

## Performing Arts - UK - July 2012

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"Growing levels of ownership of digital devices are offering opportunities to a great many leisure businesses and the performing arts sector is no exception. The biggest opportunity lies in using this technology to bring performances to audiences that otherwise wouldn't have been able to see them."

– Michael Oliver – Senior Leisure and Media Analyst

### In this report we answer the key questions:

- How can the performing arts generally increase their appeal to new audiences?
- How can operators increase their appeal to young people?
- How can operators increase their coverage of people living in rural areas?
- How can operators generate additional revenues from new media?
- What opportunities exist for increasing secondary spend?

This report examines the markets for the major performing arts, principally theatre, opera and ballet/dance. Live music concerts are excluded, as these will be covered in Mintel's Music Concerts and Festivals – UK, August 2012. There are a huge number of venues, festivals and producers in this sector, as well as numerous professional and amateur performing arts companies.

This report, therefore, focuses primarily on professional, medium to large companies, which tend to be venue-based. Data on central London admission trends were kindly supplied by the Society of London Theatre (SOLT), which publishes an annual statistical publication, The Box Office Data Report. Details at: [solt.co.uk](http://solt.co.uk).

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