Performing Arts - UK - December 2014

Report Price: £1750.00 | $2834.04 | €2223.04

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"Performing arts organisations' digital focus should be on their expertise as creators, and enabling their growing online audience to act as curators of the content they produce."

David Walmsley, Senior Leisure Analyst

This report looks at the following areas:

- What's next for digital performing arts?
- How can performing arts venues revive secondary spending?
- Is 'immersive theatre' more than a passing trend?

The performing arts remain among the UK's most important entertainment industries and continue to grow audiences and revenues in the face of challenges ranging from evolving leisure habits to government funding cuts.

A record year for London's West End, growth in digital audiences and the adoption of a more commercial approach by the subsidised sector kept the market moving forward in 2014.

However, anticipated further cuts in public spending combined with a difficult fundraising environment and limitations on many venues' development potential means yet more creativity will be required to improve significantly on recent trends.

This report examines consumers' performing arts attendance habits, tracks trends in their spending beyond the venue box office, identifies the most popular incentives to more frequent visiting and looks at how the market can respond to the challenges and opportunities emerging.

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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