

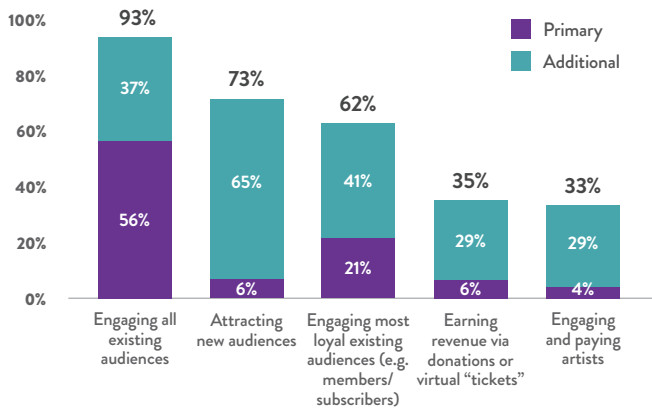
AUGUST 31, 2020

Since March 31, 2020 the Advisory Board for the Arts (ABA) has regularly surveyed leaders at arts organizations — including operas, symphonies, festivals, theaters, venues, schools, advocacy organizations, and museums — about the impacts of coronavirus on their institutions. ABA has also gathered data from the Pew Research Center and Statista on the latest social media trends, and between June 21-July 3, 2020 we examined the social media accounts of 43 member organizations to understand platform differences in the arts. Page 1 presents data cuts around the general engagement with digital services from the eleventh survey of our series, fielded June 18-30, 2020; page 2 showcases our findings surrounding social media usage.

DIGITAL OBJECTIVES & METRICS

Engaging Existing Audiences Primary Digital Objective

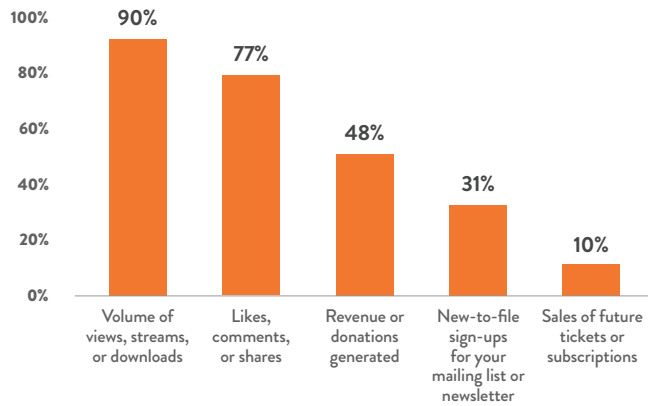
Primary and Additional Objectives of Digital During Closure



N=52
ABA Arts Executive Survey | June 2020

Views, Likes, and Shares Top Indicators

Metrics Used to Measure Success of Digital

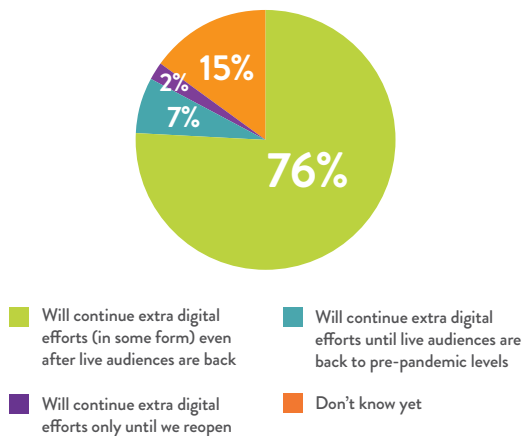


N=48
ABA Arts Executive Survey | June 2020

THE FUTURE OF DIGITAL

Strong Plans to Continue Digital

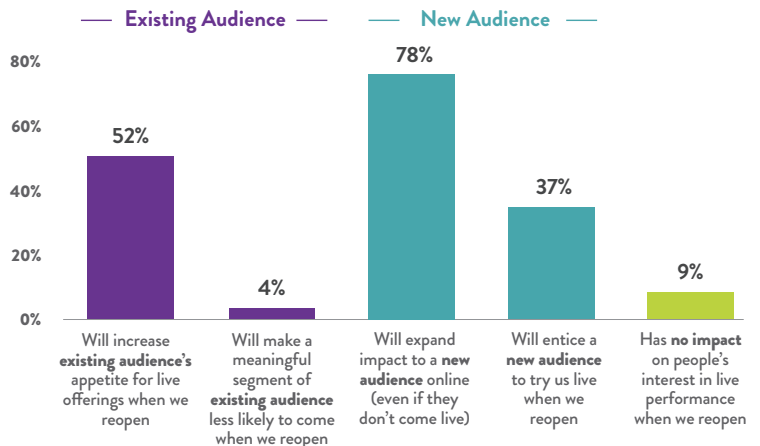
Plans for Digital Content Added During Pandemic



