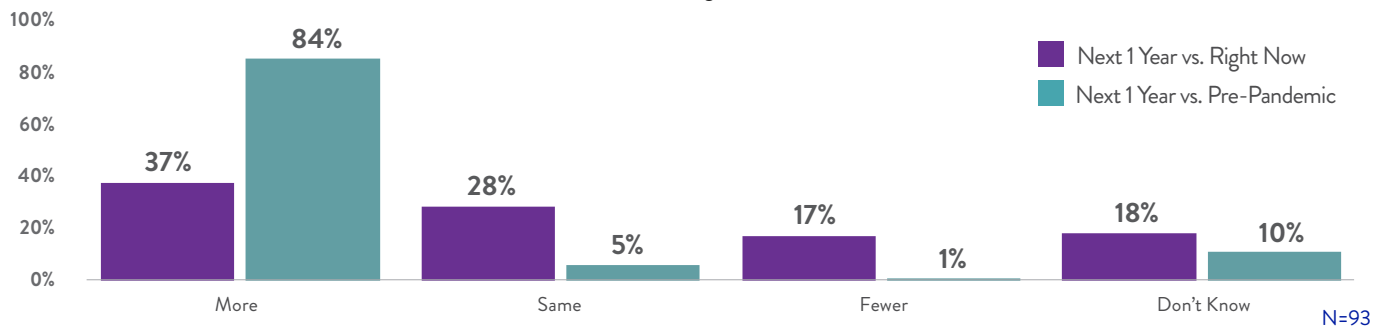
Many Unsure About Future Digital Strategy

Confidence in Org's Digital Strategy for Next One Year



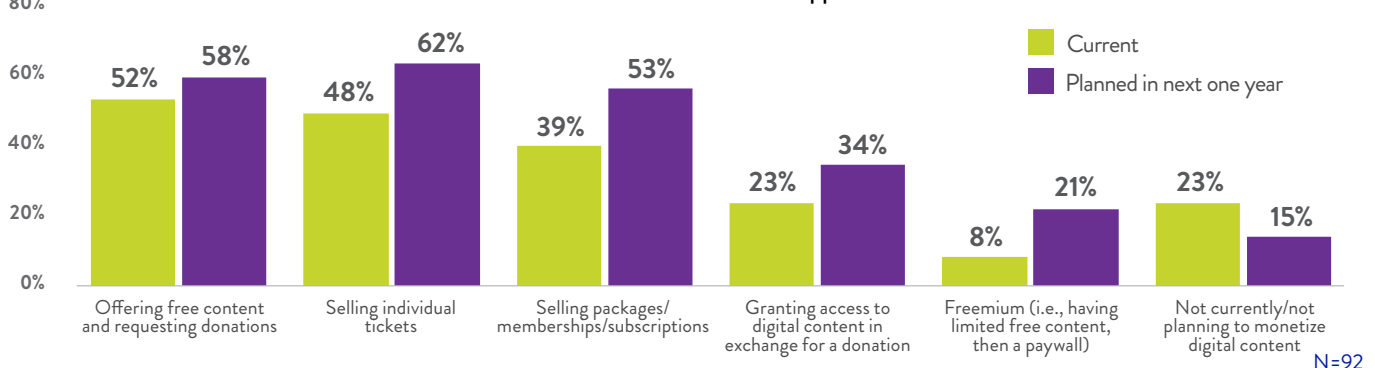
Mixed Plans for Future Digital Resourcing; Nearly All Spending More Than Pre-Pandemic

