

Trends in Audience Development and Research

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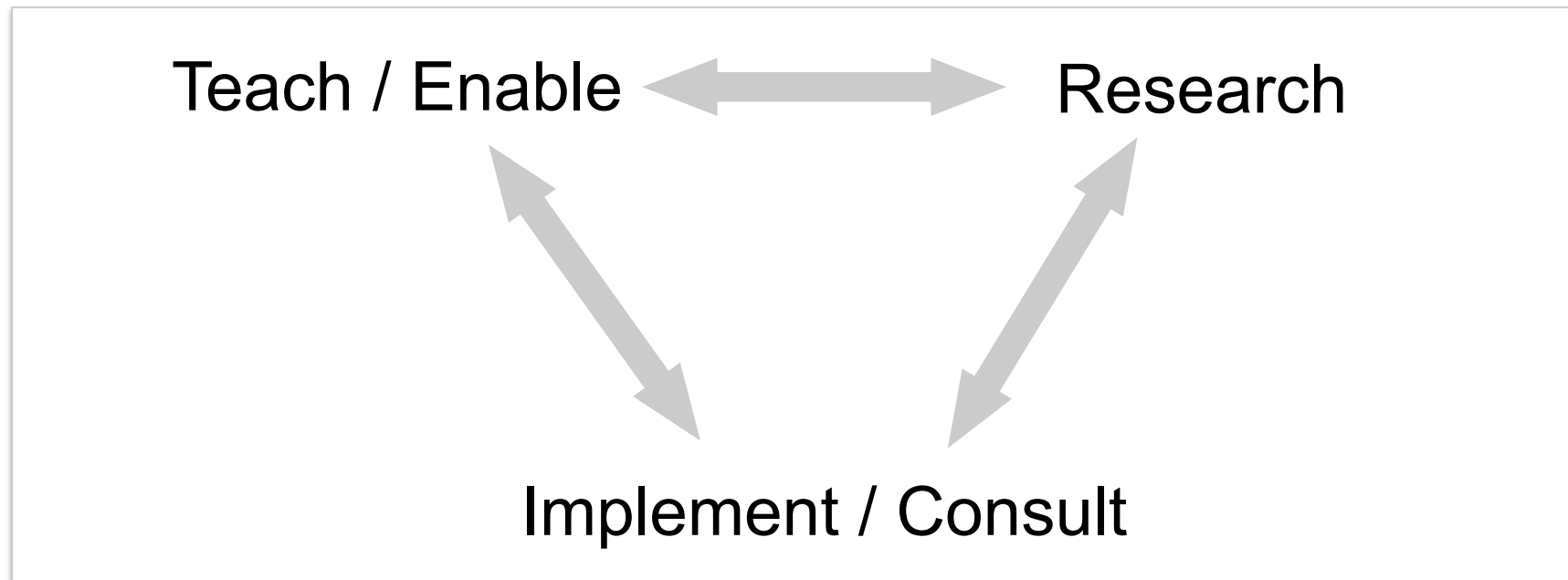
Institute for Arts and Media Management – Part of the Department of Philosophy and Humanities

- Philosophy
- Greek and Latin Philology
- General and Comparative Literature Studies
- German and Dutch Philology
- Roman Philology
- English Philology
- Theater Studies
- **Arts and Media Management**



Centre for Audience Development (ZAD)

International competence centre for projects, research and competency-building focused on fostering the relationship between Arts and the public.





Audience Development as an Holistic Approach

Audience Development...

As an umbrella term, audience development includes and combines the tasks of programming, architectural considerations, relationship-based marketing and services.

In its holistic nature, audience development encompasses all three dimensions of arts management: normative, strategic and operational.

Audience Development...

- ⇒ an organisational attitude and practice focused on its users and stakeholders.
- ⇒ An all-including concept of cultural communication within and outside the organisation.
- ⇒ It fulfils the artistic and cultural mission by merging means of artistic practice, curating, programming, media, advertising, economics and so forth into comprehensive context quality.
- ⇒ A cross-sectional task including all actors in the organisation, both bottom-up and top-down.
- ⇒ Audience development is based on empirical research knowledge about existing and potential audiences.

Audience Development...

... leads to arts organisations

- as integrated and integrating arts organisations,
- providing multidisciplinary educational offers and experiences.
- They are open and welcoming to everyone and
- aim at lasting relationships to its audiences and stakeholders.



Research for Evidence-Based Audience Development



Theatron - European Best Practice

Network of 11 Partner Theatres in 8 Countries

Integrative principles and approach

- Mixed methods and triangulation
- Overarching theoretical framework based on the concept of audience value
- Short cycles of activities, research and revised activities

Research program

- Developing an adaptable research toolkit for surveys, focus groups and interviews
- Implementing and competence building in partner theatre
- Integrating and interpreting results on the project level
- Identifying and disseminating general success factors for relevant strategies in Audience Development

Research Fields in Theatron

General Research

- Audience patterns and their relation to position, program and Audience Development strategies
- New / non-visitors: Habits, motives, barriers

Specific Research Strands

- Effects and success factors of theatre with amateurs and
- ... of cooperations between theatres and school.

Approaching New Audiences for Contemporary Music – by Analogy

The challenge: No comprehensive body of comparative data on audiences in the diverse sub-genres.

Pre-judgement by analogy to the difference between the audiences for traditional drama vs. the audience for avant-garde drama and performance.

