

# Digital Strategy for the Arts

July 8, 2020

Delivered to

**Business / Arts**

Prepared by

 **Nordicity**

# Introduction

**Nordicity** is a leading global consulting firm specializing in policy, strategy, and economic analysis in the media, creative, cultural and information and communications technology (ICT) sectors. Nordicity has **developed digital strategies** for a variety of clients around the world.

Four priority sectors



Four offices



**40+**  
years of expertise

Clients in over  
**15**  
countries



PETER LYMAN  
SR. PARTNER



MILA DECHEF-TWEDDLE  
SENIOR MANAGER

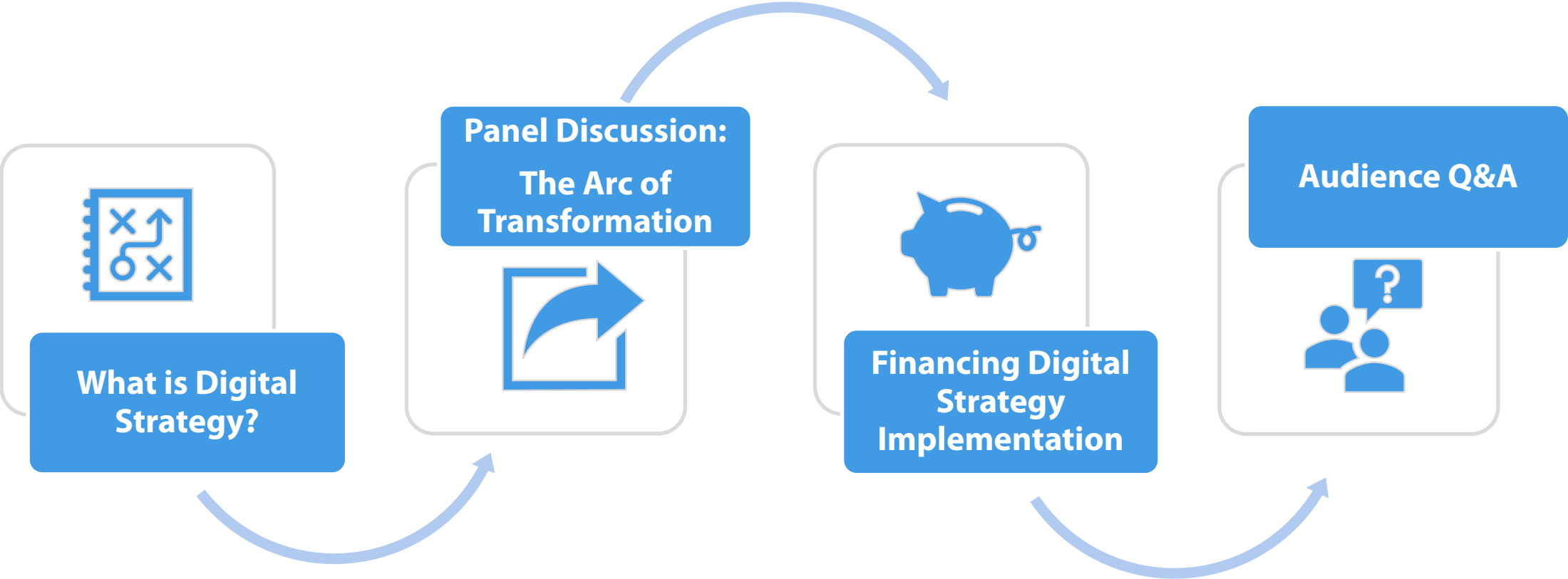


MEGAN LYNCH  
CONSULTANT



CARLY FREY  
MANAGING DIRECTOR

# Flow of This Session



# Digital Strategy Now

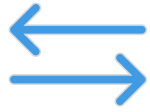
- Digital strategy *is* strategy
- Digital strategy = sector transformation
  - Laying the groundwork for building digital readiness
  - Addressing key barriers
  - Reaping the benefits of collaboration
    - Shared resources
    - Shared learnings
    - New opportunities
- COVID-19 and the forced pivot to online engagement





# Assessing Regional Needs & Capacities | DigistARTS Initiative

## Learnings from Arts BC's DigistARTS (in partnership with Patricia Huntsman)



What change are we ready for, and what are we not ready for?



