

DOUGLAS MCLENNAN

TECHNOLOGY+ARTS:
REACH,
RELATIONSHIP &
REALITY



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PROMISE OF TECHNOLOGY

CONNECT

EXPAND
DEVELOP
CONNECT



THE PROMISE OF TECHNOLOGY
EXPERIENCE

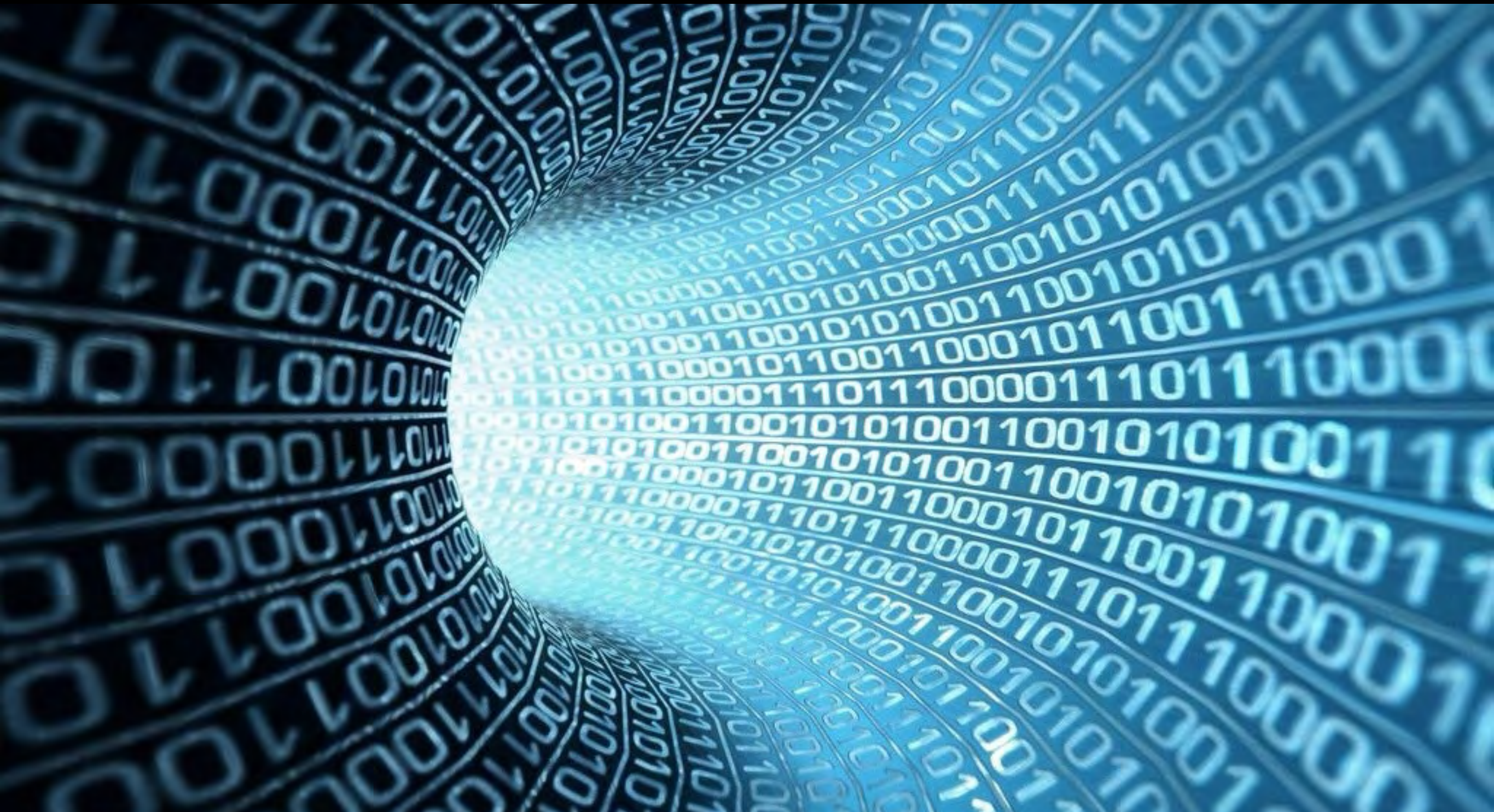
EXPAND
ENHANCE
CHANGE



PROMISE OF TECHNOLOGY

MEASURE

TEST
INTERACT
UNDERSTAND







43 million



67 million



1 billion

Lady Gaga

CONNECT

VIRAL REACH



"Baby Got Back:" Sir Mix-A-Lot with the Seattle Symphony



SeattleSymphony

Subscribe

3,372



Add to



Share



More

2,907,833



14,564



713

THE YOUTUBE PIANIST

VALENTINA LISITSA



100,000 YouTube Subscribers

60 Million views

METROPOLITAN OPERA HD IN THEATRES

- 2013-14: 10 operas were transmitted via satellite into at least 2,000 theaters in 66 countries
- Box office of \$60 million worldwide (average ticket prices were \$23), with theater owners splitting sales 50-50 with the Met



Met Opera

LIVE ON SCREEN IN CINEMAS

2014-15

Macbeth Verdi
OCT 11

Le Nozze di Figaro Mozart
OCT 25

Carmen Bizet
NOV 1

Il Barbiere di Siviglia Rossini
NOV 22

Die Meistersinger von Nürnberg Wagner
DEC 13

The Merry Widow Lehár
JAN 17

Les Contes d'Hoffmann Offenbach
JAN 31

Iolanta / Bluebeard's Castle Tchaikovsky / Bartók
FEB 16

La Donna del Lago Rossini
MAR 14

Cavalleria Rusticana / Pagliacci Mascagni / Leoncavallo
APR 25

The Met Live in HD series is made possible by a generous grant from its founding sponsor:
The Neubauer Family Foundation