N=46
ABA Arts Executive Survey | June 2020

Most Believe Digital Adds to Live Audiences

Plans for Digital Content Added During Pandemic



N=46
ABA Arts Executive Survey | June 2020

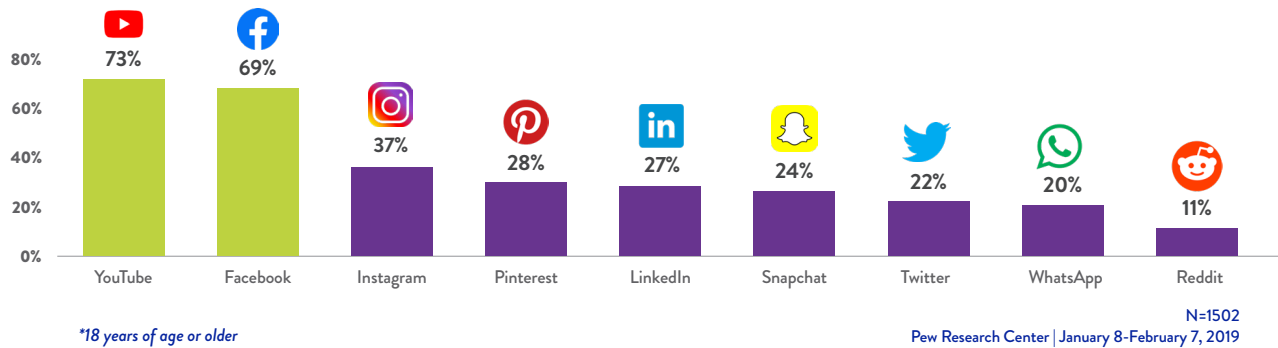
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DEMOGRAPHIC TRENDS ACROSS SOCIAL MEDIA

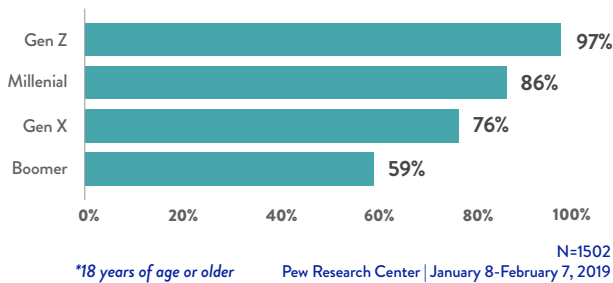
YouTube And Facebook Remain On Top

Percentage of U.S. Adults* Using the Following Online Platforms/Messaging Apps Online or on Their Cellphone in 2019



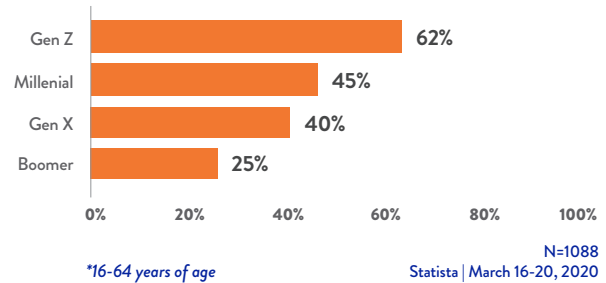
Generational Differences in Social Media Usage

Percentage of U.S. Adults* In Each Generation Who Report Using Social Media in 2019



COVID-19 Increases Overall Social Media Usage

Percentage of U.S. Adults* In Each Generation Who Have Spent More Time on Social Media Since March 2020



ARTS ORGS PLATFORM CHARACTERISTICS

YouTube And Facebook Most Powerful for Reaching Audiences

Average Numbers of ABA Members Top-Viewed Posts and Followers on Main Social Platforms

	Average # of Views on Top-Viewed Posts	Average # of Followers
Facebook	70,354	43,776
YouTube	52,268	2,861
Instagram	4,637	14,375
Twitter	1,336	14,855

INSIGHTS

- 1 Facebook outnumbers the rest in follower numbers and view on top posts
- 2 YouTube's ability to attract views is unparalleled, with top posts receiving 1800% more views than the number of average subscribers
- 3 While Instagram and Twitter have higher follower bases than YouTube, their ability to reach past their followers on top posts is more limited

N=43
ABA Secondary Research | June 21-July 3, 2020