What are the barriers to digital innovation?



What are the key steps going forward?

***“Digital culture can’t be delegated; leadership is critical.”***

# Identifying Opportunities to Fill the Gaps | DigistARTS Initiative

Designing and maintaining a website (e.g., keeping content and design up-to-date)

Digital communications

Knowing the right channel to use for a given communication

Utilizing business software to maximize organizational and operational efficiency

Creating media-specific content for audiences to engage with

Effectively creating an online digital presence/ identity for your organization

Safely using online tools

Creating audience-specific digital content

Measuring success or engagement of online initiatives

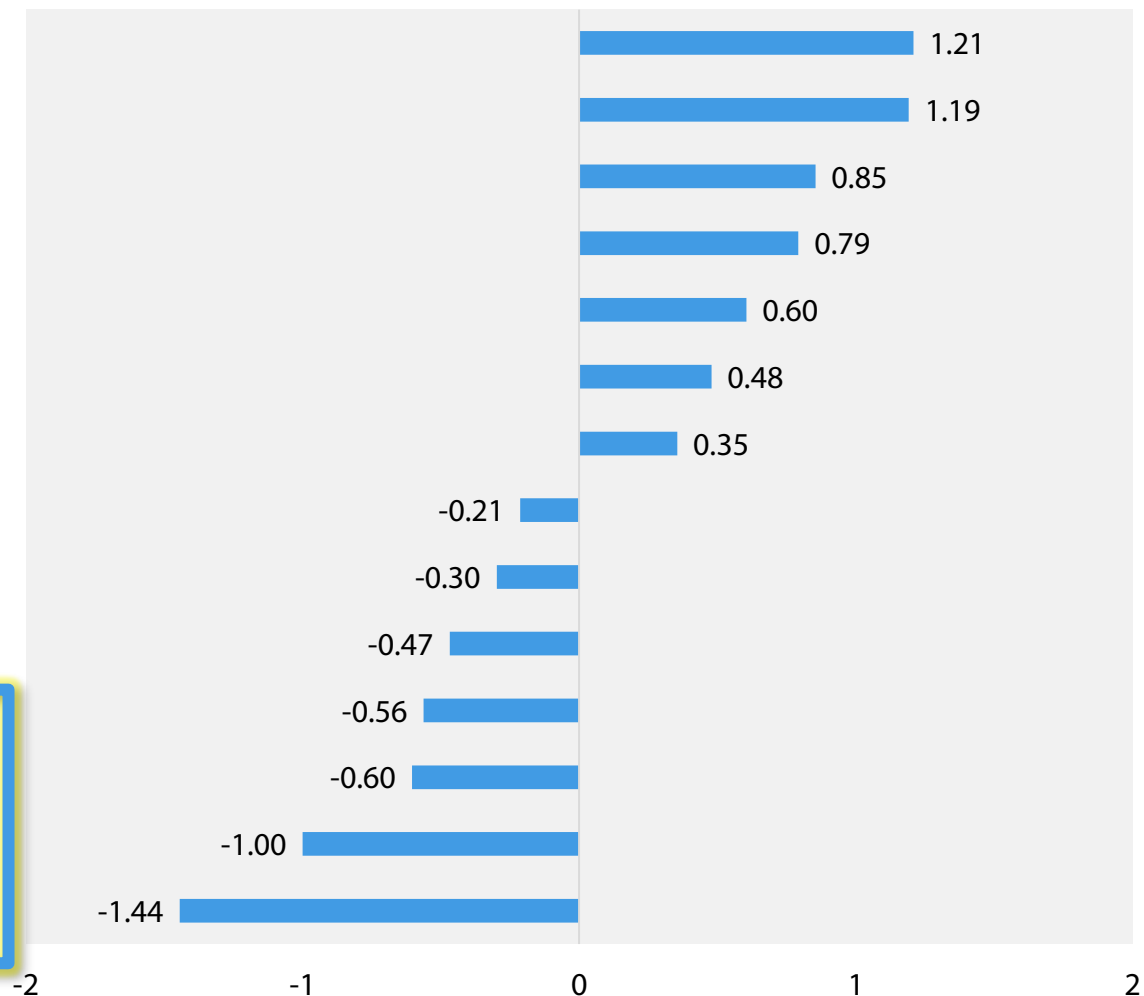
Collecting and analyzing data to understand audiences

