

PUBDATA

npu

Norsk
Publikumsutvikling
Audiences
Norway



Kulturrådet



BERGEN
KOMMUNE



Oslo

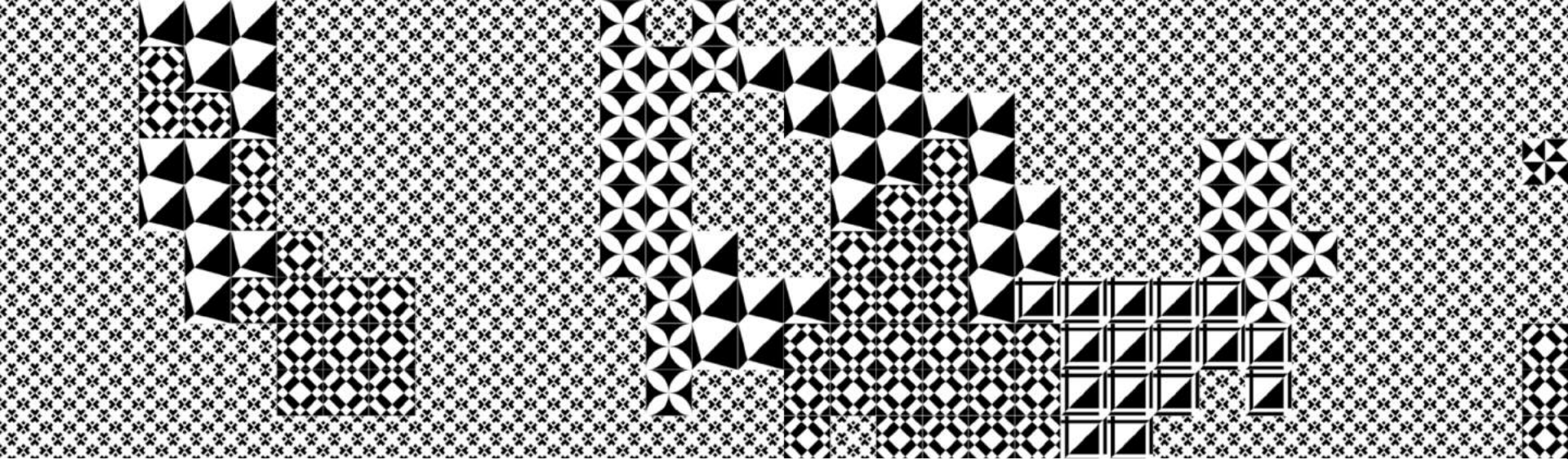


the audience agency

Agenda, 19th August 2020



1. Welcome & Introduction
2. Why Aggregate Data?
3. Our Approach in the UK
4. Early Findings from PUBDATA
5. Implications for Norway
6. The Future
7. Next Steps & Close



1. Welcome & Introduction

Ingrid Handeland, NPU Director

På vei mot NPU Kulturmonitor



- A needs based approach
- Vision and Mission
- The Audience Agency and The Audience Finder as role model for Norsk publikumsutvikling and NPU Kulturmonitor

Vision



- Public funded institutions recognized by all norwegians as welcoming and playing an important role in their lives

Mission



- To give institutions audience insight for them to better take care of existing audiences, potential/lapsed audiences and to reach out to non-users
- To give funders realtime and reliable facts about audience development on an aggregate level
- To the dialouge between institutions and their funders with facts about audiences



2. Why Aggregate Data?

Leo Sharrock, Product Director

The Challenge and the Opportunity



- How Single orgs miss out on audience understanding in the round
- Apparent disappearance of audience due to churn
- What we can know about audiences from their interactions with us
- What if you could
 - Know who was available to reach locally
 - Know their typical engagement
 - Know how well you were engaging them
 - Know how well other are engaging them
 - Track what works re: reaching different groups
 - Focus your efforts where they make the most difference

Rose Theatre: who do you think I am?



infrequent only Shakespeare No discounts Medium booking lead recent loyal singleton Mid price phone booking

Nuffield Theatre: who do you think I am?



the
glass
menagerie



regular

loyal

Social

Special
Offers

online
booking

Omnivorous

Lower
price

late
booking
lead

recent

RSC: who do you think I am?




ST JOHN'S SMITH SQUARE



One
off
disloyal
Couple

Classical

Choral

High
price

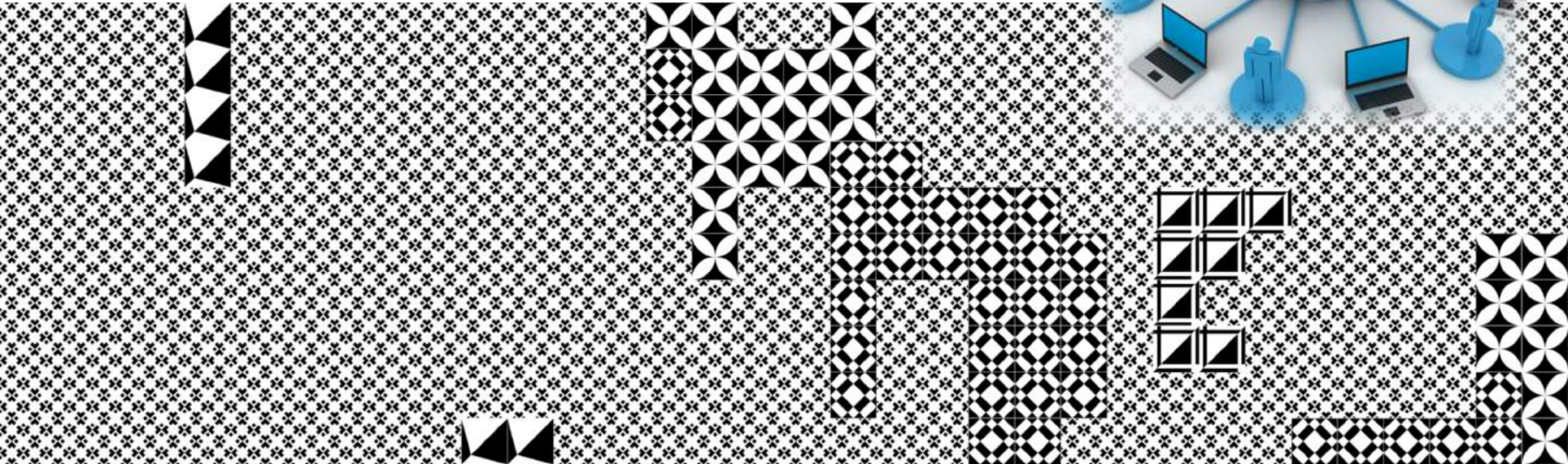
short
booking
lead

No
discounts
Online
booking

Recent

360° view = multiple viewpoints

- Full view of the market
- How do you fit into the market offer?





