

# New Connections in a Digital Space

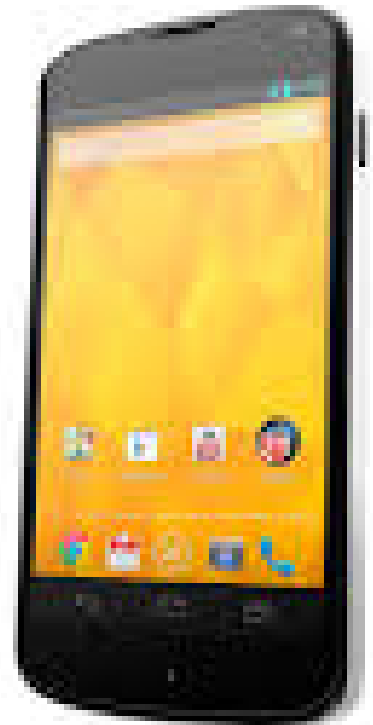
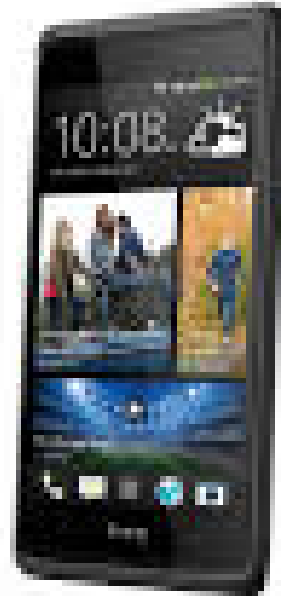
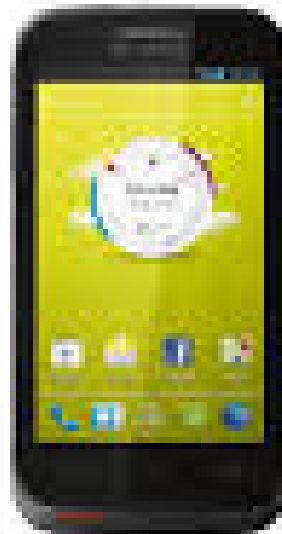


*Don't Come, Won't Come?*

# Part 1: What Is This Digital Space?

“As we keep an eye on the Digital NewFront sessions in New York City, it immediately became clear, it’s all about **mobile, video** and social.”

Forbes.com 29/4/14



**Six in 10 Kiwis own multiple mobile devices**

**70% per cent of mobile users have a smartphone**

**The average number of household devices connected to the Internet has risen from 2.9 in 2011 to 5.2 in 2014.**

(NZ Herald ,November 2014)

# Part 2: Why Is It So?

# Big Numbers from Optimiser

## July 1, 2013 – June 30, 2014

Over 4 million visits to participants' websites

Over 1 million visits from mobile phones or tablets 14 million emails sent

**1,884,666** web searches landed on participant sites

**49,180,007** people reached by participants' Facebook content

**19,460** tweets published by participants

**1,641,702** views on participant YouTube channels

# Growth from Optimiser Participants July 1, 2013 – June 30, 2014

Facebook continues to grow - average likes per page increased by **34%** from **3,290 – 5,040**

Website visits from mobile increased from **14.72%** in 12 – 13 to **25%** in 13 – 14

Twitter followers across all organisations total **115,364 21%** more than the previous year

Youtube views on mobile device increased from **22% to 31%**



# Audience Atlas

## Online platforms are generating word of mouth

Nearly a third of the culture market have chosen to make an arts, cultural or heritage visit after reading a review online. This highlights the importance of online platforms in spreading word of mouth and influencing attendance.

- 43%** have uploaded photos or videos of a visit
- 38%** have mentioned a visit on Facebook
- 21%** have reviewed or rated a visit online (eg on TripAdvisor)
- 20%** have 'checked in' during a visit
- 9%** have mentioned a visit to an arts, cultural or heritage venue in a blog
- 7%** have mentioned a visit on Twitter

## Websites are important in hooking people in

More people are going online to plan and share their visit, highlighting the increasing importance of an organisation's website, not only in enticing potential visitors, but also in building deeper relationships.