Creating opportunities to engage online

Collaborating with other arts organizations

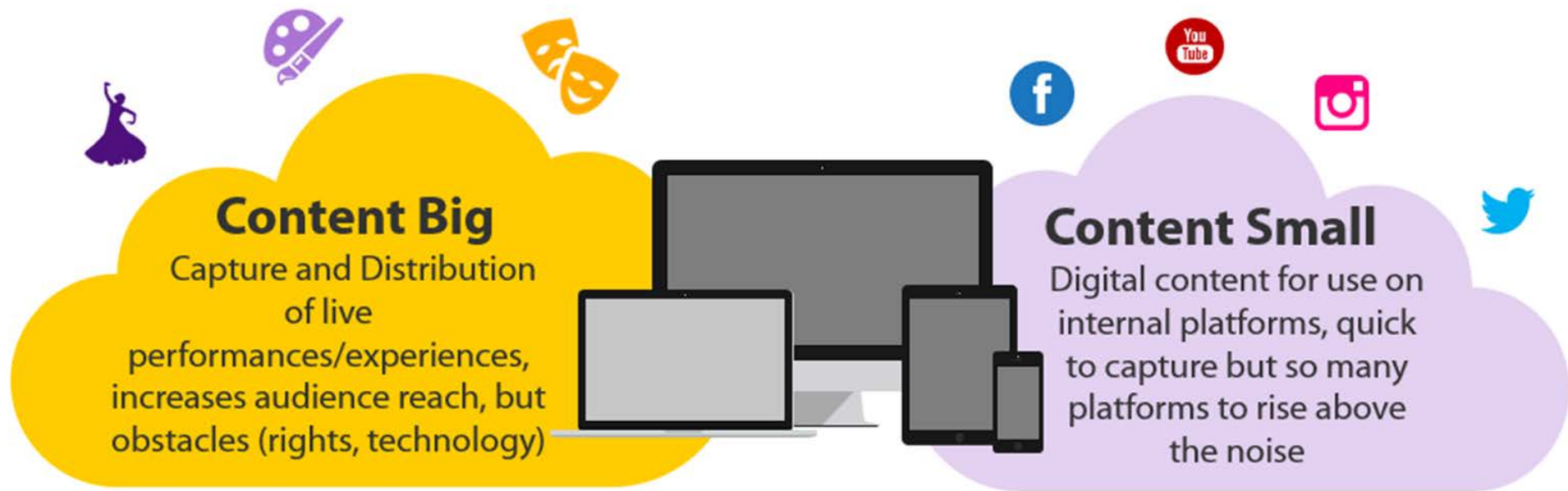
Using digital tools for artistic production or creation

Using digital tools to create or enhance artistic creation



# Finding Ways of Addressing Key Barriers | Digital Reach Project

- Digital Reach – project explores ways for capturing digital arts content, and how content can be used to reach new audiences online
- 12 arts organizations from across Toronto
- Looks at content in two buckets – “big” and “small”



# Finding Ways of Addressing Key Barriers | Digital Reach Project

- Often barriers will stop a digital project before it can even begin
- Key barriers identified through Digital Reach project:



## Time & Resources

- be strategic about actions



## Cost

- a range of options for capturing at various price levels



## Discoverability of Content

- leveraging partnerships and ensuring Search Engine Optimization (SEO)



