

## Voices of Culture report on digital audiences management



From Voice Of Culture Report

**Voices Of Culture** aims to be a channel for the voice of the European cultural sector to be heard by policymakers.

**It provides a platform for civil society representatives of the cultural sector to give input to the European Commission on a range of topics** which are salient in its policy making process.

Voices Of Culture regularly launches calls for applications on different topics and selected candidates are invited to a brainstorming meeting.

The last **Brainstorming Report on the topic '(Re)-Engaging Digital Audiences ? Challenges and Opportunities'** is now **available**, and it results from an online Brainstorming Meeting organised in December 2021 and from the subsequent workshop with the European Commission at the end of April 2022.

**The report provides guidelines and recommendations to cultural practitioners and the European Commission** in three main chapters:

**COVID-19 recovery, impact on cultural consumption by digital means and the EU's role in assisting cultural organisations.**

- Cultural and Creative Sectors' perception, understanding, and management of digital audiences
- Needs and constraints experienced throughout the pandemic
- Future challenges.

**Digital audience management and a supportive role for the EU.**

- Reflection on the notion of digital audiences
- Current challenges in managing hybrid audiences
- Strategies to move towards more hybridity
- Key issues in digital audience management that the EU should consider.

**Aspects of data collection and management with regard to rebuilding and reaching existing and new audiences via digital means (including a focus on the digitally-deprived).**

- Technical and practical aspects of digital audience data management

- Critical thoughts on audience data
- Tips and advice on data collection and analysis.

The full report is available at [https://voicesofculture.eu/wp-content/uploads/2022/05/VoC\\_REPORT\\_DigitalAudiences.pdf.pdf](https://voicesofculture.eu/wp-content/uploads/2022/05/VoC_REPORT_DigitalAudiences.pdf.pdf)