3. Our Approach

Cimeon Ellerton, Chief Product Officer

Audience Finder



Aggregating and analysing data since 2013 to provide:

- Picture of country overall and different areas
- Picture of your own audiences (different views)
- Ability to compare with background population and each other
- Ability to understand audiences in the round b/c of that wider dataset
- Ability to do faster, cheaper, better analysis from that overall dataset (e.g. Covid data, audience report examples)



ALBA | CHRUTHACHAIL

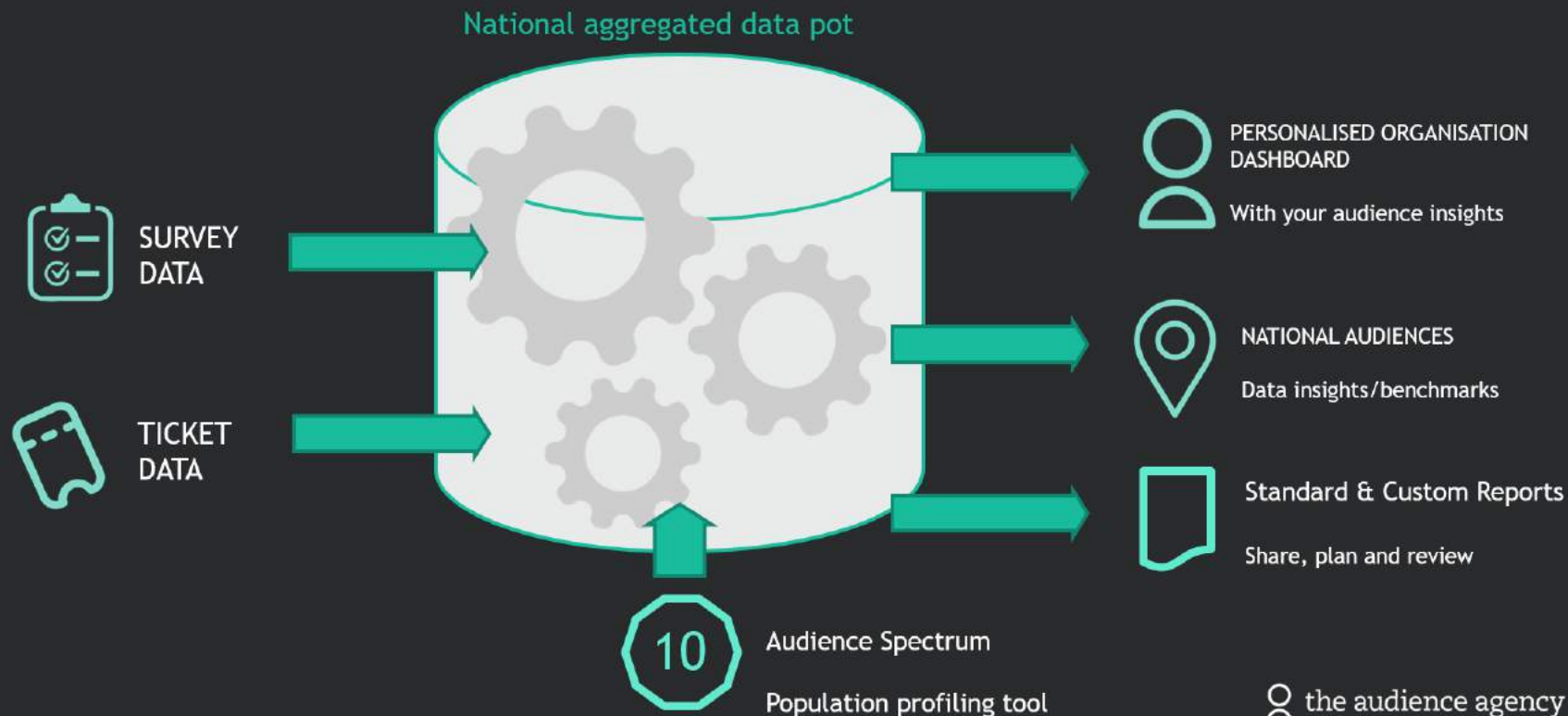


Cyngor Celfyddydau Cymru
Arts Council of Wales



**ARTS COUNCIL
ENGLAND**

How it works - the technical bit



Tickets

Customer Profile

Ticket Price / Spend

Booking Frequency

Booking Day

Advance Booking

Party Size

Artform Crossover

Location

Ticketing data

Audience Finder Example

Timeframe

2018-19



Include zero value sales

Compared with ?