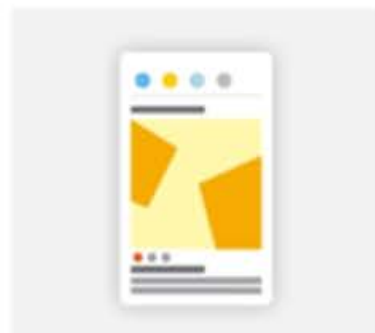
# Finding Ways of Addressing Key Barriers | Digital Reach Project



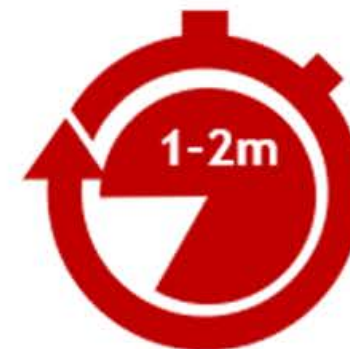
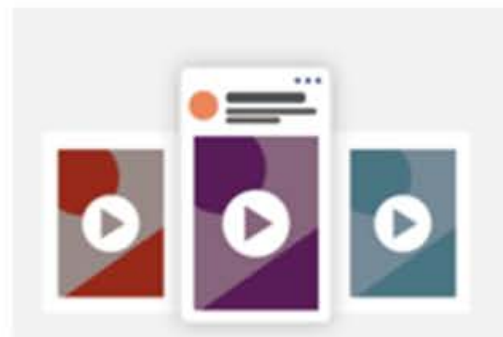
Visual and Message Driven



Square, Short, Sparkly



About Stopping the Scroll



Structured to Hold Attention



# Finding Ways of Addressing Key Barriers | Digital Reach Project

## STREAMED DIRECTLY BY ORGANIZATION



## HYBRID



## THIRD PARTY DISTRIBUTION



# Collaborative Discoverability | Canadian Arts Discoverability Initiative

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- > Objective: Boost discoverability of Canadian art
  - > Discoverability of content vs. art vs. institutions
  - > Using shared learnings to co-develop solutions
  - > Collaboration of a different kind
- 





# Collaborative Discoverability | Location-based Discoverability

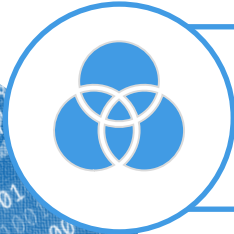
- > Hyper-local collaboration
- > Harnessing the potential of proximity
- > Identifying shared discoverability objectives

# Cultivating Collective Change | Digital Innovation Group (DIG)





# Digital Transformation for the Arts | The Toronto Story



Laying the **groundwork** – *TATI paved the way*



Finding ways of addressing **key barriers** – *sons and daughters of TATI*



Identifying **opportunities/benefits** of collaborating on larger scale initiatives – *from strategy to pilot to operational*



Complementary to digital strategies at the organization level - digital transformation of through **collaborative action**