Resources Devoted to Digital in Next One Year



Most Have Plans for Additional Digital Monetization in Next One Year

Current and Future Monetization Approaches



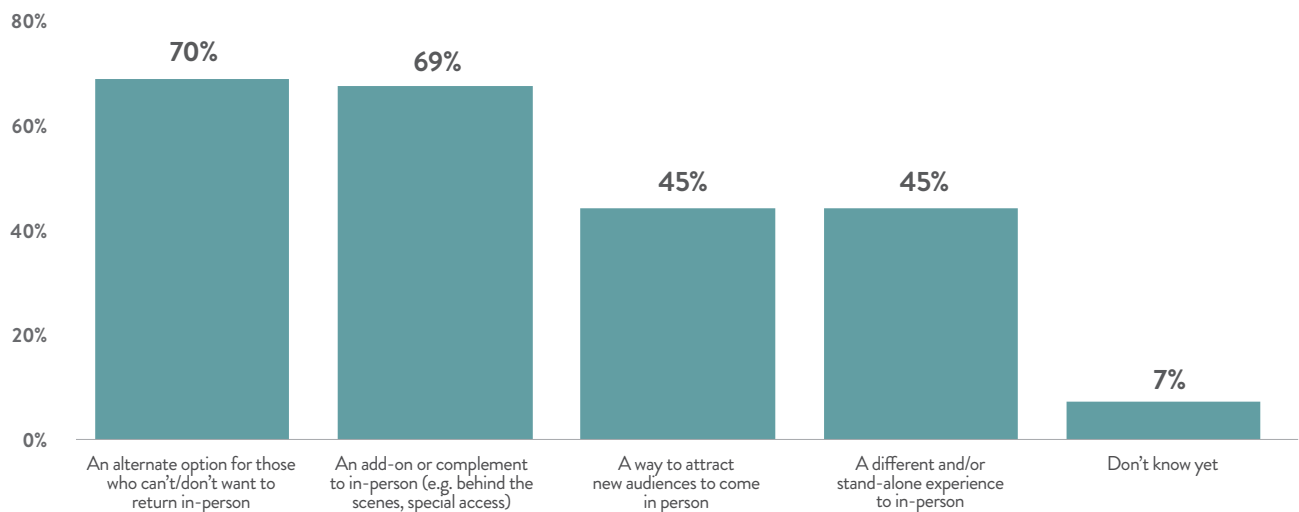
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DIGITAL CONTENT AND DISTRIBUTION

Majorities Planning Digital As an Alternate or Add-On to In-Person

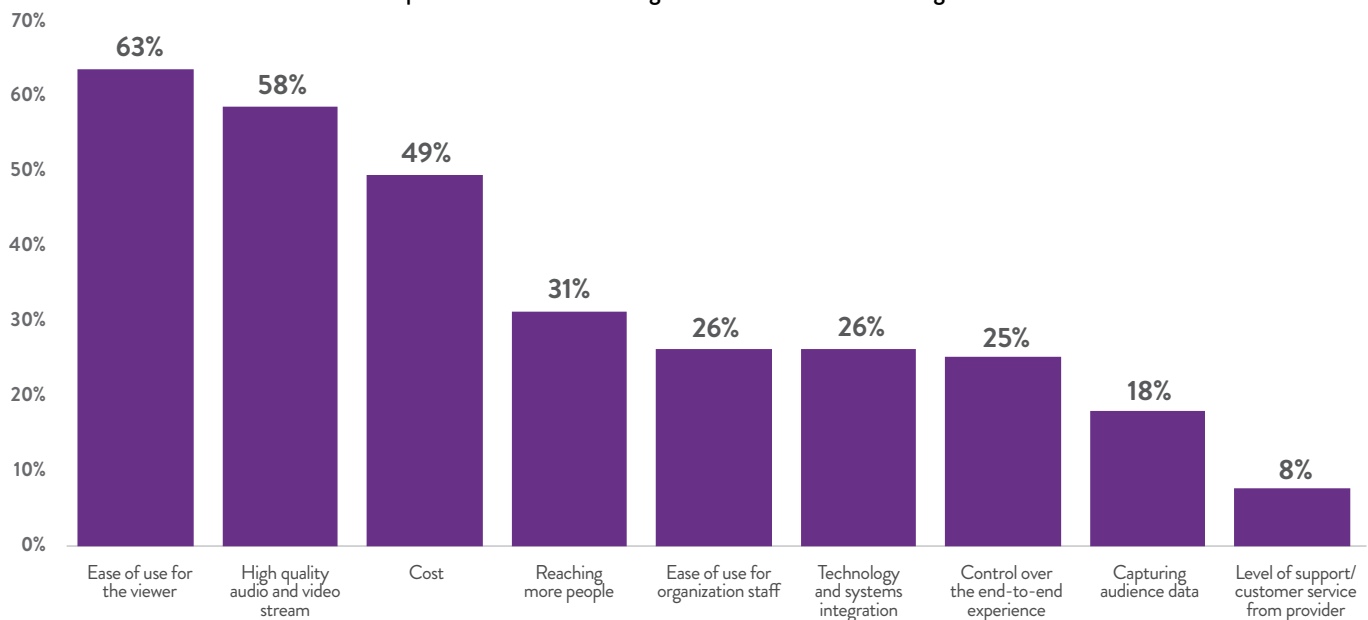
Primary Focus of Digital Content Once Back to In-Person



