Theatre in the time of Covid:

Digital responses & audience behaviour

El teatro en los tiempos del Covid. La respuesta

digital y el comportamiento de los públicos.

23 November 2020

Katie Moffat, Head of Digital, The Audience Agency



The Audience Agency

- Not-for-profit mission driven charity
- Organización sin ánimo de lucro y benéfica
- Audience research, advice, training
- Investigación de audiencias, asesoramiento, formación
- Policy research
- Investigación de políticas
- Audience-centered design
- Diseño centrado en la audiencia
- Innovation & digital transformation
- Innovación y transformación digital
- Work across the UK and internationally
- Trabaja en todo el Reino Unido e internacionalmente

Bounce Forwards
COVID-19
Resources & Support



audience : finder :

- Data sharing from 1,000 UK cultural organisations
- Intercambio de datos de 1.000 organizaciones culturales del Reino Unido
- 19 million (/26m) households tracked
- Seguimiento de 19 millones / 26 millones) de hogares
- 750,000 post-experience survey responses
- 750.000 respuestas a encuestas posteriores a la experiencia
- 10,000 registered professional users
- 10.000 usuarios profesionales registrados
- New survey of digital content users
- Nueva encuesta sobre usuarios de contenido digital
- Being trialled with 3 international partners
- En fase de prueba con 3 socios internacionales

UK theatre faces ruin amid coronavirus crisis, say top cultural figures

Exclusive: almost 100 leading creative figures sign letter calling for government action to prevent demise of sector

