

„Culture Online“

**The Survey on Audiences and their Cultural Consumption Online
in the COVID-19 Pandemic Conducted for the City of Prague**

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Content

01 Context and Objectives

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03 Results Analysis

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01 Context and Objectives

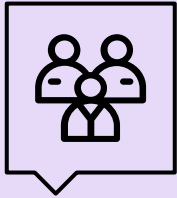


Context

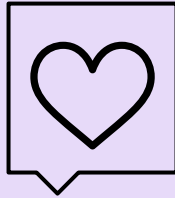
- Cultural organizations move all their activities **online** due to the pandemic
- Role of **The City of Prague**
Department of Culture and Tourism
 - immediate demand of collection of data to set up an instrument of cultural policies and strategies
- “Action Project” - partnering with the **Department of Arts Management at DAMU** (research knowledge)



Objectives



Identification
of online
audiences



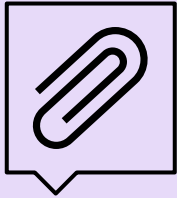
Audience's
motivations
for seeking arts
and culture
online



Other factors
influencing the
audience's
behavior

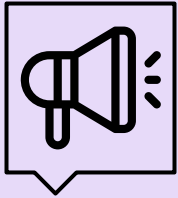
02 Methodology





Research Aspects

- Quantitative method
- Online Questionnaire
- Target population, research sample
- Operationalization - 3 sections:
 - demographics
 - culture offline
 - culture online
- Over 30 closed and semi-open questions
- 10 minutes to fill in



Distribution

- Various channels
 - City Hall (PR, social media, print, socials) and its institutions
 - MALL.TV (video banner, newsletter)
 - DAMU and AMU channels
 - Arts and Research Institute
 - theatres, art and cultural organizations
- Snowball effect, organic engagement

