Digital Innovation Council – Phase 2

These are draft plans only. They are a series of potential digital projects identified over the course of Phase 1, [Digitizing the Performing Arts: An Assessment of Opportunities, Issues and Challenges](). Further discussions with partners and beneficiaries are still required before moving any of these projects forward, hence our disclosing of this document.

Develop a comprehensive, common data strategy for the entire performing arts sector

Goal
- Establish a sector-wide data strategy – with a focus on unique opportunities arising from semantic web – for the generation, circulation, and connection of data and metadata across all steps of the performing arts creation chain.

Outcomes
- Create efficiencies in the performing arts creation chain.
- Increase the discoverability of Canadian content and arts experiences.
- Find new ways of capturing revenues and of passing them up the creative chain: to the presenters, the producers, the performers, any other right holders.

Timeline
The earlier, the better. The following actions were designed with a one year time frame in mind.

1. Task force

Required actions
1. Recruit and coordinate a Canadian working group, task force or community of contributors to international arts metadata standards that relate to the performing arts
2. Assess the relevance of current ([W3C-RDF](), [DDEX](), [EIDR](), [ISAN](), [ISNI](), [schema.org](), etc.) and in-development (i.e., [doremus.org]()) metadata standards that relate to the performing arts.
3. Consider how performing arts metadata could be linked to other metadata in corollary industries ([ISRC](), [MARC21]()).

4. Identify opportunities for leading the development of new standards where there are none (i.e. to assign unique identifiers to presenting organizations, or to Indigenous Peoples and traditional territories).
5. Examine business models and action plans for implementing the data strategy and securing wide-spread adoption in the performing arts sector, by organizations small and large.
6. Produce and disseminate an implementation plan.
7. Actively participate in the development of international standards – *ongoing*.

2. Feasibility study on interoperability of systems

A "soft" data strategy needs a "hard" infrastructure (e.g. backbone data systems) to support it. This "systems" component would need to be done in conjunction with the development the strategy.

Required actions
1. Map data and metadata generation, flow and connection (current and desired) across the performing arts creation chain in Canada.
2. Map existing data systems (showcasing, block-booking, venues listings, ticketing, and reporting tools, repositories and databases) in the Canadian performing arts sector and assess their potential for interoperability.
3. Assess the feasibility, including pre-requisites in terms of processes and investments, for the integration of existing data systems across performing arts eco-system and/or the creation of a new one.

3. Build readiness for implementation within the performing arts sector

Note: This step could be rolled into the "Digital Strategy" (next). It is however included here so as to present year 1 of the data strategy as a stand-alone project.

Required actions
1. Hold a retreat with arts service organizations and a retreat with presenting networks.
2. Hold a day-long summit, in conjunction with an existing event, to share knowledge, gather input, and broaden engagement

Required actions
1. Deliver digital literacy workshops at performing arts conferences.

A Digital Strategy for the Performing Arts

Goal

- Explore emerging digital distribution technologies for the performing arts to develop new shared business models for digital cultural dissemination from the perspective of arts presenters and the performing arts eco-system

Outcomes

- Build preparedness for innovation and collaboration within the performing arts sector
- Expand access to and engagement with performing arts by Canadians and strengthen digital export of Canadian arts and culture content
- Secure the sustainability of the Canadian performing arts sector and the presenting field in particular through establishing its leadership in digitizing the performing arts.

Required actions

- **"Surviving and Thriving in the Digital World: Performing Arts Presenters Lead the Charge"** Develop modular workshops to socialize the findings from "Digitizing the Performing Arts: An Assessment of Opportunities, Issues and Challenges: in a series of workshops at existing and foster critical discourse on digitization and the shifting roles of the presenting field in the digital world. (From Digital Literacy to Digital Business Models; From Local performance to Global Digital Footprint)
- Hold a national Planning/Blue Sky Session with arts service organizations in the performing arts eco-system and a national Planning/Blue Sky Session with regional presenting networks to consider content, platform and marketing as well as ownership and revenue models.
- Organize Digital Technologies showcases, develop technology partnerships - with a focus on near future technologies readying for consumer adoption in 3D, Virtual Reality or Holographic technologies
- Hold a day-long summit/hakathon including representatives of all players in the performing arts eco-system (based on outreach and relationships building), to share knowledge, broaden engagement, evolve a digital strategy and business plan for adoption of the strategy by the sector
- Document all activities in digital video and summary documents for posting in dedicated online space for broad dissemination to all members of the performing arts eco-system

Duration: 2 years

Next Steps if all is a go: Develop technology backbone - proof of concept for technology, business model, marketing; MOUs re: Ownership structure

Other avenues

The following are other courses of action that should be pursued, alongside the development – and implementation – of a data strategy.

Build collective intelligence of performing arts audiences

- Develop and implement a program to aggregate consumer data (ticketing data and data from online forms of engagement) within the framework of privacy legislation in Canada, and build collective intelligence of performing arts audiences.
- Reap the full potential of data integration by integrating other data sources (surveys with psychographic information).
- Develop comprehensive audience segmentation models based on Canadian data.
- Build capacity for audience research and analysis within performing arts organizations.
- Conduct audience research that can be useful to arts organizations of all size (that is even if they don't have a capacity to tap directly into that collective intelligence).

Increase productivity via digital technologies

- Implementing the above proposed feasibility study for an integrated data system would automate several manual processes, and would therefore contribute to increasing productivity.
- Similarly, new modes of showcasing over media (webcasting, webconferencing or presentation of films in place of live showcase) could reduce significantly the cost of showcasing. But it might also disrupt current business models of presenting networks.

Adapt online ticketing to a changing online environment

- Adapt online ticketing so it participates in the data strategy: using the same data structure and event markups agreed upon by the performing arts sector in Canada and abroad.
- Attach smart contracts to electronic tickets using blockchain technology. This could make it possible to have more control over the resale market and to send resale revenues up to production chain, to the presenters and to the artists.
- Open connections across ticketing platforms (via APIs or simply through public metadata markups). This will be necessary to facilitate collaboration within the performing arts sector.
- Collaborate with clients to enhance knowledge of audiences.
- Evolve new ways of selling tickets in a digital world: over chat applications, directly through web browsers, via intelligent personal assistant.

Develop new business models and branding strategies

- Collaboration with non-performing arts partners - media arts, collective licensing organizations, the CBC - to create new avenues for digital distribution.

- Go local. Robert Lepage once said in an interview at the CAPACOA Conference: "Forget global, think local – then you'll be universal." Performing arts presentation is very much anchored in a local community. We should perhaps seek to enhance this distinctive trait in the online environment.
- Explore the potential of creating a "made in Canada" campaign with the entire cultural sector. Consider implementing a "Fair trade" arts certification.

Prepared by:

Frédéric Julien
Director of Research and Development
CAPACOA

with

Inga Petri
President
Strategic Moves

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