- Coronavirus latest updates
- See all our coronavirus coverage

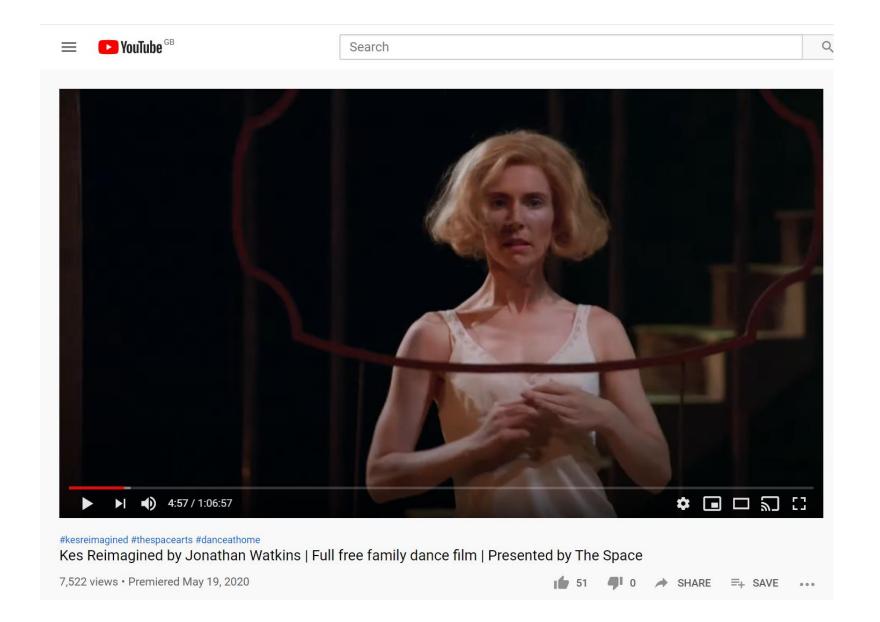


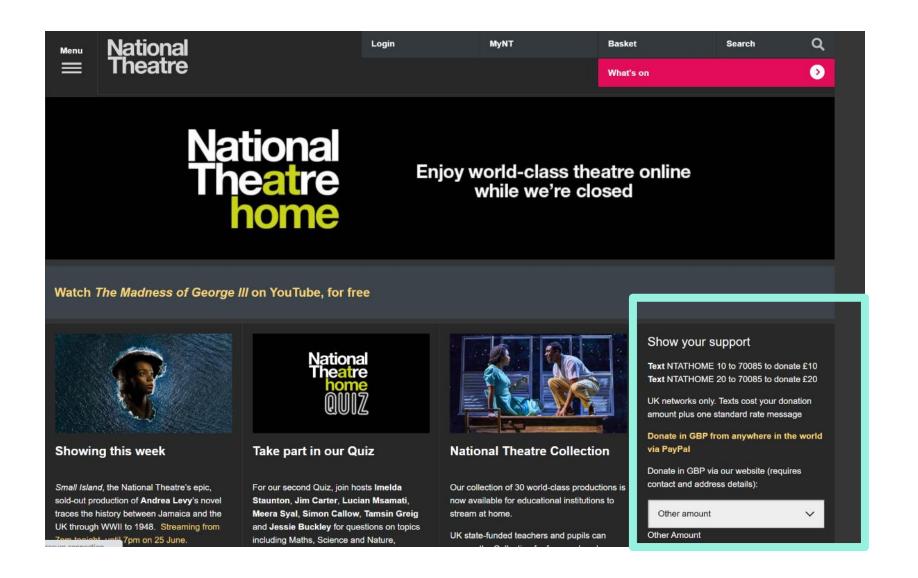
▲ From left to right: Phoebe Waller-Bridge, Trevor Nunn, Matthew Bourne, Juliet Stevenson, Sharon D Clarke and James McAvoy. Illustration: Guardian Design

Britain's world-leading performing arts sector has been brought to its knees and faces ruin without urgent government investment, a powerful alliance of nearly 100 actors, writers, directors and creatives has warned.

Theatre responds to the crisis El teatro responde a la crisis

the audience agency















TIMES ALL Sat 20 Jun 2020

Home > Let's Spend The Night Together

James Monaghan presents

Let's Spend The Night Together

Part of: Homemakers Live , Homemakers

Sat 20 June 9pm - Sunrise on Sun 21 June

A HOME Commission

Made in collaboration with students from University of Salford & New Adelphi Theatre. Supported through the generosity of the Salford Advantage

Technical support

Jason Crouch Sarah Johnson

Original music composed by Charlotte Barber

On the shortest night of the year From dusk till dawn In this time of global challenge and radical uncertainty In this time where we have to admit we don't know what's going on Or what might happen next

A band of young people - students, citizens, vagabonds, dreamers - sets out on a marathon of a task: to imagine the multiple possible ways in which the rest of their lives, and the future of the world, might pan out.

Will they become like their favourite pop idols? Be bankers, parents, land in prison? Oh my. Will the Earth end in a ball of fire? Will aliens be running our barista shops first? Oh my, will the coffee be too hot? Oh my!

Part performance, part group imagination, part lockdown insanity - a live streamed, durational act of faith - the invitation is to join them; to watch, to interact and to spend the night together as they embrace the unknown.

Just like life itself, this is not the finished article. It's an exploration, a genuine punt, a shout in the dark.







Production information



Online durational Performance running from Saturday 20 June 9pm - Sunrise on Sunday 21 June 2020 Audiences can drop in, drop out or stay

This performance will take place over Zoom.

You will receive a link and password via email after booking.

Duration: Sunset to Sunrise

Age Suitability: 15yrs+

Ticket information



Tickets are available as 'Pay What You Can' - the suggested price for this event is £5 - but there are a range of ticket prices so you can choose what you can afford from the options, including £0 as we want as many people as possible to access our Homemakers commissions.

On Sale - Thu 4 June 12pm

As this performance takes place from sunrise to sunset, tickets will be available throughout the night up to 6am on Sunday 21 June.

You will receive a link and password via email after booking.

Please note that bookings made on or before Friday may not receive the link

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HOME

CINEMA THEATRE ART EVENTS
WHAT'S ON VISIT ABOUT



Home > everything that rises must dance

Complicité presents

everything that rises must dance

Part of: Homemakers Live , Homemakers Sat 20 Jun 2020 5pm





THROUGHOUT THE DAY FOR ONE AUDIENCE MEMBER AT A TIME

Stacy Makishi

The Promise



How do we satisfy our longing to touch? How do we continue to make meaningful contact? How can being house-bound set us free?