528 respondents

4 weeks of data collection

03 Results Analysis



Demographics



54%

Residency in Prague

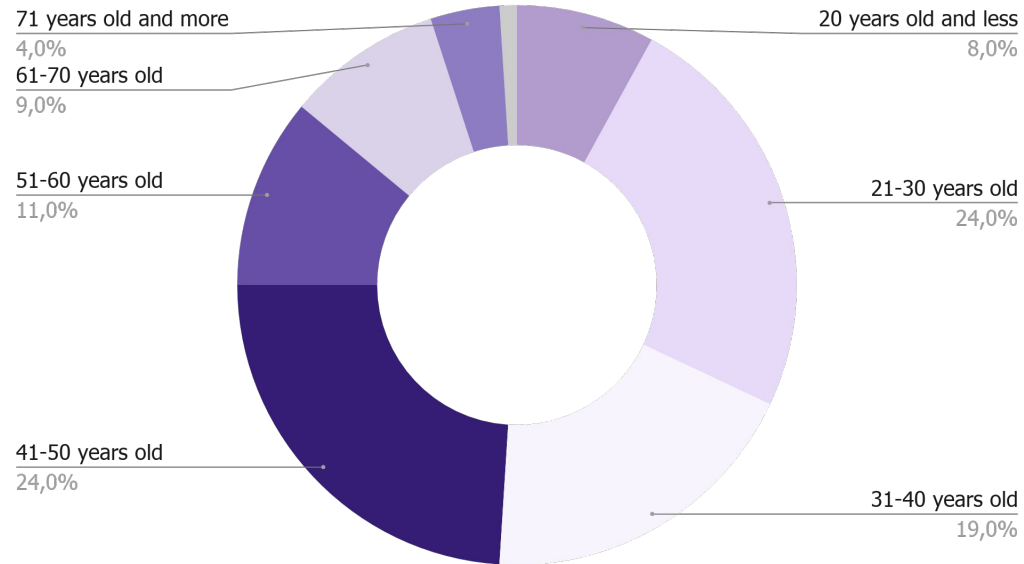
59%

Women

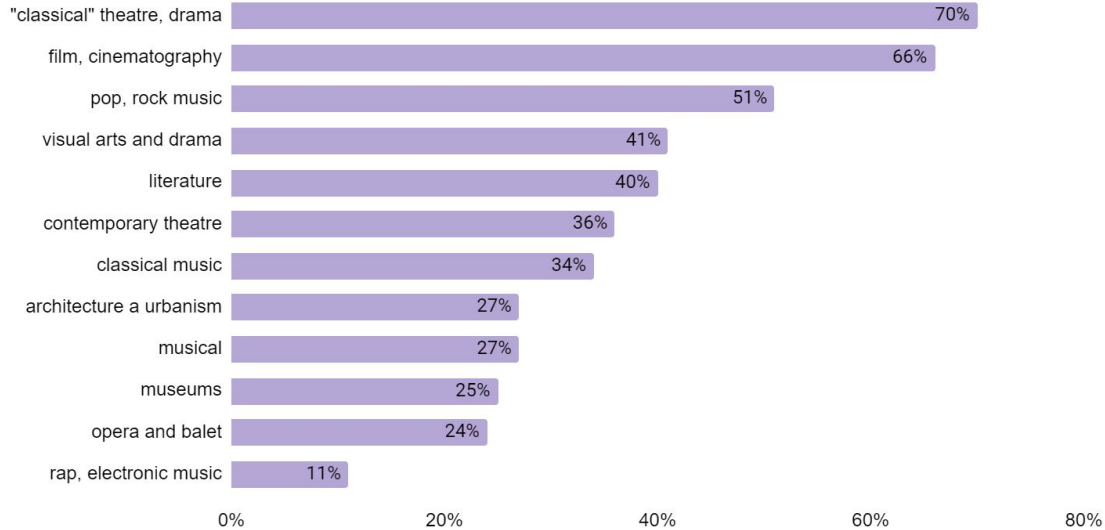
51%

College educated

Demographics: Age

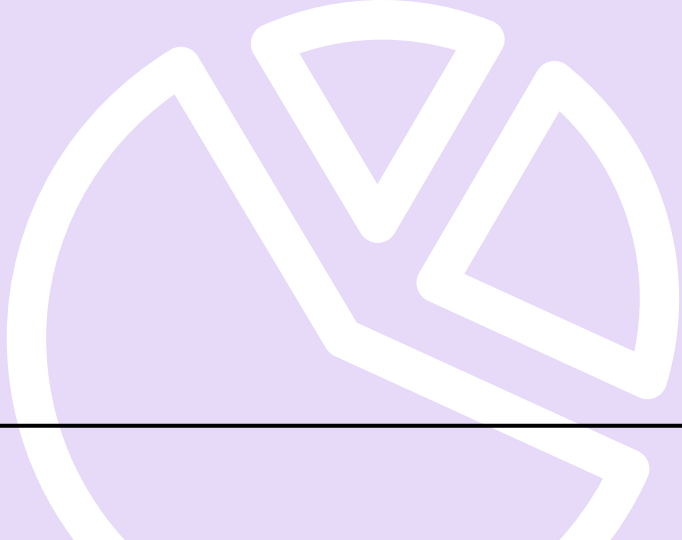


Culture Offline: General Preferences



+ generally non-extreme attitudes

Culture Online: Aspects of Consumption



58%

Saw at least 3 streams
or other arts and
cultural programmes
online

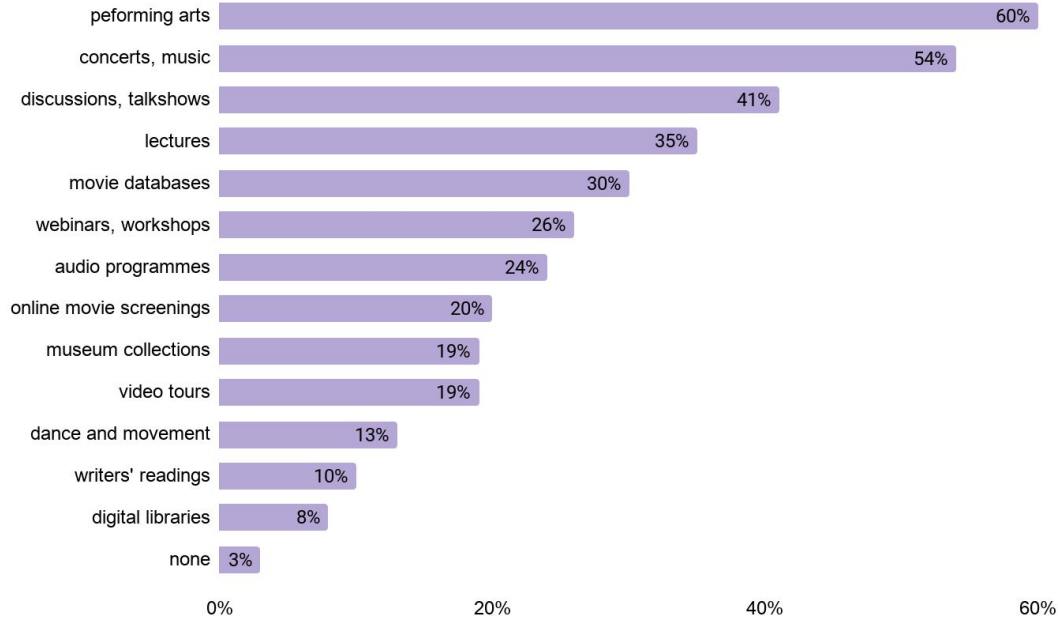
73%

Do not necessarily seek
out live streams or live
broadcast

71%

Prefer to seek out
culture online in the
evening after 6pm

Culture online: Preferences of Content





Culture online: Finding the New

52%

Found a new subject of interest among cultural organizations or arts projects thanks to online content

Culture Online: Barriers



81%

Sufficient technical equipment to consume culture online at home

37%

Miss the venues, contact with artists and do mind low technical quality of streams

46%

Find help in overcoming lack of time caused by work, school etc.