### PREPARING FOR A VISIT:

- 70%** have booked tickets online
- 67%** have gone online to acquire information in order to plan a visit
- 54%** visited a website before a visit to get more content (photos, videos, descriptions)
- 30%** have chosen an arts, cultural or heritage visit after reading a review online
- 25%** have downloaded content to enhance a visit

Base: (4008).

# What is happening in the wider world?

- **80%** of the world's social media users now accessing their accounts via mobile devices.
- **Facebook** - **864m** users log into Facebook daily, a **19%** increase year over year. Facebook also has **1.12bn active users on mobile**, a 29% increase year over year.
- **Twitter** - **500m** tweets are sent per day, **80%** of Twitter users are on mobile, **77%** are outside of the US
- **Instagram** – Increased from 200m users in March 2014 to 300m in December 2014
- **YouTube** – More than 1 billion users and **50%** of YouTube views are on mobile devices
- **Video** - 92% of mobile video viewers share videos with others (Invodo)  
Only 24% of brands are using online video to market to consumers  
Kantar Media

# Marketing Technology Landscape

September 2012





# The Internet in Real-Time

How Quickly Data is Generated

f Like 60k f Share 60k t Tweet 25.3K g+1 8.2k in Share 5.2K Share 30.1K

Click here to watch as these internet giants accumulate wealth in real-time.



By the way, in the 60 seconds you've been on this page, approximately 1354440 GB of data was transferred over the internet.

<http://pennystocks.la/internet-in-real-time/>

# Learn the latest tools, but don't act impulsively

## QUESTIONS TO CONSIDER

- Is this new network a fad or does it have potential longevity?
- Does the purpose of the network align with our brand and social identity?
- Is our current or potential audience on this network?
- What content and tools do we need to successfully manage on a daily basis?
- Will we see a return on investment/energy if we join this network?

# Part 3: Who's Making The Connections?

## Cheat Sheet: Turandot

Famous for the wonderful aria 'Nessun Dorma', Turandot has plenty more gorgeous music. Here's everything you need to know. Who was the composer? Giacomo...

[← Previous](#) / [Next →](#)



### Five reasons you'll love Turandot at the Sydney Opera House

If you loved Aida on Sydney Harbour....

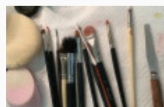
June 15, 2015 | 1 Comment | [Read article](#)



### What the critics & the audience thought: Anything Goes

"Anything Goes is a deliciously effervescent soda pop laced with a sharp shot of bourbon." ★★★★★ – HERALD SUN "Riotous entertainment ... this production rides high on the..."

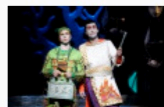
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Painting a geisha: the art of stage makeup



Secret Sydney: how to spend a weekend in the emerald city



The Tale of a Magic Flute, A Handsome Prince and his



Young Artist Program: A new generation of singers



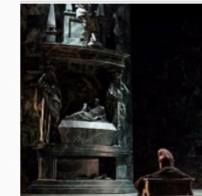
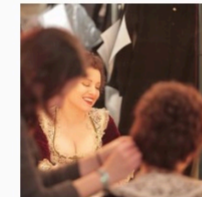
Visit the [Opera Australia website](#) to find out what's coming up near you.

KEEP IN TOUCH

## Allerta!

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## 2. Royal Opera House | BP Big Screens in 2015





# 3. National Museum Directors' Council I Love Museums Advocacy Campaign

They look after so many wonderful objects and make the intangible tangible. They can be forces of good and should be allowed to thoroughly make the most of themselves.

**Gemma**



I Love Museums because they are an important part of our local community & heritage

**David Evennett,  
MP for Bexleyheath and  
Crayford**



They provide a direct tangible link to our past and our ancestors and just as importantly, act as a storehouse for future generations to understand \*us\* and our way of life.

**Alan**

I love museums because I can get right up close to real life RAF planes. I love to pretend to have great adventures and be a pilot on a mission!