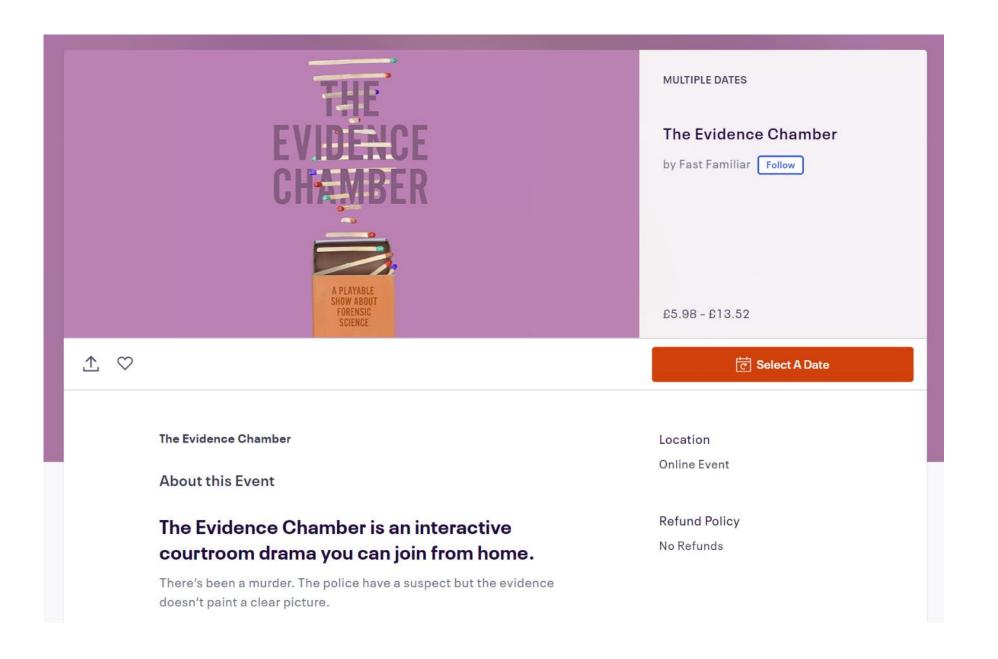
Experience a one on one performance over the phone with multiaward winning artist Stacy Makishi. A transformational and sacred ritual with the most mundane household objects, in which opening the fridge door becomes a rite of passage and flushing the toilet is a radical act to heal your loss. You may be housebound but Stacy will set you free.

"You leave feeling that you've been nurtured & nourished" - Total Theatre Mag on Vesper Time

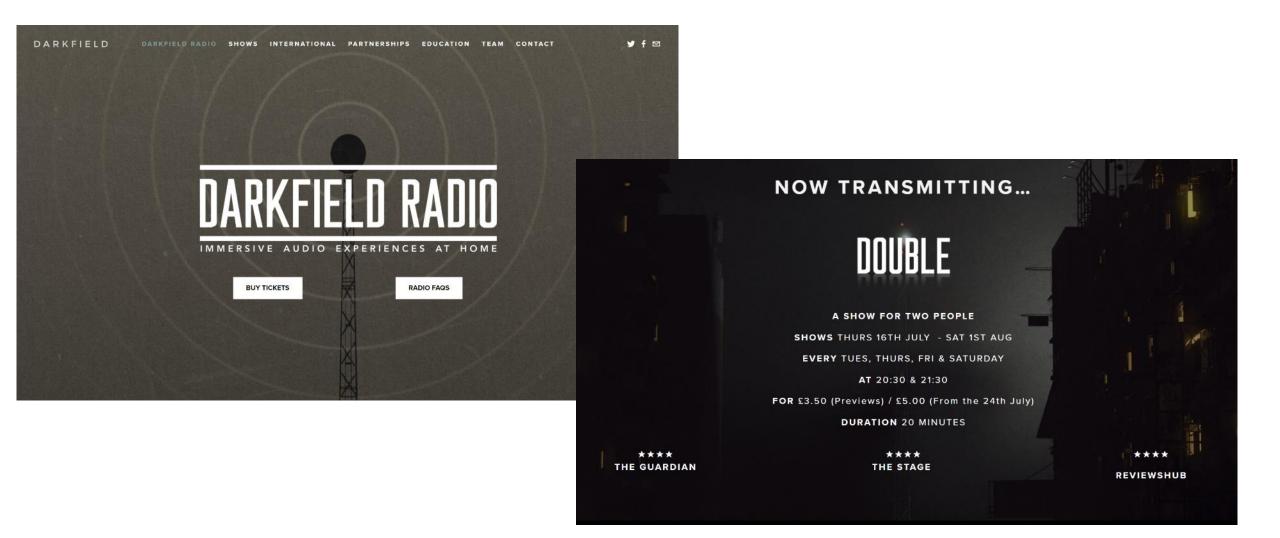
"a performer whose generosity... makes the audience feel uplifted and empowered" - Exeunt

