

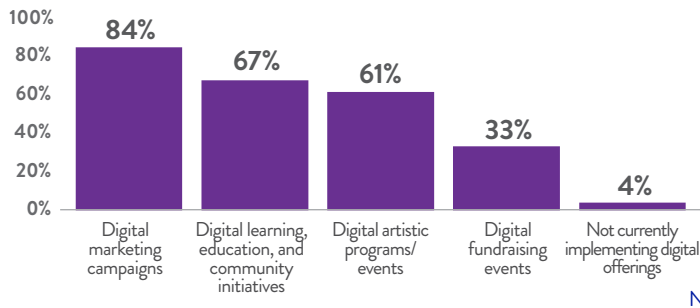
MAY 10, 2022

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 28–May 6, 2022**. This is the fourty-ninth survey of the series and was designed to help arts leaders understand the industry’s expected investment in digital content, monetization, and non-fungible tokens.

DIGITAL USAGE

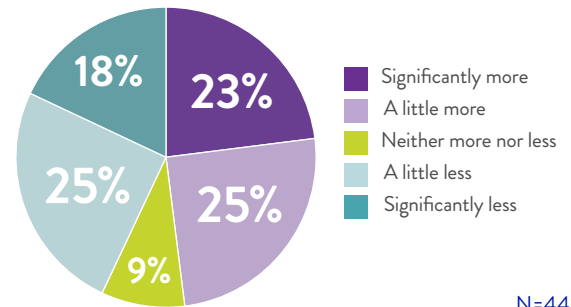
Majority Still Offer Digital Content During Reopening

Current Areas of Digital Implementation



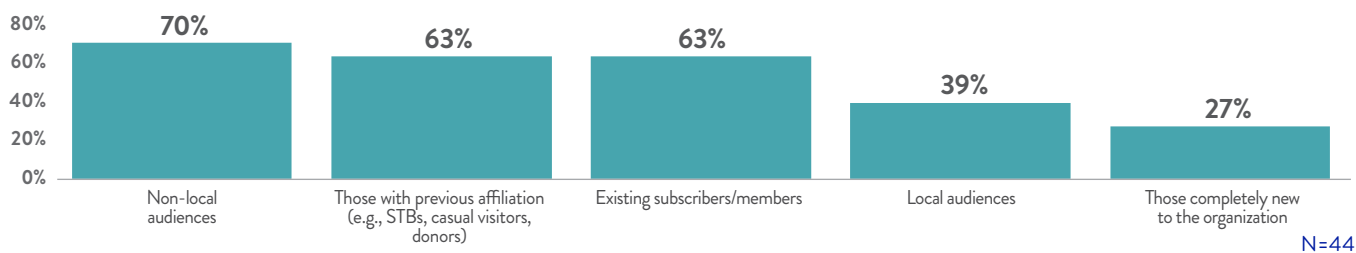
Even Split of Greater and Lesser Digital Usage Today

