New research on Canadians’ use of digital media in performing arts

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Thanks to partners

- Presenters & Presenting Networks
- Canada Council for the Arts
- Government of Ontario
- Ontario Arts Council
- Government of Nova Scotia
- Saskatchewan Arts Board
- Creative City Network of Canada
- Canadian Geographic

www.ValueOfPresenting.ca
www.capacoa.ca
#ValueofPresenting
#ArtsPresenting
Goals of project

• To identify, understand and communicate the value and benefits of performing arts presentation for Canadians.

• To define and raise awareness of the role of the presenter in the arts ecosystem, in communities, in society with the next 20 years in mind.

• To identify commonalities and differences among the diverse presenting field.

• Trends in the sector.
Canadians' live attendance, media-based consumption and its importance

- Live performance: Watched/attended within last 12 months - 75%, Importance = high - 71%
- Television/radio: Watched/attended within last 12 months - 36%
- On the Internet: Watched/attended within last 12 months - 25%

Media enhances engagement & increases access

Canadians' media use for performing arts by frequency of attendance

Attended 5+ times in last 12 months:
- On television: 76%
- On the Internet: 62%
- On DVD/Video/Blu-Ray: 47%
- In movie theatre: 41%

Not attended in 12 months:
- On television: 61%
- On the Internet: 29%
- On DVD/Video/Blu-Ray: 22%
- In movie theatre: 15%

Younger Canadians value in person more than media

Importance of attendance/media-viewing by age

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<tr>
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<th>18-24</th>
<th>25-34</th>
<th>35-54</th>
<th>55+</th>
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<tbody>
<tr>
<td>Live performance</td>
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<tr>
<td>Done in last 12 mo</td>
<td>81%</td>
<td>71%</td>
<td>64%</td>
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<td>High importance</td>
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<td>TV/radio</td>
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<td>Done in last 12 mo</td>
<td>68%</td>
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<td>High importance</td>
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<td>Done in last 12 mo</td>
<td>24%</td>
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<td>High importance</td>
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What does “live” mean?

Question: *How well do each of the following fit your own personal definition of what it means to attend live, professional performing arts?*

Seeing a show live on television or listening to a show live on radio

- **<25 years old**: 37% High, 21% Moderate, 18% Low
- **25-34 years old**: 27% High, 21% Moderate, 55% Low
- **35-54 years old**: 18% High, 21% Moderate, 60% Low
- **55+ years old**: 18% High, 21% Moderate, 60% Low

Seeing a show live on the Internet (live streaming)

- **<25 years old**: 15% High, 17% Moderate, 15% Low
- **25-34 years old**: 15% High, 17% Moderate, 15% Low
- **35-54 years old**: 16% High, 17% Moderate, 15% Low
- **55+ years old**: 15% High, 17% Moderate, 15% Low

Artists in media performance

Archer Pechawis
New Media & Performance Artist

In, with and through media
Multi-disciplinary community presenter

Movies

Live performance

Community events

Live streaming
National Arts Centre: Hexagon

Distance learning

Connecting communities

Live streaming

Connexxions North - Broadband videoconference event
Music Monday goes into Space

Collaboration and partnerships

Live streaming – joint performance

Welcome!

At 12 pm Eastern Time and at the exact same time across Canada (9 a.m. Pacific Time, 10 a.m. Mountain Time, 11 a.m. Central Time, 1 p.m. Atlantic Time and 1:30 p.m. in Newfoundland and Labrador) schools and communities from coast to coast will be united by the Music Monday theme song, "ISS -- Is Somebody Singing."

Live webcast: Music Monday Showcase Concert Monday, May 6 (12:00-1:30 pm EDT)

The link to Commander Hadfield in the International Space Station is scheduled for 12:30 pm EDT. That link is a 20 minute segment within a full 90 minute Showcase Concert. Click to view the webcast

Music Monday 2013 – Launching into Orbit!

When the Coalition for Music Education coined the phrase ‘Filling the Skies with Music' for the 2013 edition of Music Monday, they truly meant it! The Coalition has partnered with CBC Music and the Canadian Space Agency to take the Music Monday celebration to new heights.
Canadian Atlas Online

• Designed for general public and schools

• Explores dimensions of performing arts presentation

• Focus on impacts

• CAPACOA Vimeo Channel

http://www.canadiangeographic.ca/atlas
Behaviour change accelerates

What will this capacity unlock in the performing arts?
Get in touch

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