The Promise is part of a series of works made by Stacy Makishi in lockdown, called *Homeward (House)Bound. The Promise* and *Homeward (House)Bound* are produced by Artsadmin.

Commissioned by The Yard Theatre.



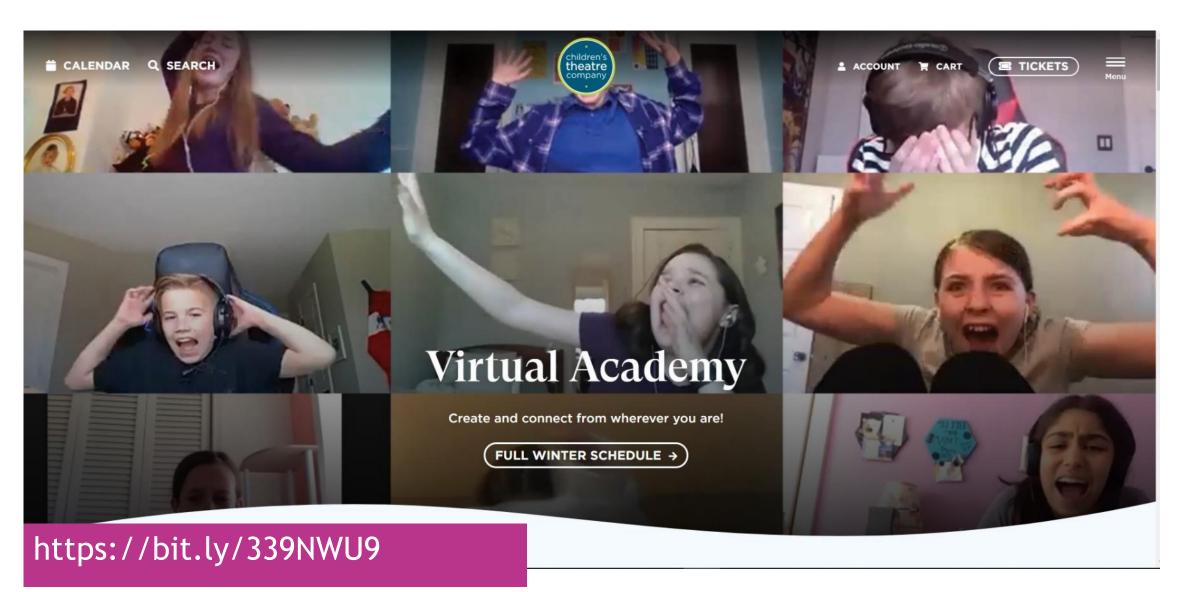
El nuevo trabajo de Darkfield, basado en una colección de experiencias de audio multisensoriales en completa oscuridad. La compañía utiliza contenedores y sumerge a la audiencia en una verdadera experiencia teatral