N=91

Viewer Friendliness, High Quality Stream, and Cost Top Platform Considerations

Most Important When Evaluating Platforms to Distribute Digital Content



N=88

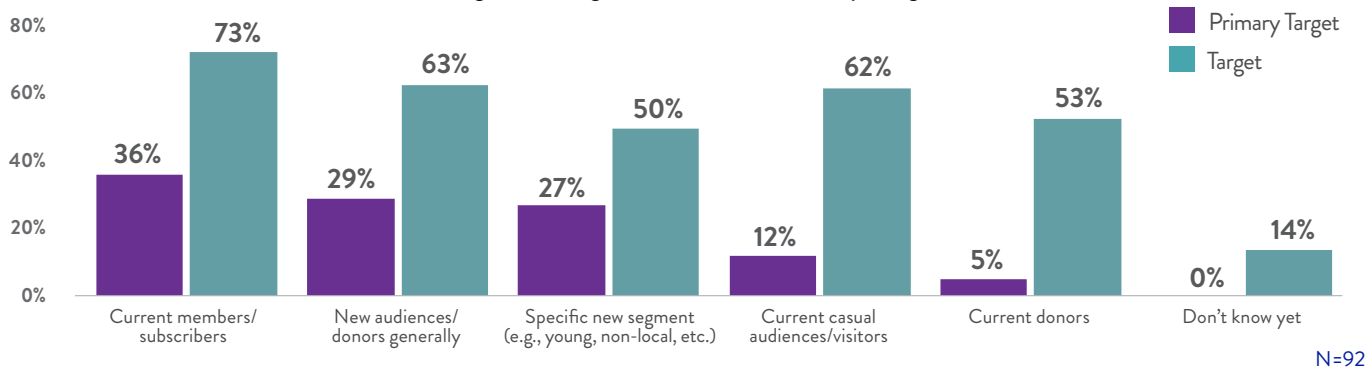
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DIGITAL AUDIENCES AND METRICS

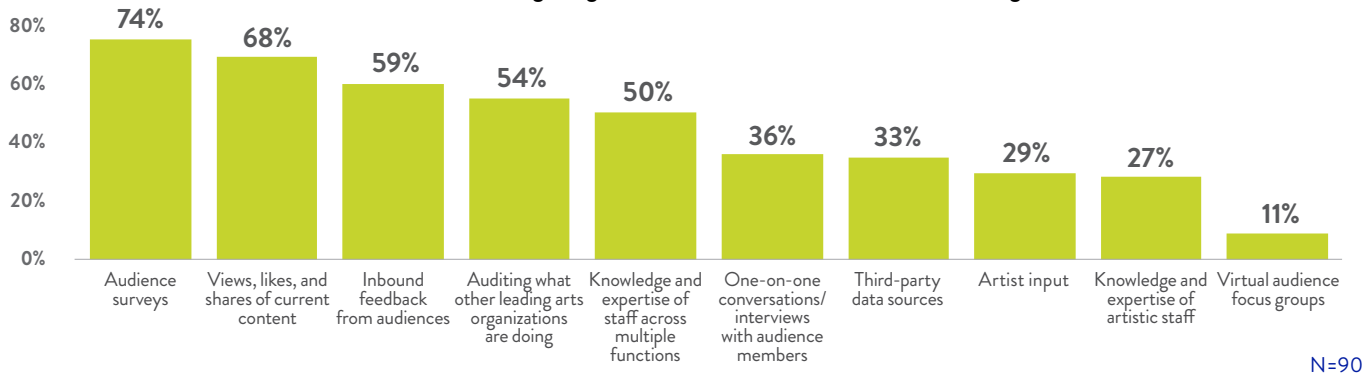
Current Members & Subscribers Most Common Target of Future Digital

Target(s) of Digital Content After Re-Opening



Arts Orgs Relying on Myriad Sources for Audiences' Digital Desires

Methods for Gathering Insight About What Audiences Want from Digital



Views Top Metric for Future Digital Success

Planned Metrics to Gauge Future Digital Success