Digital Usage Today v. Usage During COVID-19 Closure



Digital to Cater Towards Non-Local and Close Audiences

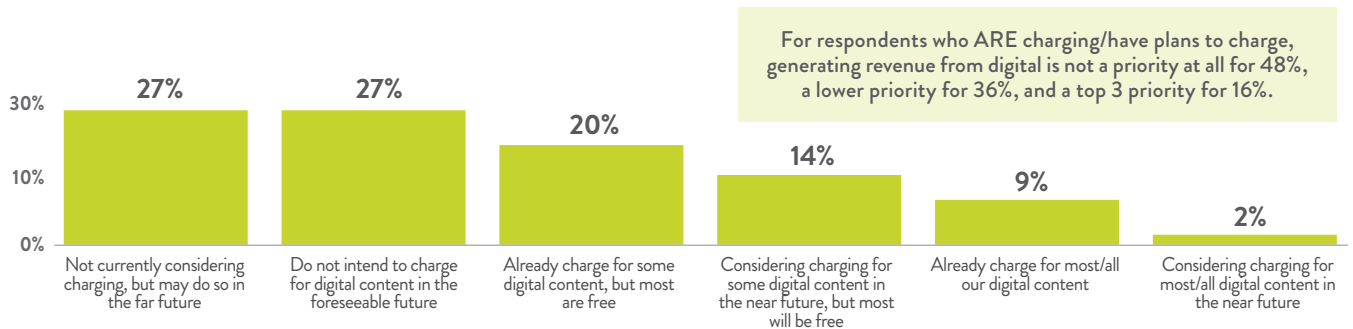
Top 3 Consumer Types of Digital Content



DIGITAL MONETIZATION

Majority Are Not Currently Charging for Their Digital Content

Current Stance on Monetizing Digital Content



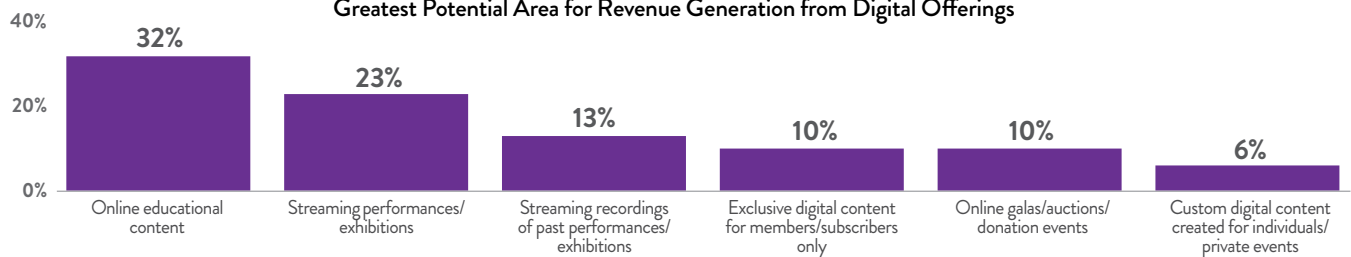
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DIGITAL MONETIZATION

If Charging for Digital, Online Education Content Leads

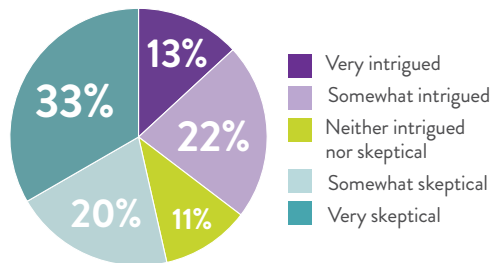
Greatest Potential Area for Revenue Generation from Digital Offerings



N=31

NON-FUNGIBLE TOKENS (NFTS)

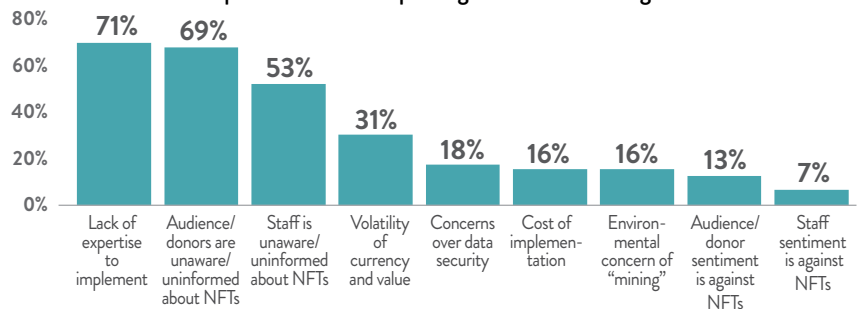
Over Half Are Skeptical About NFTs as Revenue Sources



N=45

Lack of Expertise and Constituent Knowledge Biggest Obstacles to NFTs in the Arts

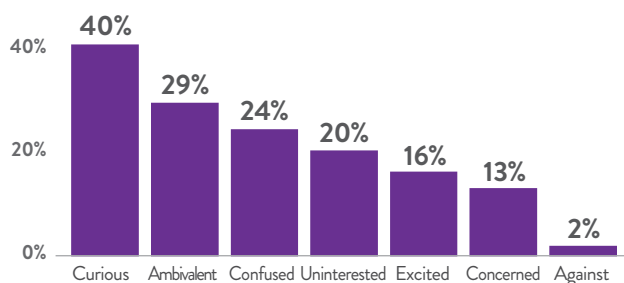
Top 3 Barriers to Exploring NFTs at Arts Orgs



N=45

Variety of Responses Towards NFTs

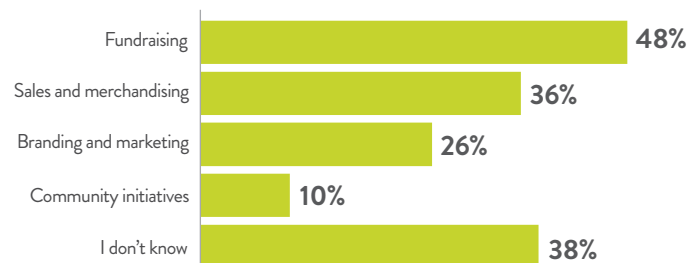
Dispositions Towards NFTs in Relation to the Arts



N=45

Possible Use of NFTs in Fundraising and Sales...but Many Do Not Know

Top 2 Implementation Areas for NFTs If They Were a Revenue Source



N=42