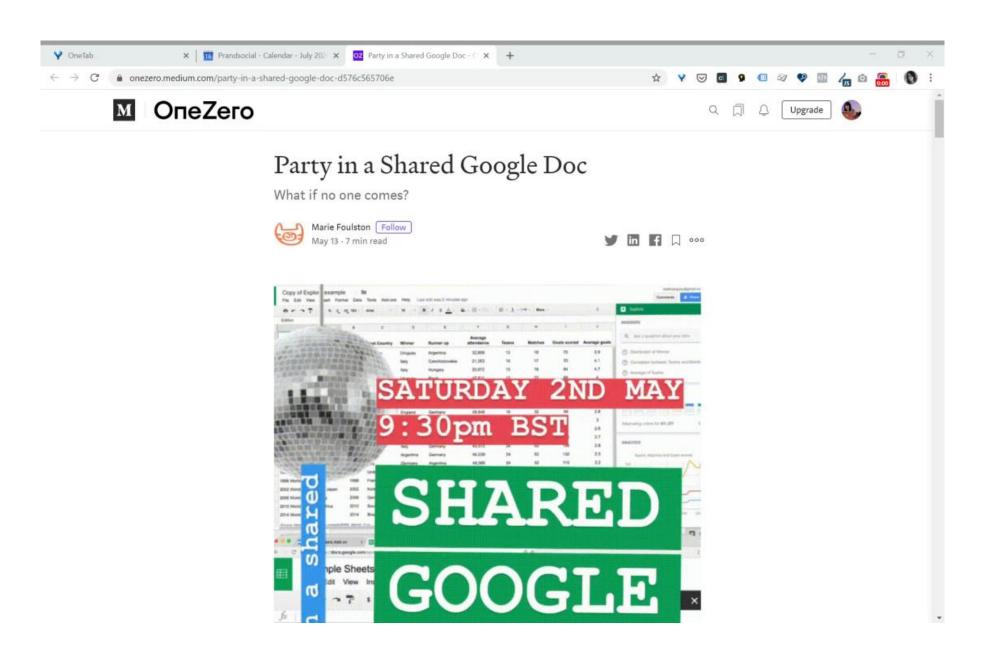


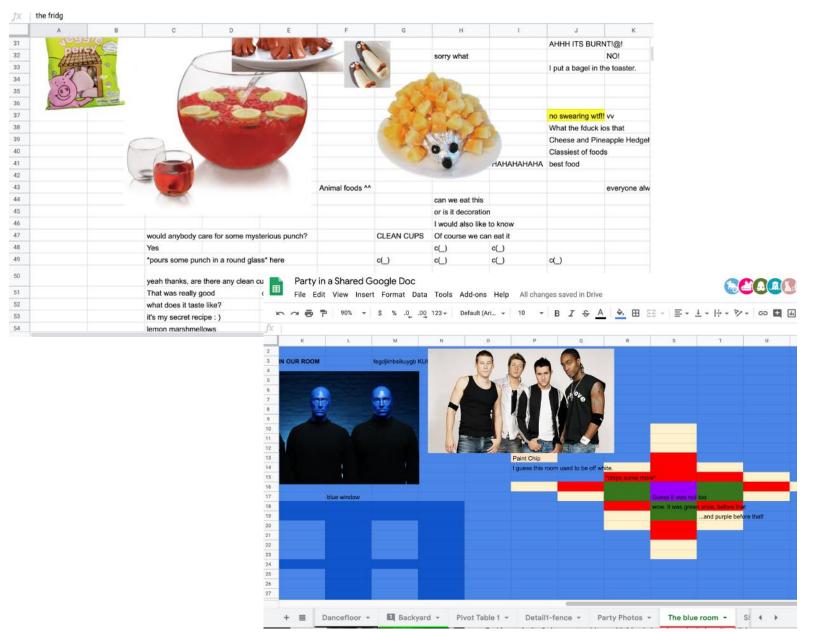


Salons









What theatres told us about the challenges of online Que nos dicen los teatros sobre el desafío del online

- Revenue & perceptions of value
- Ingresos y percepción de valor
- The massive competition for audiences' attention
- La competencia masiva por la atención del público
- It can be difficult to reach some types of audiences
- Puede resultar difícil llegar a algunos tipos de público
- Evaluating the impact and effectiveness of the work
- Evaluar el impacto y la efectividad del trabajo
- Collecting audience data
- Recopilar datos de audiencia
- Accessibility
- Accesibilidad

How did audiences respond?
What does the research tell us? ¿Cómo ha respondido el público? Que nos dicen las encuestas?