Global corporate sponsorship of The Met Live in HD is provided by
Bloomberg

The HD Broadcasts are supported by
Toll Brothers

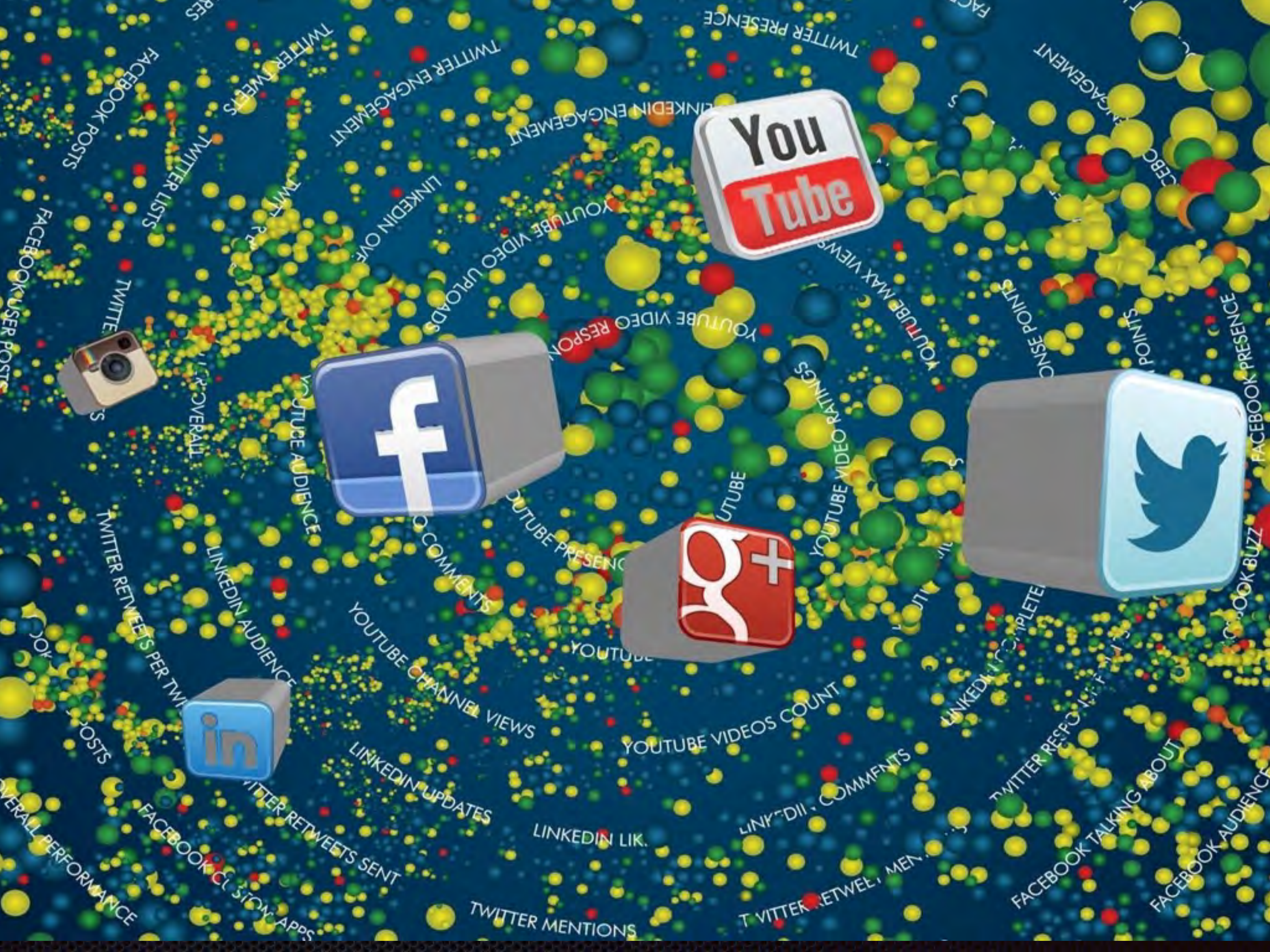
metopera.org/HDLive

Renée Fleming and Nathan Gunn in *The Merry Widow*
PHOTO: JIMMY LACROIX/METROPOLITAN-OPERA

The Met
ropolitan
Opera **HD LIVE**

THE PROMISE
IF WE CAN
ONLY REACH
THEM...





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you
travel
HSBCPREMIERUSA.COM

HSBC

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NYC Race for the Cure®
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Group at the end of the
Race in Central Park
SAMSUNG