# TATI and its Sons and Daughters

## **TORONTO ARTS OF TOMORROW INITIATIVE (TATI)**

– led by Harbourfront

Transformation  
planning stream –  
backed by the  
City

12 major arts  
institutions in  
Toronto

## **AUDIENCE ANALYTICS COLLECTIVE (AAC)**

– led by TOLive

Access to  
Canadians stream  
– 17 arts orgs  
large and small

Building a shared  
audience data  
warehouse

## **DIGITAL REACH (DR)**

– led by National Ballet

Access to  
Canadians stream  
– 12 arts  
organizations

Constructing a  
pilot project that  
aggregates online  
content

## **DIGIARTS TORONTO (DT)**

– led by Luminato

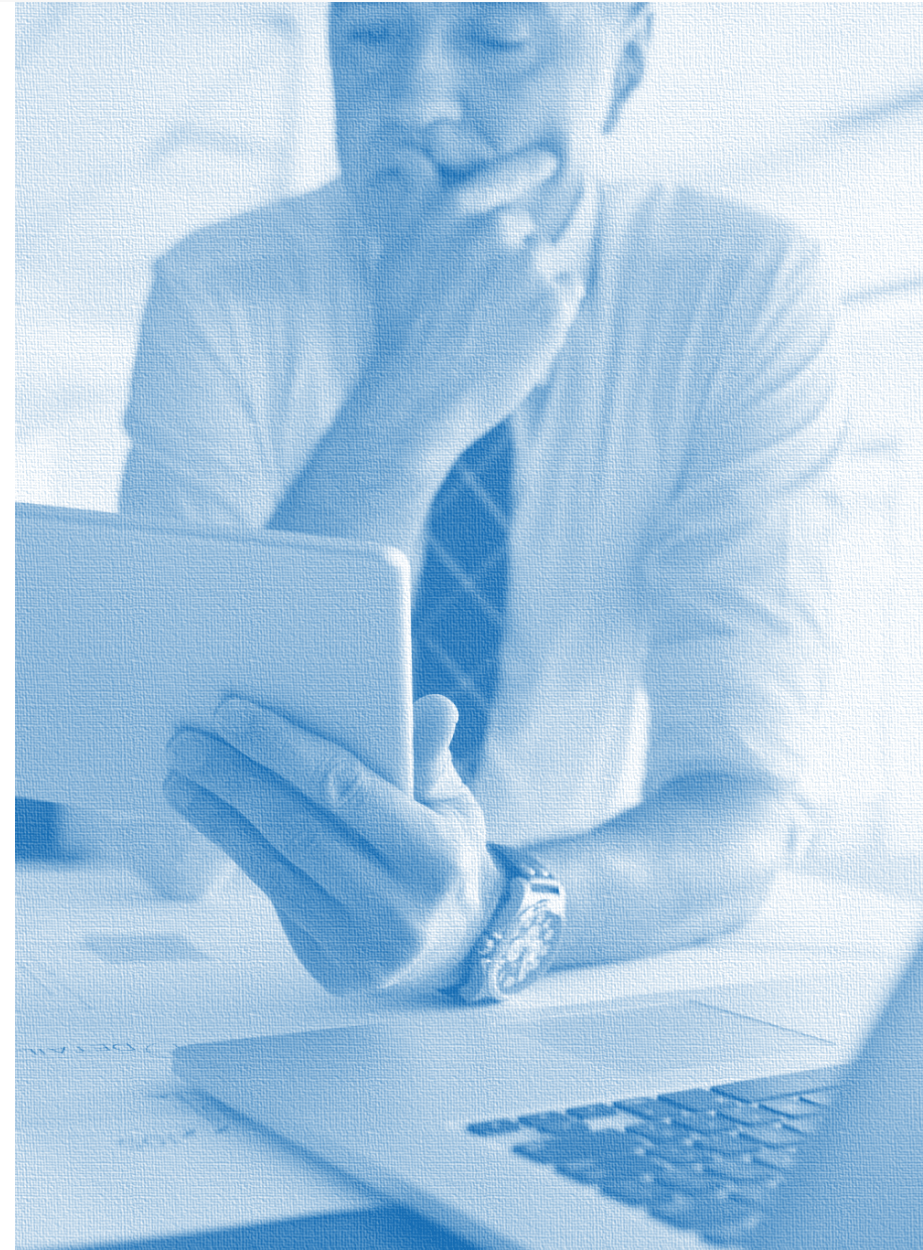
Pivot to  
discoverability  
initiative from an  
umbrella org.  
– 22 orgs

Contracting a  
service to  
improve search  
engine  
optimization  
(SEO)



# Looking Ahead: Sustainable Digital Transformation

- Prescience of the DSF
  - More awareness, more literacy, more collaboration
  - Potential for replication of successes across the country
- Other funds can help implement organization or sector-wide transformation
  - Tourism, COVID recovery, skills development, and facilities funding
  - Social finance fund
- Business and private sector



# Questions?

## Get in touch:

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