**Ben Langley**

I love museums because I love to be able to step into different era's of extinct life, from the triassic all the way through to the cretaceous period, I can find it all in one place.

**Mark Blakely**



## 4. Walker Arts Centre | Modeling with Merce



# 5. The Metropolitan Museum of Art | Kids' Zone

## KIDS' ZONE

#metkids



00:00

00:47



Share



Embed



Add to MyMet

#MetKids—Made for, with, and by Kids. Launches September 2015!

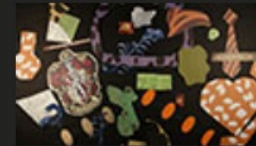
▼ Program Information

## SELECT A CHANNEL

All Kids' Zone



## All Kids' Zone (35)



**#MetKids—Create a Collage**

(00:01:09)120 views



**#MetKids—Draw with an Eraser**

(00:01:10)180 views



**#MetKids—How Does the Museum Take Care of All the Armor?**

(00:03:10)221 views



**#MetKids—How Can I Recognize Ancient Greek Architecture?**

(00:02:15)328 views



The graphic is a vibrant, multi-colored composition. On the left, a vertical pink bar contains the word "BLOG" in large, white, sans-serif capital letters. To its right is a blue vertical bar with the word "GALLERY" in white, sans-serif capital letters. The central portion features a grey, semi-transparent rectangular area with the text "FREE ART COURSES" in white, sans-serif capital letters. Below this, a yellow vertical bar contains the word "APPLY" in white, sans-serif capital letters. In the bottom right corner, a pink square contains the text "MoMA TEENS" in white, sans-serif capital letters. The background is a collage of images: a person's face with hands covering their eyes, a person's face, and a person's hands raised. In the top right corner, there are small icons for "Customize" and "Dashboard".

# 7. Shakespeare's Globe | Globe Playground

MAKE

PLAY

READ

SHARE

WATCH



WRITING GUIDE

LEARN TO  
WRITE LIKE  
SHAKESPEARE



FUN FACTS

LEARN ABOUT  
WITCHES, THE GLOBE,  
MAGIC AND MORE

JUMBLLED LETTERS AND  
MISSING WORDS



WORD GAMES



HOW MUCH DO  
YOU KNOW?

QUIZZES



FIND THE  
LOST WORDS

PLAY

# 8. 5 x ballet companies | World Ballet Day

# WORLD BALLET DAY LIVE

1 OCTOBER 12pm

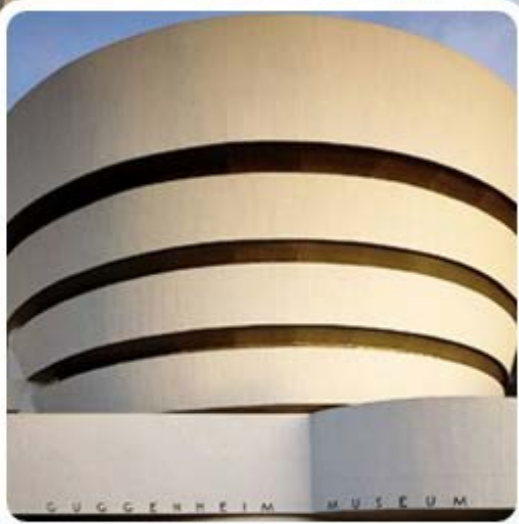
STREAM ONLINE HERE  
[australianballet.com.au/worldballetday](http://australianballet.com.au/worldballetday)

5 BALLET COMPANIES



WORLD FIRST

# 9. Guggenheim | Webby Award Winning Twitter Account



Guggenheim Museum 

TWEETS 9,704 FOLLOWING 4,052 FOLLO 1.1

Tweets Tweets & replies

Guggenheim Museum @Guggenheim · 6h  
Happy birthday John Baldessari! Today only, save 20% on a Baldessari towel with code BEACHBALL [gu.gg/OpGgy](http://gu.gg/OpGgy)