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Light

100%
LG

College 10am ET Every Sat

Coca-Cola

Blue Monster

Man on the Moon

PRICE DROP

ALLEGED M
HAS

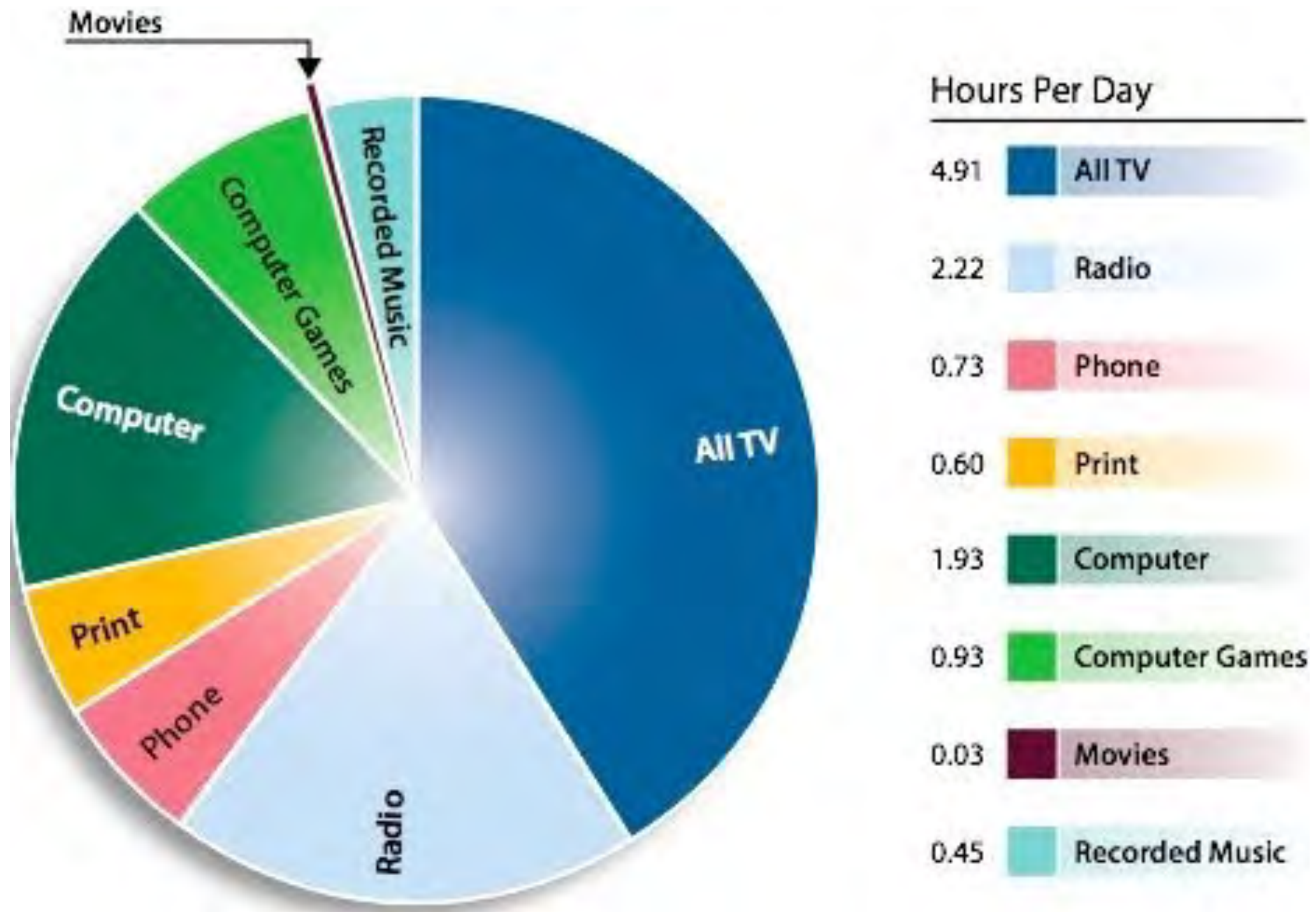
SEPHORA



~~Viral Marketing~~



Daily information consumption



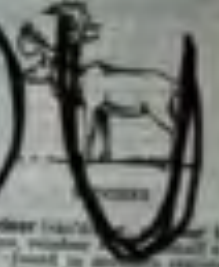
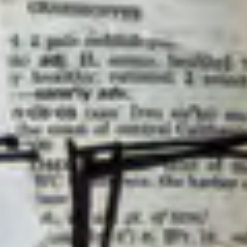