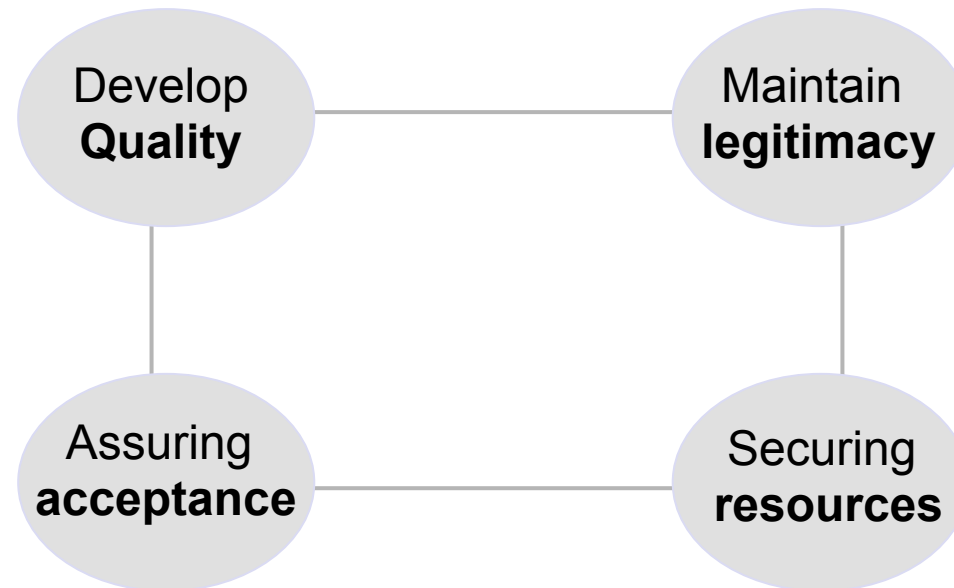
„Classical“ Music	Contemporary Music
<ul style="list-style-type: none">- Oldest audience of all performing arts- Large share of academic degrees- Expectations oriented toward technical quality, familiar repertory and reputed musicians- Distinction by status- Cultural univores	<ul style="list-style-type: none">- Mostly aged 25 – 45 years- Even larger share of academic degrees- Expectations oriented toward new artistic impulses, live-experience and atmospheric quality- Distinction- Cultural omnivores

Overall Behavioural Trends

- ⇒ Multioptional choices and diversified cultural preferences
- ⇒ Spontaneous decisions without lasting bonds
- ⇒ Increasing no-show-rates
- ⇒ Choice driven by individual assessment of benefits and losses
- ⇒ Primacy of emotional and social benefits over classical artistic quality
- ⇒ Convergence of high and pop culture especially within younger audiences
- ⇒ Younger audiences almost only accessible via digital media
- ⇒ Saturated and volatile market for culture and media

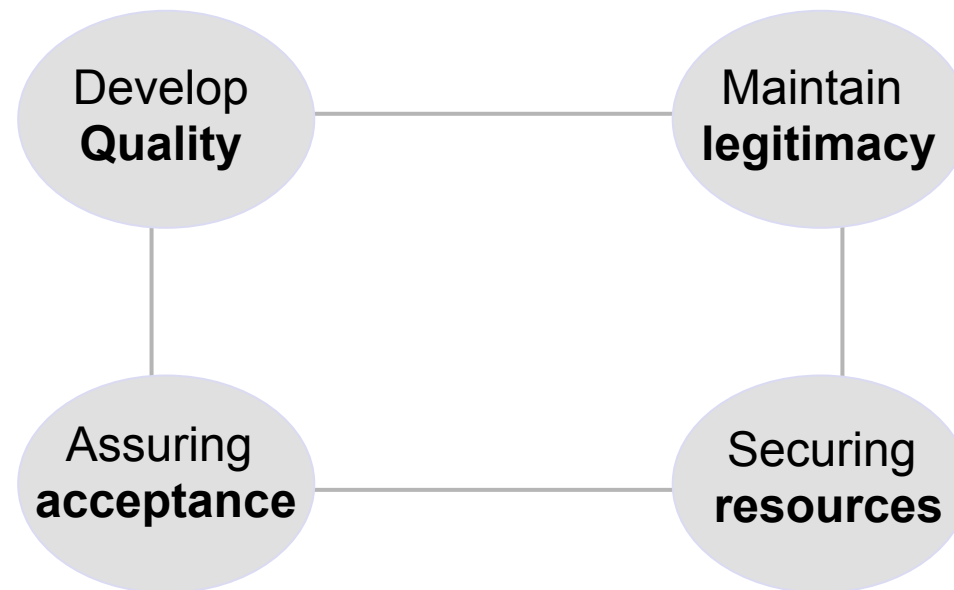
State-of-the-Art Strategies in Audience Development

Conditions for successful Bonding with Audiences of the future



Quality assurance by enlargement of program, intense live experience and atmospheric density

Maintain **legitimacy** through educational activities



Quality assurance in enlargement of program, intense live experience and atmospheric density

Securing **resources** through share- and stakeholder strategies

Operationalization

Integrated atmospheric quality

⇒ New formats, new venues, orientation on service, co-operations

New proximity

⇒ Integration of amateurs, co-creation

Education

⇒ Strategic partnerships with schools

Data-based relationship management

⇒ CRM, Big-Data, Visitor's Journey