All organisations

Artform 

All



Include bulk purchases



TOTAL BOOKERS

38,712

SELECTED COMPARISON

6,010,062



TOTAL TICKETS

196,212

SELECTED COMPARISON

35,081,756



AVG. PARTY SIZE

2.89

SELECTED COMPARISON

2.75



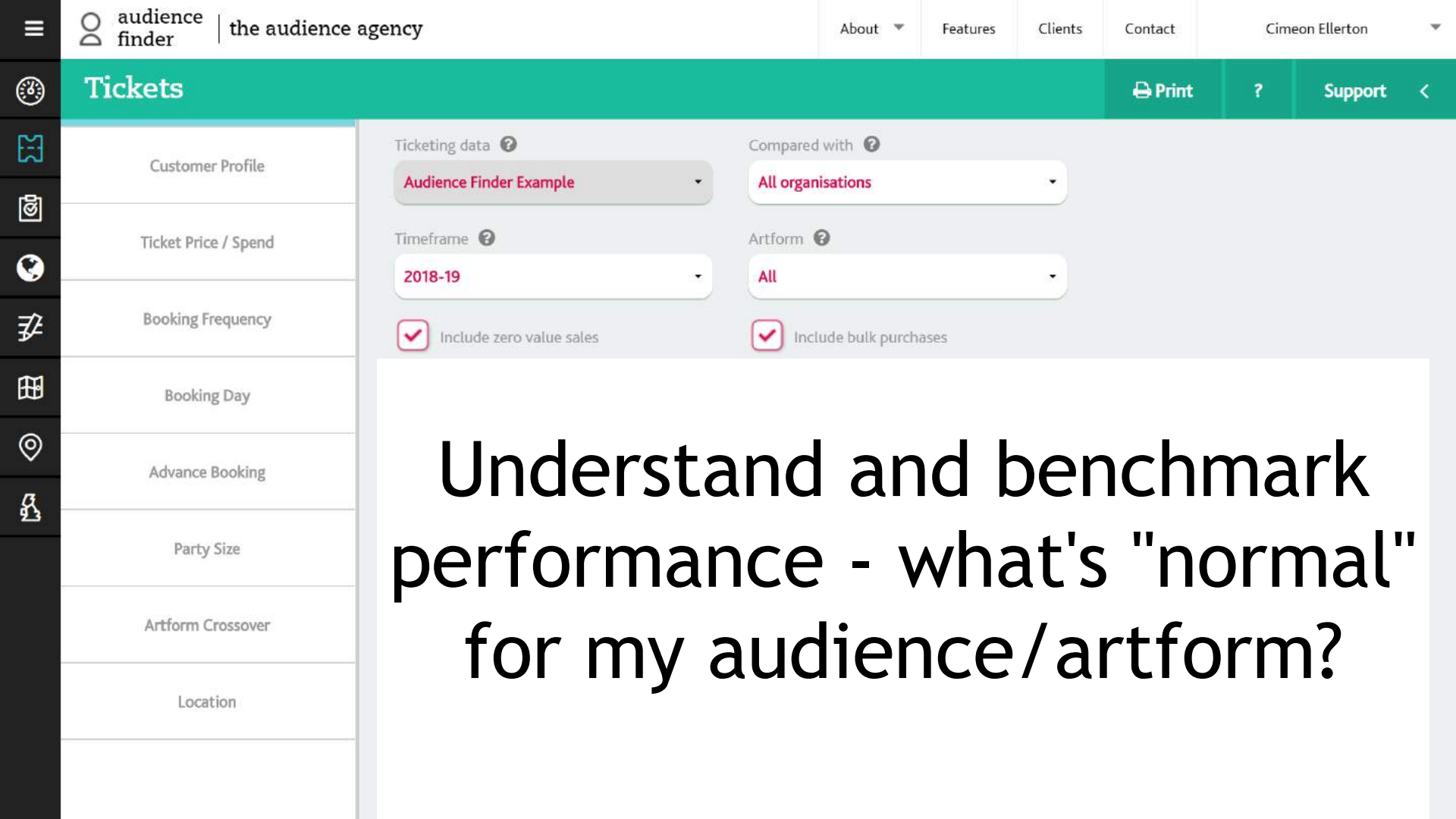
ENHANCED FEATURES

UPGRADE

Deepen your understanding of audience behaviour with these new enhanced features

[Find out more](#)

[Request here](#)



Tickets

Print

?

Support

<

Customer Profile

Ticket Price / Spend

Booking Frequency

Booking Day

Advance Booking

Party Size

Artform Crossover

Location

Ticketing data ?

Audience Finder Example

Compared with ?

All organisations

Timeframe ?

2018-19

Artform ?

All



Include zero value sales



Include bulk purchases

Understand and benchmark
performance - what's "normal"
for my audience/artform?

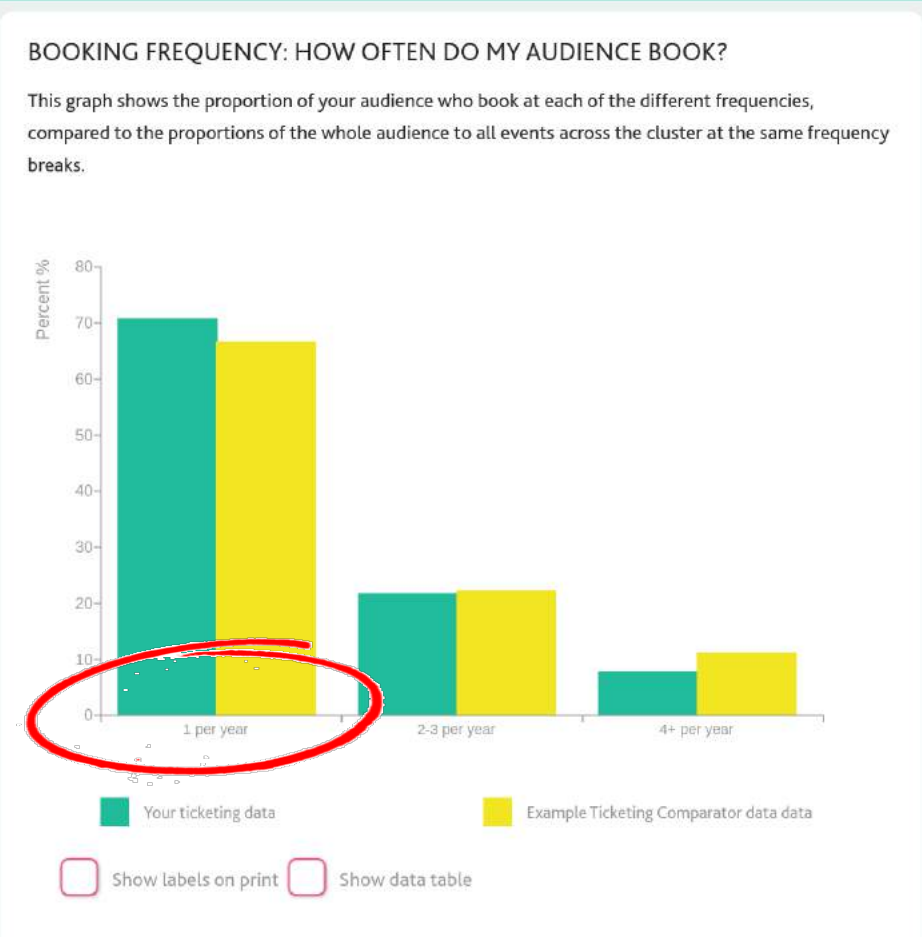
Booking Day

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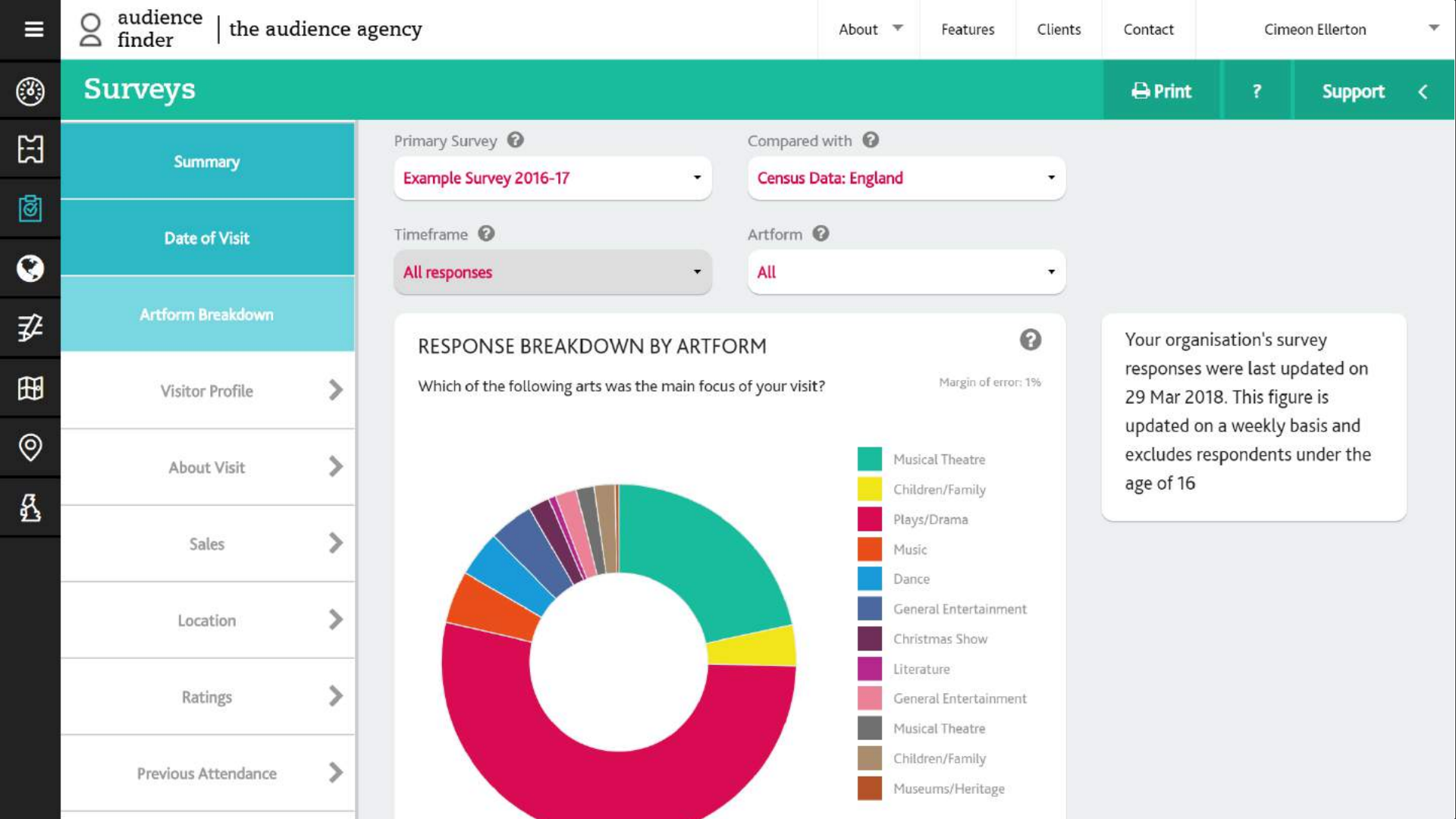