HOW DO YOU



DEFINITION



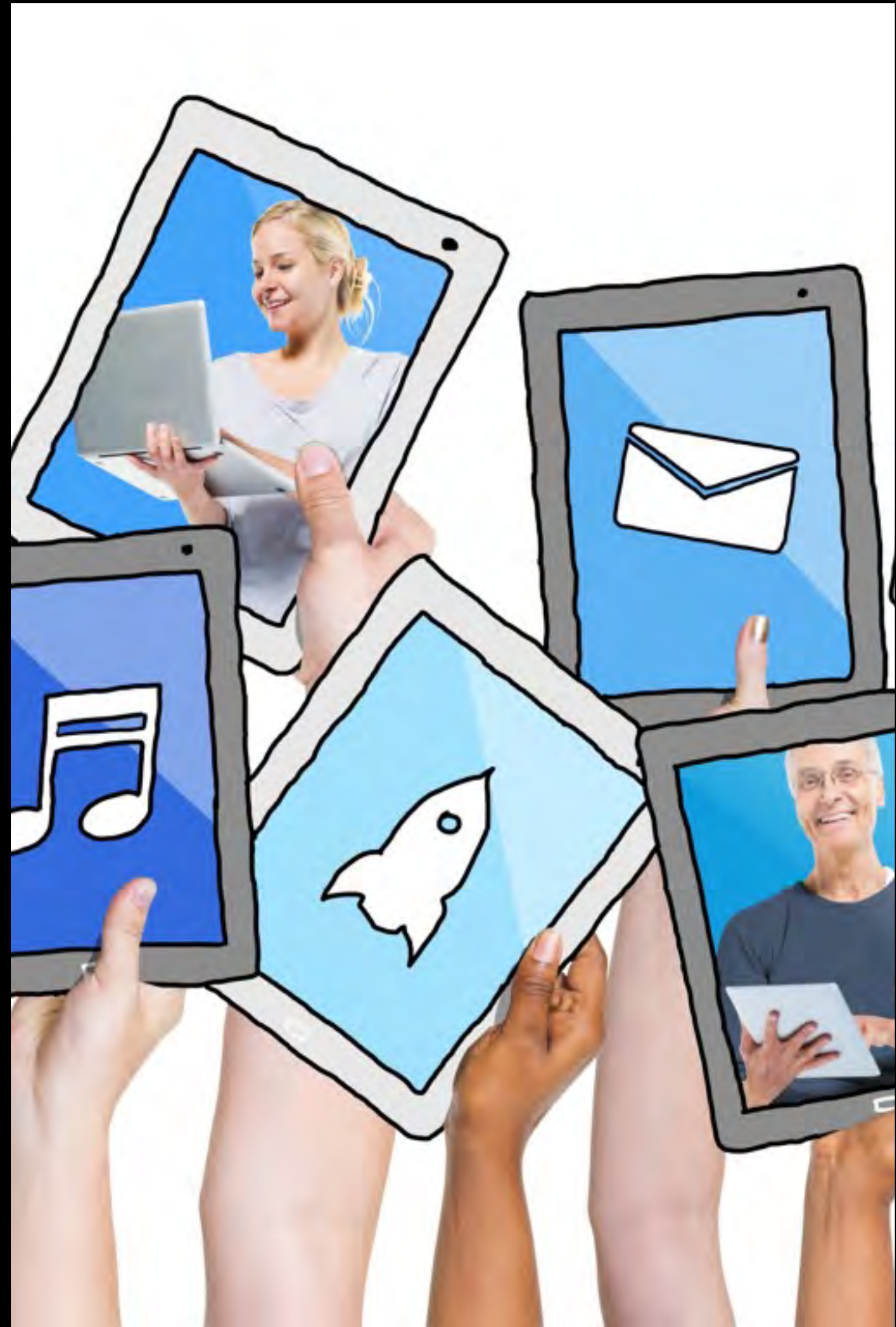
YOURSELF?

water-front n. land or wharf edge of a stream, harbor, etc. water hole a pond or pool

can-ice v. to make or become hoary with age or experience. can-ice n. hoaryness. can-ice v. to make or become hoary with age or experience. can-ice n. hoaryness.

CONNECT

These are people for
whom significant
cultural experiences
aren't complete
until they share them