Culture Online: Source of Information and Price Sensitivity

59%

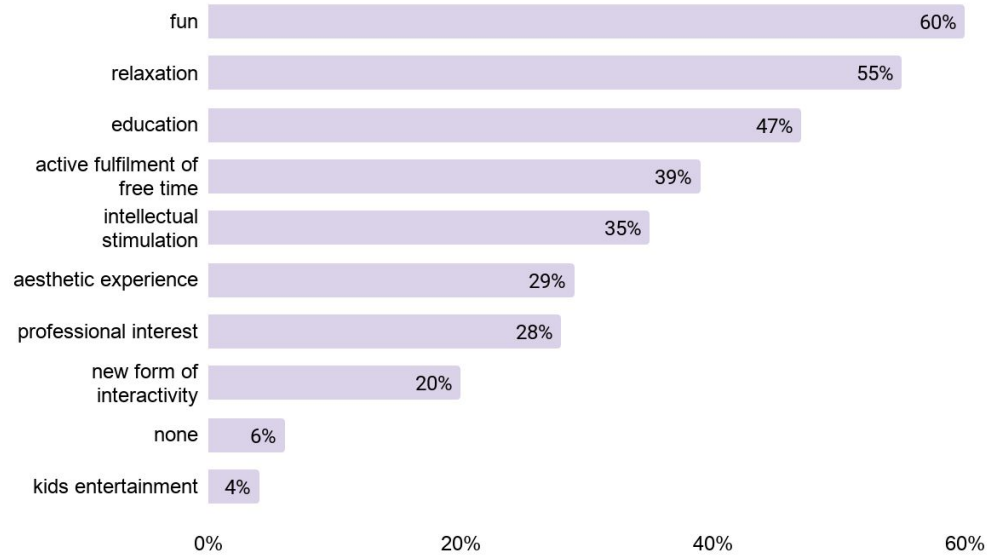
Gather information on social media (pages and accounts of Art Institutions etc.)

48%

Willing to pay up to 50% of normal ticket for a premium online service



Culture Online: Motivations



+ 60% decide based on the topic, artist or author



Culture online: Back to Normal

63%

Will combine
online and offline
culture after
venues reopen
and life comes
back to normal

04 Key Findings and Conclusions

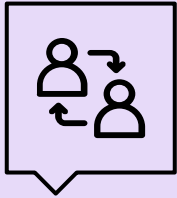


Key Findings

- Culture online **broadens** the audiences of cultural organizations
- **On demand** consumption, overcoming the barriers related to lack of free time
- The **role and position** of venues and physical presence in experiencing arts and culture will endure
 - enrichment of available offer



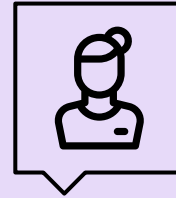
Next Steps



**Practical use
of data**



**Another use
of data for
analysts**



PhD research

Thank you.

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CREDITS: This presentation template, icons and infographics was created by **Slidesgo**.