Guggenheim Museum @Guggenheim · 7h  
Watch a video of #LearningThroughArt students using technology in the classroom to make art: [gu.gg/OpM4F](http://gu.gg/OpM4F)



Guggenheim Museum @Guggenheim · 7h  
"A Year with Children 2015" closes today, featuring artwork made by NYC public school students [gu.gg/NPLY3](http://gu.gg/NPLY3)





# 10. Sydney Dance Company | Instagram Takeovers



sydneydanceco **FOLLOWING**

Sydney Dance Company A legendary force in Australian contemporary dance. Touring 'De Novo' to NT, SA, VIC and TAS, 15 Jul - 27 Aug. #SDCOntour @SydneyDanceCo sydneydancecompany.com

446 posts 15k followers 712 following





# 11. Secret Symphony

## MSO #secretsymphony



TWEETS  
1,438

FOLLOWING  
1,965

FOLLOWERS  
2,472

FAVORITES  
129



Following

### MSO Secret Symphony

@ASecretSymphony

A clandestine musical affair. Follow me to find out my secret.

Melbourne

Joined October 2011

Tweets

Tweets & replies

Photos & videos



MSO Secret Symphony @ASecretSymphony · Dec 9

Sshhh the secret's out! Schoenberg's Transfigured Night will be performed. A perfect night for such music at @MPavilion. Next show 10.30

# 11. Secret Symphony

## MSO #secretssymphony



**MSO Secret Symphony** @ASecretSymphony · 11 Jun 2014

Take a great photo tonight and you could win some sweet MSO concert tickets. [#secretssymphony](#) [#mso](#) [@MelbSymphony](#)



**MSO Secret Symphony** @ASecretSymphony · 11 Jun 2014

Non descript laneway? This must be the entrance to Secret Symphony & there's still tickets available :-))



# PHOENIX FUND



STANDS AT

£797,294

OF £1M - THANK YOU

DONATE



All donations big and small are  
welcome and appreciated!

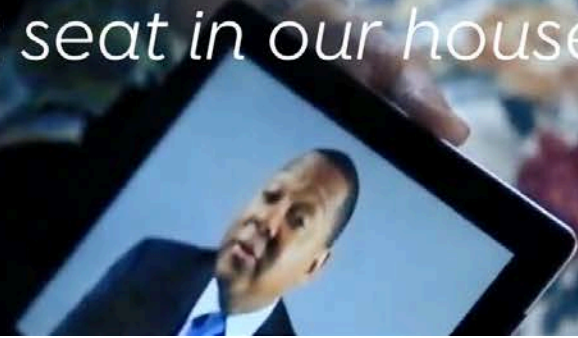


# 13. Jazz at Lincoln Center | Wherever You Are Campaign

jazz

donate

wherever you are, you'll always have a seat in our house.



# 14. Cooper Hewitt Museum | The Pen

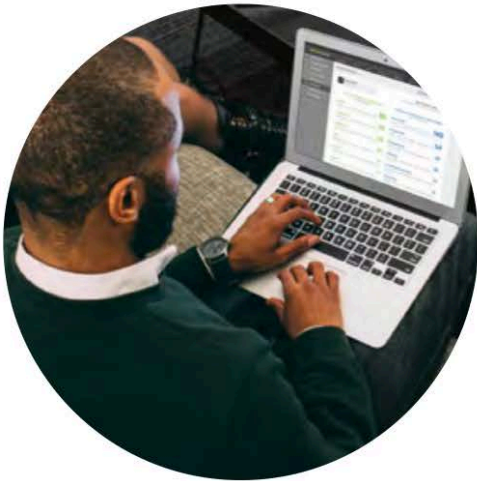


# Group Discussion

## The task:

Introduce yourself to your group and choose one person to report back afterwards

1. Each share one digital idea that made you think “We could do that” or “That’s like the one we did/talked about”?
2. As a group pick of these ideas.
3. What is it about that idea that could be adapted, explored, utilised for your organisation/event/situation to reach those who don’t come or won’t come?



#cnzbigconvo



Don't Come, Won't Come?