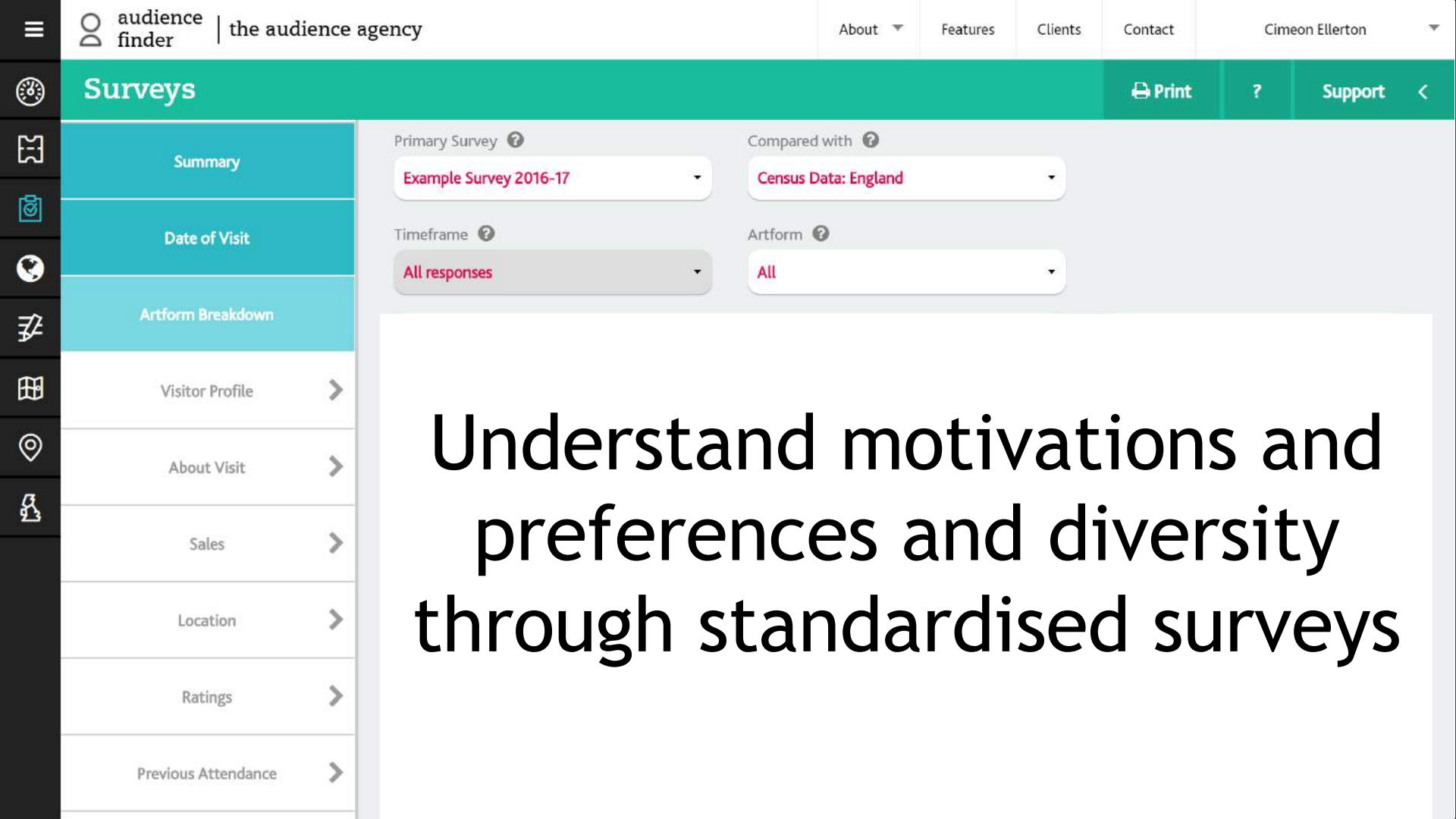
TALK TO OUR TEAM

FREE

Need help or advice on how to use Audience Finder?

Contact us





Surveys

Print

?

Support

<

Summary

Date of Visit

Artform Breakdown

Visitor Profile

About Visit

Sales

Location

Ratings

Previous Attendance

Primary Survey ?

Example Survey 2016-17

Compared with ?