Déficit hasta ahora: £ 303M (£ 132M para fondos) £ 600M para fines de 2020

Audience Finder Stats: Ghost Light Report



Shortfall so far: £303M (£132M for funded) £600M by end of 2020 Déficit hasta ahora: £ 303M (£ 132M para fondos) £ 600M para finales de 2020

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Digital audiences-Audiencias digitales

- 38% of audiences tried digital content/events for the first time
- El 38% de las audiencias probó contenido / eventos digitales por primera vez
- New audiences 75% had never visited the physical venue
- Nuevas audiencias: el 75% nunca había visitado el lugar físico
- 82% of respondents would possibly or definitely consider engaging with digital culture in the future.
- El 82% de los encuestados posiblemente o definitivamente consideraría involucrarse con la cultura digital en el futuro.
- Audiences aged 15-24 were most likely to engage online, and most willing to pay
- Las audiencias de entre 15 y 24 años tenían más probabilidades de participar en línea y estaban más dispuestas a pagar
- Audiences are unsure of the quality of digital experiences and this can make them reluctant to pay.
- Las audiencias no están seguras de la calidad de las experiencias digitales y esto puede hacerlas reacias a pagar.

Culture & wellbeing-Cultura y Bienestar

61% say that they are engaging with arts and culture online to boost their mood.

El 61% dice que está interactuando con las artes y la cultura en línea para mejorar su estado de ánimo. 60% say engagement in formal culture "important to their wellbeing"

El 60% dice que la participación en la cultura formal es "importante para su bienestar".



Digital audiences-Audiencias digitales

- Online content expected to be enjoyable and different but inferior to live
- Se espera que el contenido en línea sea divertido y diferente, pero inferior al contenido en vivo
- Digital-first content is of particular interest
- El primer contenido digital es de especial interés
- "On demand" is popular
- El contenido "bajo demanda" es popular
- Only 12% had paid for experiences (less when optional)
- Solo el 12% había pagado por experiencias (y menos cuando es opcional)
- Variations between needs and preferences of older and younger audiences
- Variaciones entre las necesidades y preferencias de las audiencias mayores y más jóvenes