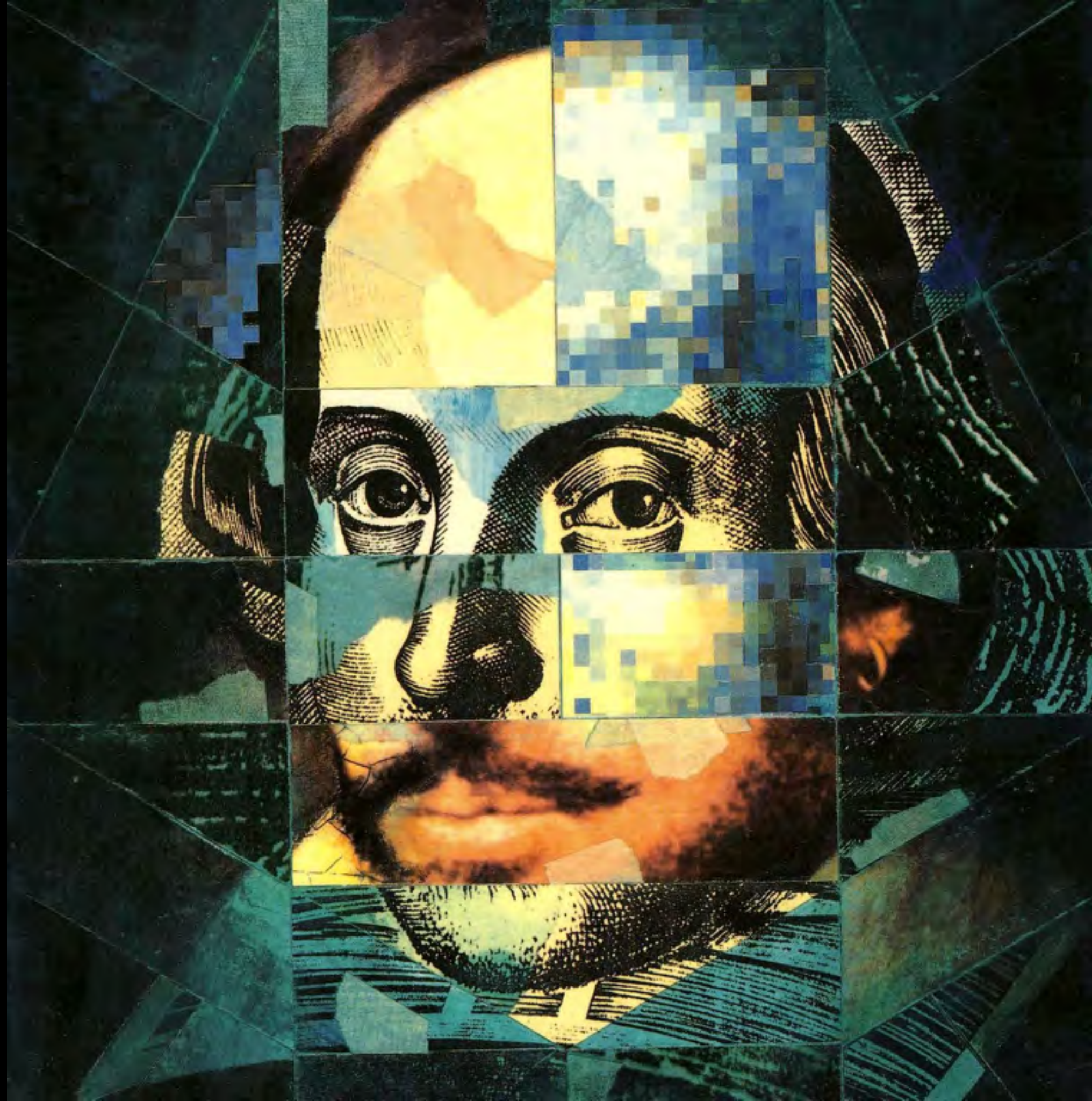


ART DOESN'T GET ITS POWER

UNTIL PEOPLE DECIDE TO DO
SOMETHING WITH IT









*Tonight's
gonna be a
good night,
sweet prince*







How Will Content Generation Impact Storage?

70% of the Digital Universe this year will be generated by users

That's 880 Billion Gigabytes, or almost 900 Exabytes. (using the same scale as above, the iStack - as large as a soccer pitch - would reach 66,243 miles past the moon.)

AUDIENCES VERSUS FANS

An audience shows up when they're told to.

A fan base chooses what they'll pay attention to.

An audience goes home after the show.

A fan base shares, comments, curates and creates.





“It’s really been about trying to construct games around the user, making them the center of the universe.

How can you give players more creative leverage and let them show off that creativity to other people?”

*-Will Wright
video game designer
(180 million games sold)*





Paul Smith
Google Inc.

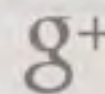
Reminders for Paul

Paul owes you \$20
Ask him about his trendy scarf

Last Conversation

Paul: Wanna meet up today?
Me: Meet me in front of Strand
Books at 2.