Census Data: England

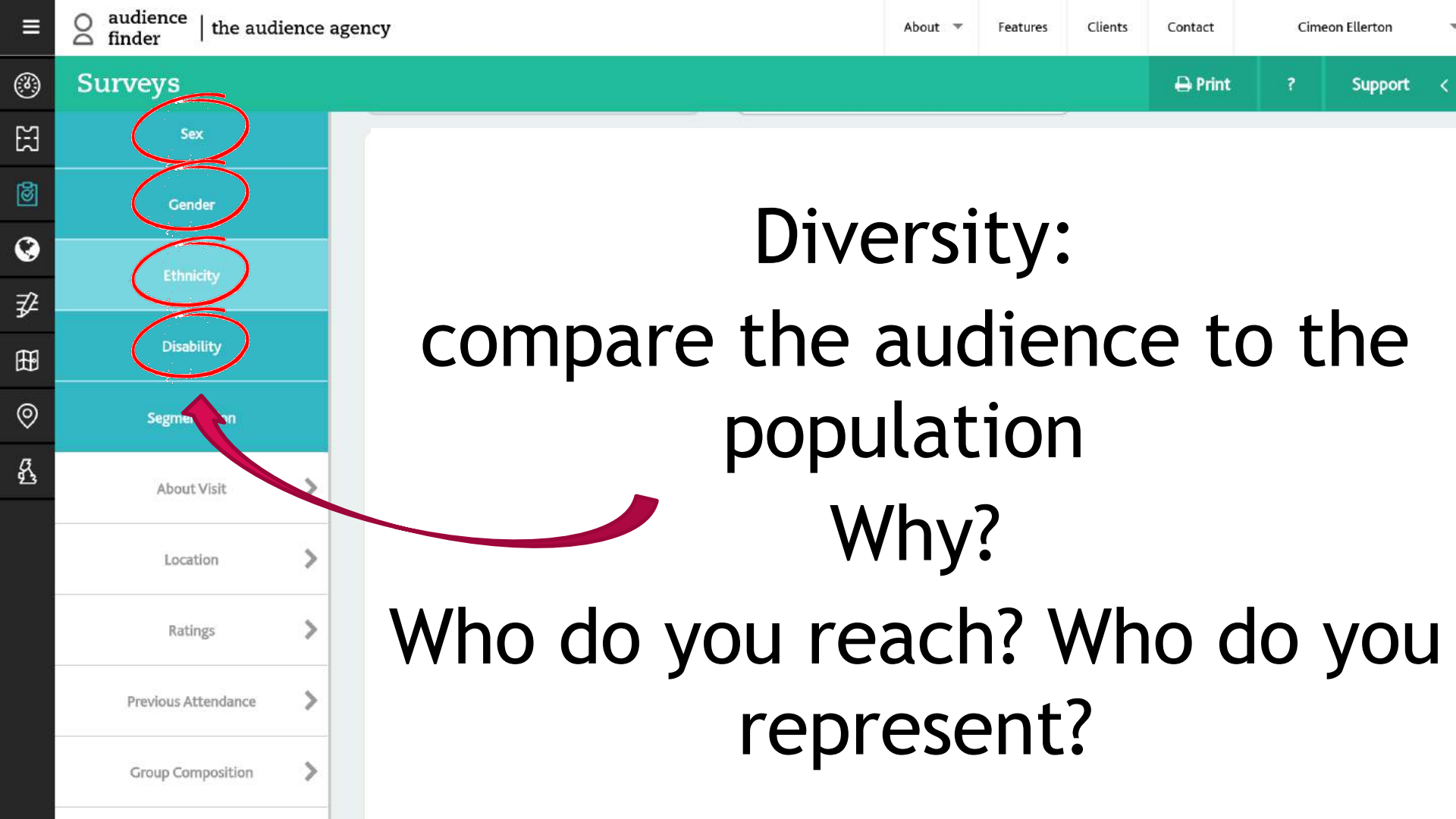
Timeframe ?

All responses

Artform ?

All

Understand motivations and
preferences and diversity
through standardised surveys



Surveys

Sex

Gender

Ethnicity

Disability

Segmentation

About Visit

Location

Ratings

Previous Attendance

Group Composition

Diversity:
compare the audience to the
population

Why?

Who do you reach? Who do you
represent?

Surveys

Print

?

Support

Sex

Gender

Ethnicity

Disability

Segmentation

About Visit

Location

Ratings

Previous Attendance

Group Composition

ETHNICITY

What is your ethnic group?