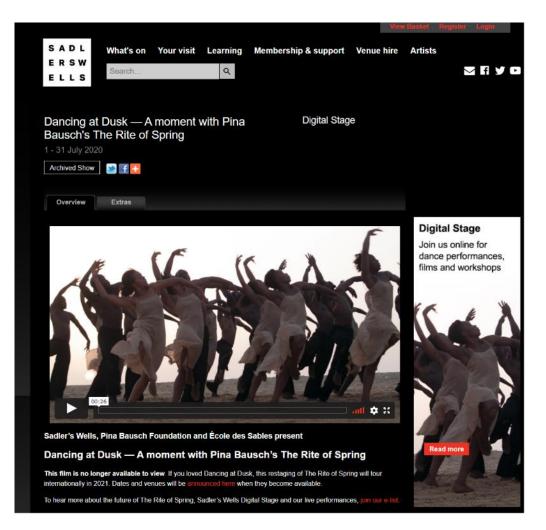
Sadler's Wells

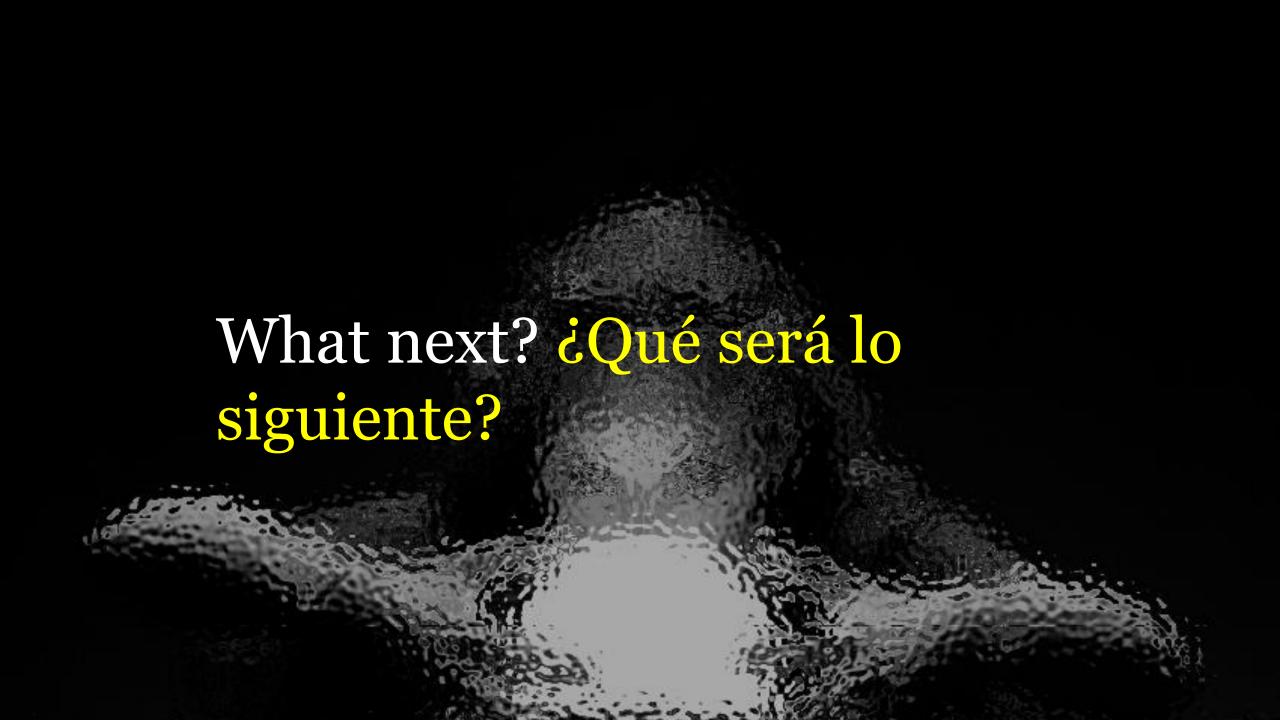
"Digital audiences are savvy and it's a completely different marketplace to physical. Online you're competing with the likes of Netflix. Ideally your product has to be made for online."

The Rite of Spring Price point (£5) was based on film pricepoint.

"Las audiencias digitales son inteligentes y es un mercado completamente diferente al físico. En línea, estás compitiendo con empresas como Netflix. Lo ideal es que tu producto esté hecho para Internet".

El precio de The Rite of Spring Price (£ 5) se basó en el precio de la película.





Rethink?....RE PENSAR

- How do we serve different needs?
- ¿Cómo atendemos las diferentes necesidades?
- On demand it's the key factor. What can we do with it?
- Bajo demanda: es el factor clave. ¿Qué podemos hacer con él?
- How to speak to younger audiences who are searching for participatory, immersive crossartform/experiences?
- ¿Cómo hablar con audiencias más jóvenes que buscan experiencias artísticas participativas e inmersivas ?
- How can we respond to the desire for meaning and community: homeworking, personal creativity?
- ¿Cómo podemos responder al deseo de sentido y comunidad: trabajo a domicilio, creatividad personal?



...Redistribute- Redistribuir

- Well-organised "mutualised" digital subscription business model?
- ¿Modelo de negocio de suscripción digital "mutualizado" bien organizado?
- Blended and highly differentiated digital-live offer
- Oferta digital combinada y altamente diferenciada
- Respond to new needs for meaning and community: homeworking, personal creativity
- Responder a las nuevas necesidades de sentido y comunidad: trabajo en casa, creatividad personal

Keep in touch

Katie.Moffat@theaudienceagency.org @katiemoffat // @audienceagents

theaudienceagency.org/newsletters

