

## Digital culture : how arts and cultural organisations in England use technology

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Arts Council England, the Arts and Humanities Research Council and Nesta have commissioned independent research agency MTM to track the use of digital technology by arts and cultural organisations in England between 2013 and 2015.

Results are now available from the first year survey of 891 arts and cultural organisations, including digital activities, barriers, enablers and impacts.

It shows that arts and cultural organisations have transformed their marketing and operations through digital technology, with many reaching bigger and more diverse audiences than ever before. They are also seeing major benefits for creation and distribution, whilst in other areas like new revenue generation, , important opportunities remain.

Many arts and cultural organisations have introduced new digital activities for the first time in the last year, allowing the research to identify several major growth areas. Whilst live streaming is performed by only 15% of organisations, it is the fastest growing digital activity. More than half of those engaging in it say they started doing so within the past 12 months.

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- [4]

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