Margin of error: 3%



White

Mixed: Multiple ethnic background

Asian or Asian British

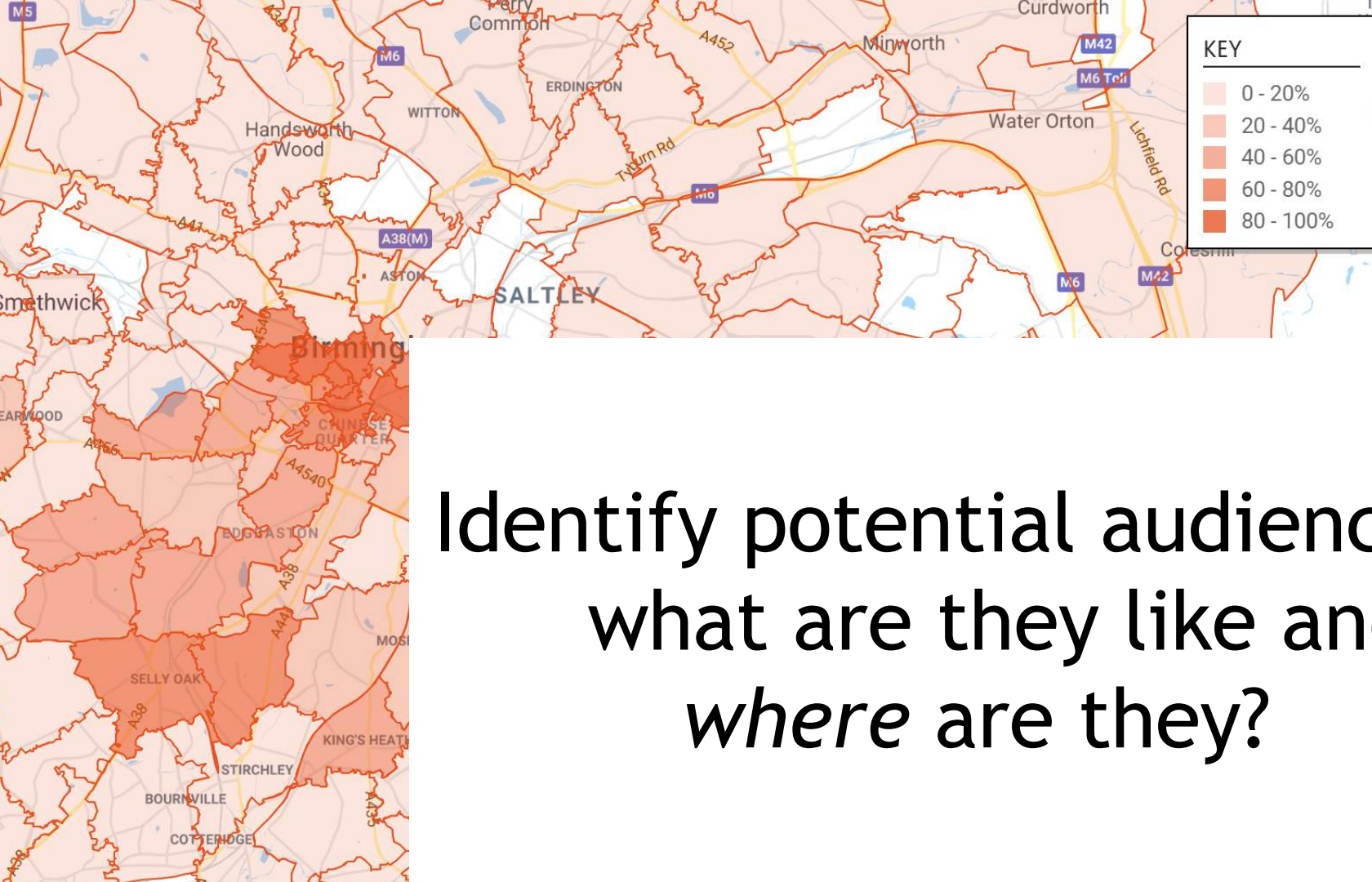
Black or Black British

Other

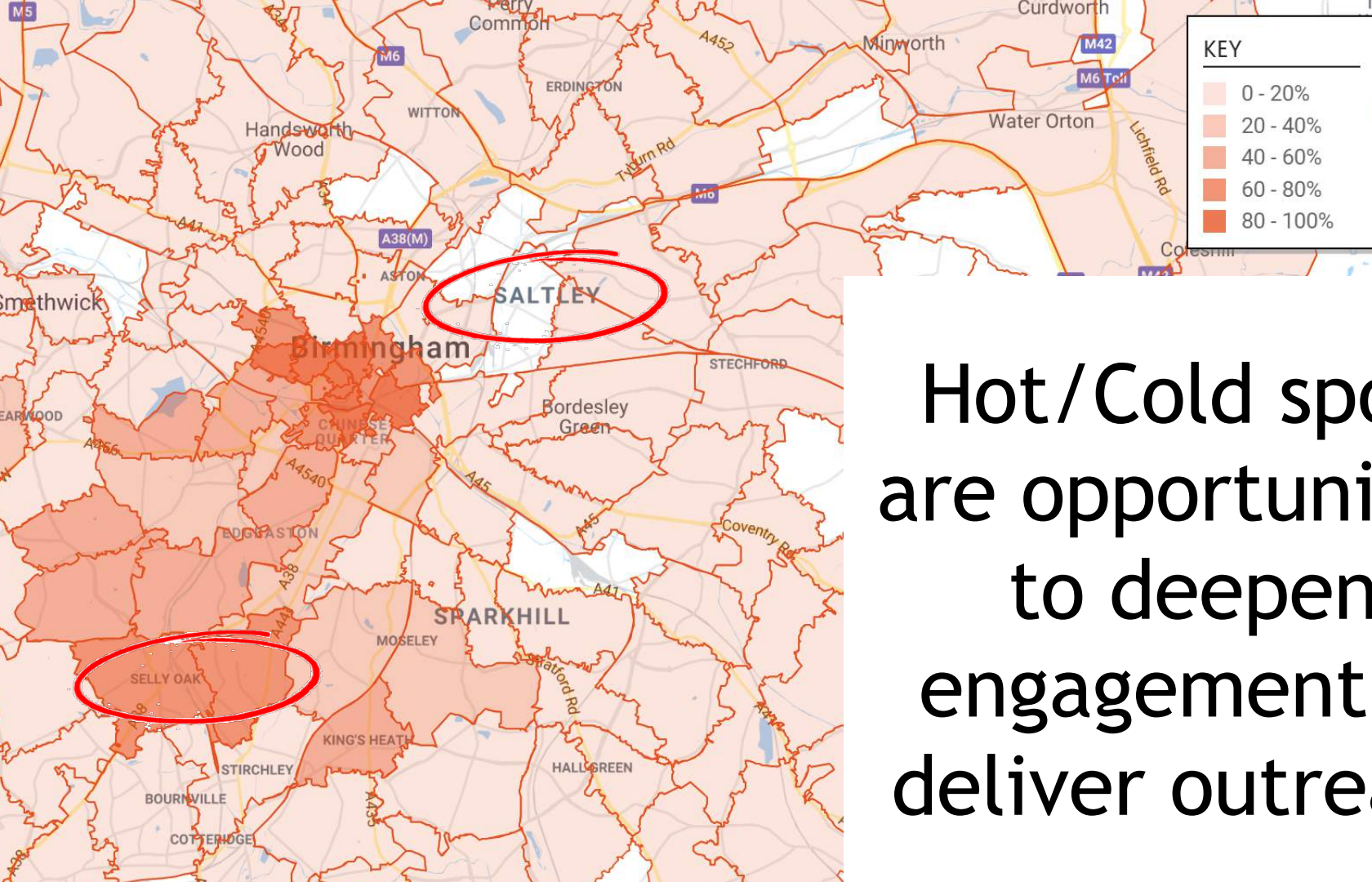
Show data table

Total responses (primary survey): 198

Your organisation's survey responses were last updated on 19 Feb 2020. This figure is updated on a weekly basis and excludes respondents under the age of 16



Identify potential audiences -
what are they like and
where are they?



Hot/Cold spots
are opportunities
to deepen
engagement or
deliver outreach



4. Early Findings

Leo Sharrock, Product Director, TAA

Katie Cudworth, Product Ops Manager, TAA

Oliver Mantell, Policy Research Director, TAA

About AF Norway (10 mins)



- Ticketing
- How does the analysis work?
- What we have done?
- What we're going to do?
- What we learned from the pilot so far
- A few specific but upbeat learnings evidencing the value of the activity so far and how we see it will be possible in future to address some of the challenges so far. Reflect on how the project is nuanced to the specific context (not just coming in and dropping an approach and segmentation developed elsewhere and assuming it will be relevant here).
- [Cimeon to review chat and note questions to address at the end of this

Ticketing Analysis: How does it work...



- Aim: test the feasibility of extracting data from Norway PPs of scope required for inclusion in a BI tool like Audience Finder in the UK
- Aim: demonstrate the type of value PPs could realise from analysis of such data when aggregates
- Project Partners first sign a Data Use & Confidentiality Agreement (DUCA)
- We then liaised with all PPs explain the scope of the data we would ask them to extract, and the formats we would require the data to be provided in
- PPs then securely sent extractions, which were QA tested to see if they met spec, and iterated on any validation failures
- Scope of data comprised files of data on
 - Customers
 - Performances

Ticketing Analysis: what we have done...



- Out of 19 PPs who might possibly have been in a position to provide transactional data, you were able to extract data to meet the specification closely enough to standardise, aggregate and analyse from 8 (poss 9) organisations. (In what was essentially a 2-month window - this is exceptionally positive, for such a technical task reliant on the inhouse skills of PPs)
- Identified the most expedient manner of combining these fields to create a pilot/proto BookerID - which we can use to analyse aggregated behaviours

Ticketing Analysis: what we are going to do...npu

- [JT to provide overview of planned analyses]
- Identified what high/med/low engagement looks like, both individually and in aggregate
- Looked at whether there is any identifiable cross-over between organisations in the scope of the aggregate such as it stands in the pilot.

Ticketing: what we learned so far...



- A few specific but upbeat learnings evidencing the value of the activity so far and how we see it will be possible in future to address some of the challenges so far. Reflect on how the project is nuanced to the specific context (not just coming in and dropping an approach and segmentation developed elsewhere and assuming it will be relevant here).
- Most ticketing systems have the data required - orgs don't have the time +/- skills to extract it.
- Despite anecdotal evidence, physical address data remains (for now at least) the most common form of address data captured for ALL PPs - ahead of email (2nd) and mobile (3rd). This order is consistent across ALL PPs.
- This could be an advantage in terms of options for applying segmentation systems based either around some/any combination/all of geo-location / digital engagement tracking / digital behavioural characteristics

- ADD FROM OLI

- ADD FROM KATIE C



5. Implications

Oliver Mantell, Policy Research Director, TAA

The Implications of AF Norway (Ticketing)



- Break out for 3 different groups to pick-up main questions so far and invite others / brief discussion.
- What will it enable individually and collectively? Starting to outline future timeline and encourage buy-in to the idea.
- How will it benefit them:
- Individually
- As groups of orgs
- In terms of wider policy / advocacy / understanding - differences in UK vs Norway approaches to diversity

- Add from Katie C

- ADD FROM OLI



6. The Future

Leo Sharrock, Product Director

A glimpse of the future (5 mins)



- AF Norway is an exciting destination for the reasons discussed - but it's also a launch pad for future opportunities and innovations.
- Here are some of the things we're already / planning to / dreaming of doing in the future...
- Key point: AF Norway helps you get to the future, but it is also vital for what you need to do now...



Metroculturals



Commuterland
Culturebuffs



Experience
Seekers



Dormitory
Depend



Trips & Treats



Home &
Heritage



Up Our Street



Facebook
Families



Kaleidoscope
Creativity





Heydays


audience
spectrum


Personal homepage





Het Nationale Theater

Contact  

Agenda ▾ Over ons HNT Events Sponsors & Partners ▾ Zoeken 

 **Ha Coen! Welkom terug.**
VRIEND [Profiel beheren >](#)

Mijn volgende bezoek


GENOMINEERD VOOR DE GOUDEN KALF
14 jan - 20.15 uur ★★★★★☆
TRIVOUT
Boris Veldhuizen van Zanten
over *The Internet of Things*

Mijn wishlist

14 jan **Boris Veldhuizen van Zanten**
over *The Internet of Things*
Studio Paradijs - 22:40 >

14 jan **Boris Veldhuizen van Zanten**
over *The Internet of Things*
Studio Paradijs - 22:40 >

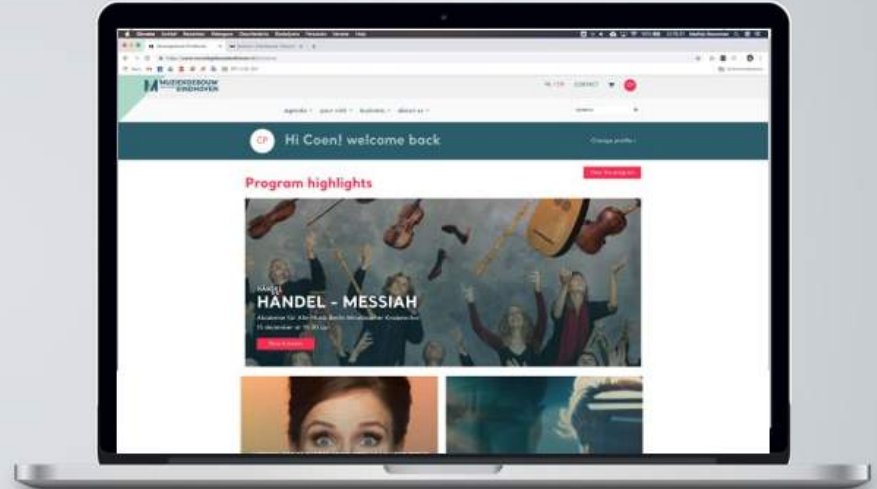
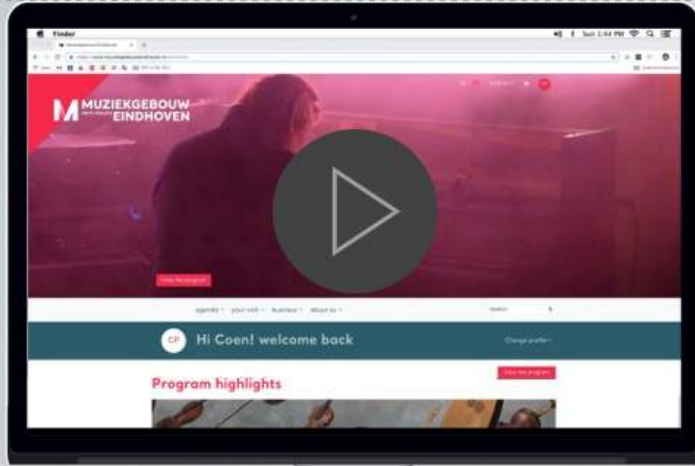
14 **Boris Veldhuizen van Zanten**
over *The Internet of Things* >

Hoe ziet jouw ideale zaterdagavond eruit?

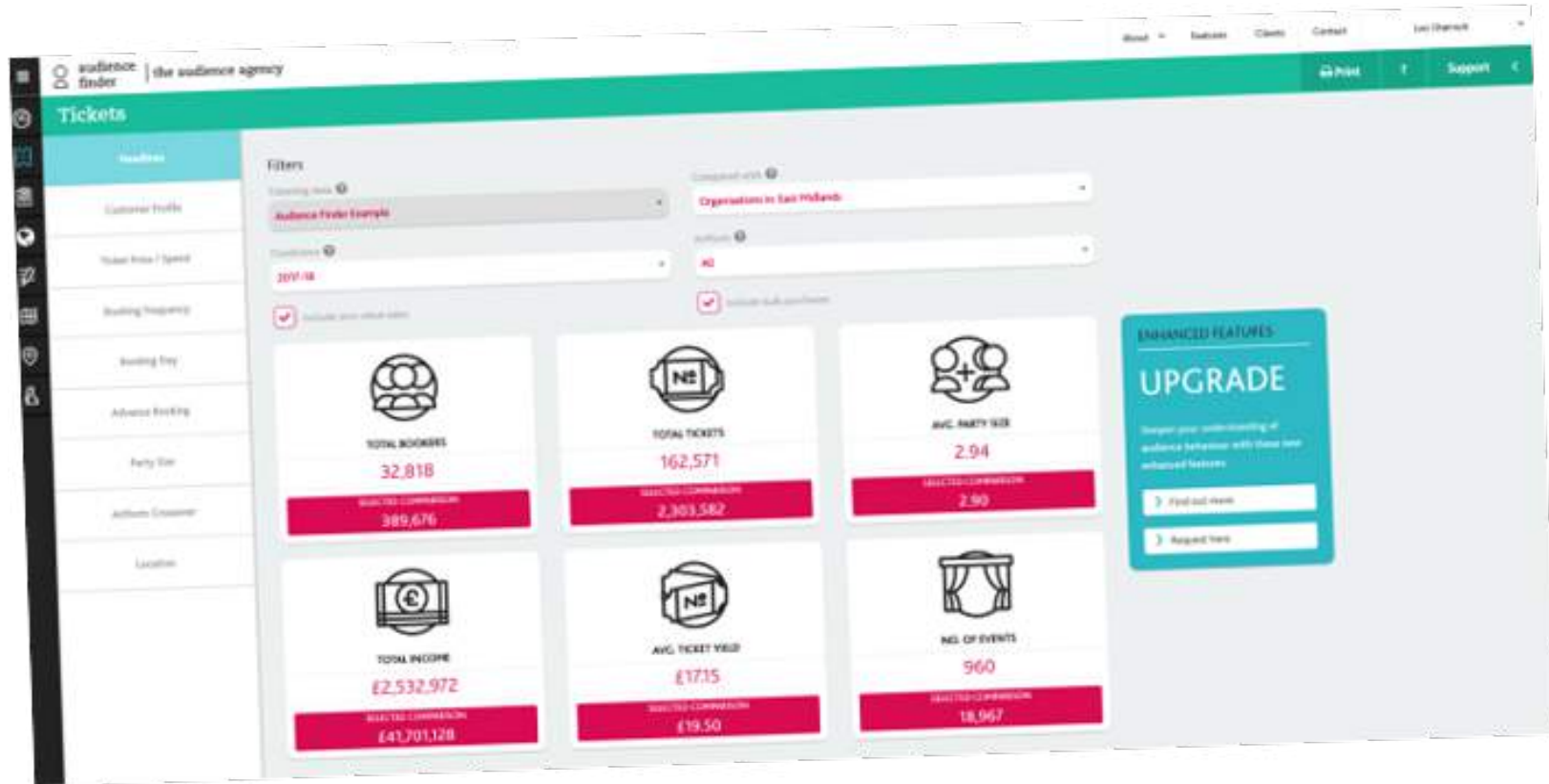
Lekker op de bank met een film

Gezellig wat drinken met vrienden

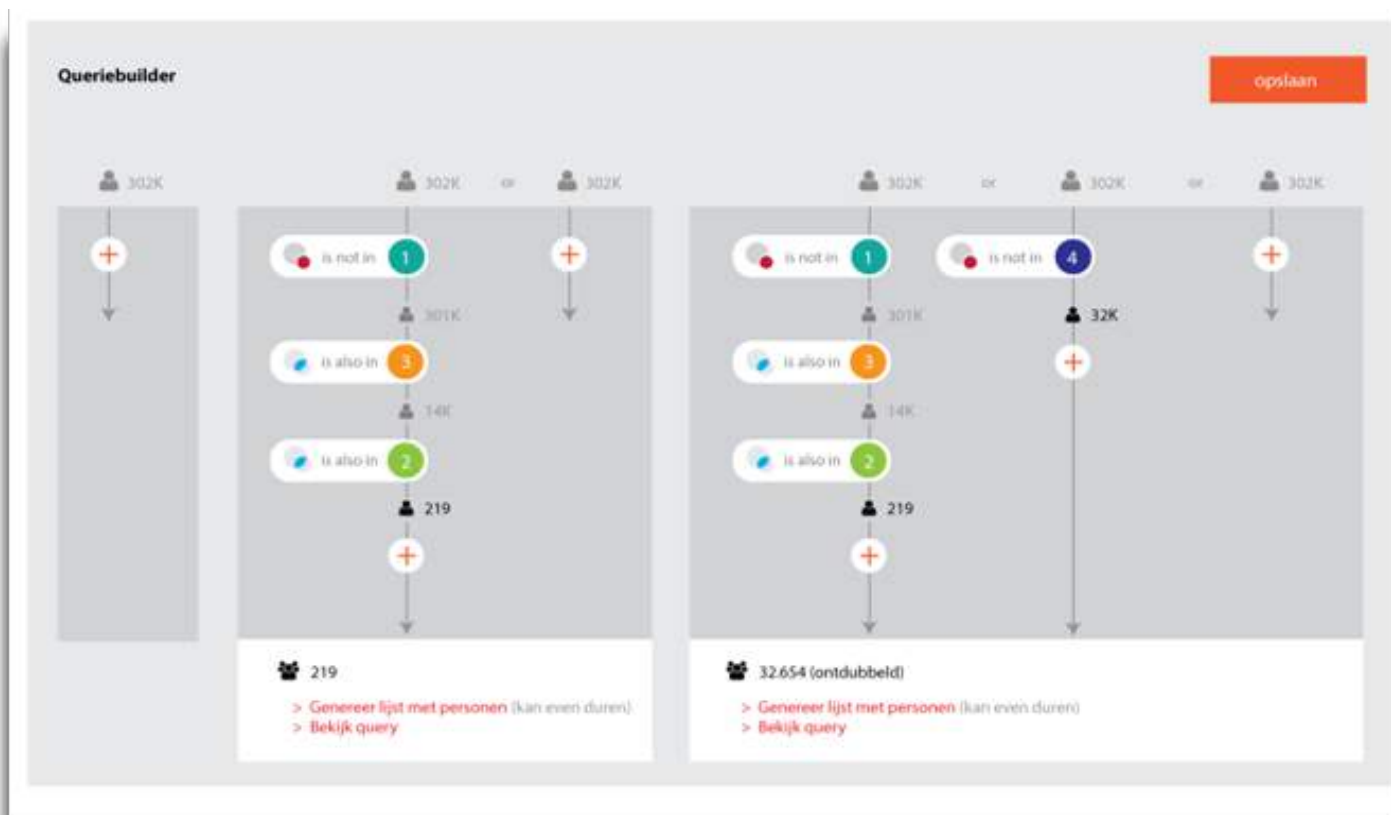
Different for different audiences



Behavioral responsiveness



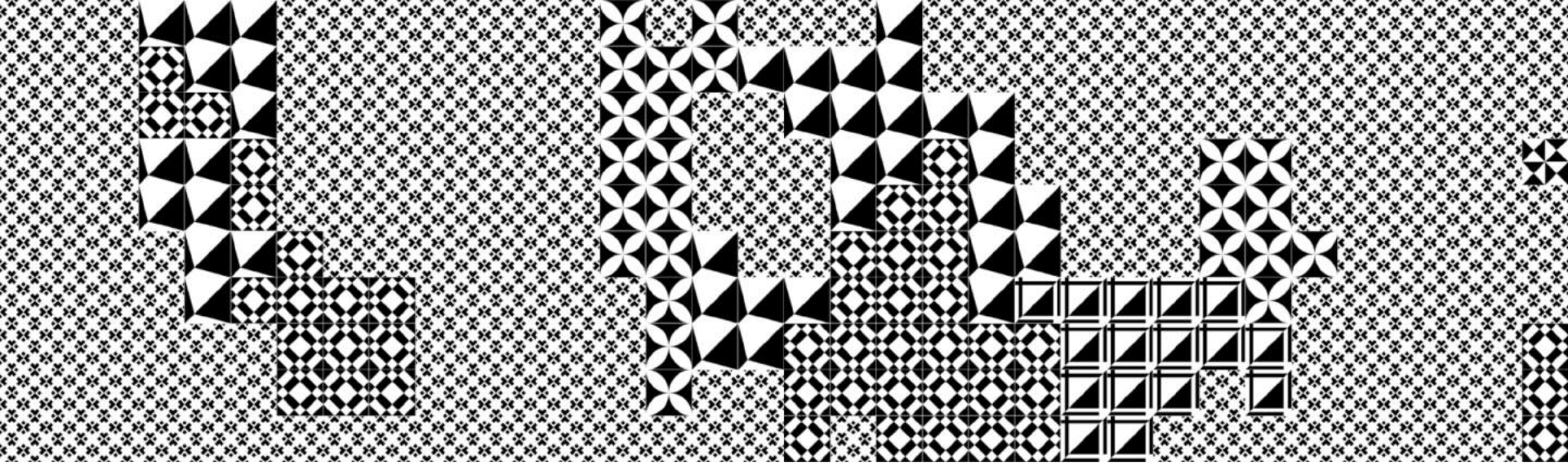
Efficiency





Next Steps & Close

Cimeon Ellerton, Chief Product Officer
Ingrid Handeland, NPU Director



Thank you!

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Kulturrådet



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the audience agency