Tuesday @ 11:42 am



behavio sensing

Feb 19, 2012 - 04:22:12pm



walking at 3mph

with you



Nadav Aharony
with you
12:30pm to 8:20pm



Alan Gardner
with you
12:30pm to 8:40pm



Cody Sumner
with you
12:31pm to 8:30pm



Joi Ito
with you
04:15pm to 6:30pm

apps used this hour



what you were saying



12:00pm
Off to grab lunch with @codyc and @alan_gardner before exploring the city



02:30pm
Brilliant brainstorming session over lunch



04:50pm
@joi Wks great running w/ you on the way back to the conference

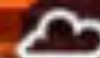


09:50pm
19 Photos uploaded

shared photos



moderate talking levels



56° F
partly cloudy
41% humidity

Demographics

Age / Gender

Race

Location

Employment Status

Psychographics

Personality

Values

Attitudes

Interests

Lifestyles



THE CHRISTIAN SCIENCE MONITOR Bennett

When you hear a radio, write down:

TIME

Write the time you start listening and the time you stop. If you start at one time of day and stop in another, draw a line from the time you start to the time you stop.

STATION

Write the call letters, dial setting or station name. If you don't know, write down the program name. If you listen over the Internet or to a satellite radio service, please include the station name or channel number.

Mark AM or FM.

AM and FM stations can have the same call letters. Make sure you mark ☒ the right box.

THURSDAY						
Time		Station	Mark <input checked="" type="checkbox"/> one		Mark <input checked="" type="checkbox"/> one	
Start	Stop	Call letters, dial setting or station name. <i>Don't know? Use program name.</i>	AM	FM	At Home	In a Car
5:45	7:15	KGTV		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
7:15	7:40	108.5		<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
9:30	:	KEM	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
:	:					
:	:					
:	:					
:	2:00					
2:15	2:35	Alpha Satellite - Ch 288				<input checked="" type="checkbox"/>
:	:					
4:20	4:25	Internet - WGXP			<input checked="" type="checkbox"/>	
:	:					
7:05	9:50	Jo Cauvery Show	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
:	:					
11:30	12:15	Robin 87.5		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
:	:					

If you didn't hear a radio today, please mark ☒ here.

PLACE

Mark where you listen:

- ☐ at home
- ☐ in a car
- ☐ at work
- ☐ other place

Write down *all* the radio you hear. Carry your diary with you starting

No listening?

If you haven't heard a radio all day, mark ☒ the box at the bottom of the page.



Radio ratings shake-up

The quarter ended Sept. 15 was the first during which Arbitron Inc. used the new Portable People Meter device in the Indianapolis market. Here is a comparison of how that period compared with Arbitron's last two quarters using the old system. One rating point means 1 percent of all people listening to radio are tuned into that station.

Station, format	Winter 2010 ⁽¹⁾	Spring 2010 ⁽¹⁾	Summer 2010 ⁽²⁾
WFMS-FM 95.5, country	10.1	7.9	10.6
WYXB-FM 105.7, soft rock	4.4	5.2	9.6
WJJK-FM 104.5, classic rock	5.3	4.9	7.4
WLHK-FM 97.1, country	5.5	3.2	6.4
WTLC-FM 106.6, urban contemporary	6.9	5.7	6.4
WFBQ-FM 94.7, classic rock	5.6	6.8	6.3
WNOU-FM 100.9, contemporary hits	3.4	4.0	6.3
WIBC-FM 93.1, news/talk	7.5	7.9	5.7
WRZX-FM 103.3, alternative rock	4.0	4.3	4.8
WHHH-FM 96.3, contemporary/urban	6.6	7.0	4.7
WNTR-FM 107.9, rhythmic oldies	3.2	3.0	4.1
WZPL-FM 99.5, modern adult contemporary	3.3	4.1	4.1
WTTS-FM 92.3, adult alternative	2.6	2.2	3.1
WFNI-AM 1070, sports news/talk	2.6	2.4	2.7
WTLC-AM 1310, urban gospel	2.3	2.2	2.3

(1) Measured using pen-and-paper diary system

(2) Measured by Portable People Meter

Source: Arbitron Inc.



Knowledge is
having the right
answer.

Intelligence is
asking the right
question.

Split A/B Testing

A

Google

Search

Advanced Search
Customize

Results 1 - 18 of about 4,620,000 for toaster (0.07 seconds)

Web Results

[Toaster at Cooking.com](#)

[cooking.com](#) Great toaster selection, great Customer, appliances and more.

Sponsored Link

Sponsored Links

[Toaster](#)

B

Google

Search

Advanced Search
Customize

Results 1 - 18 of about 4,620,000 for toaster (0.12 seconds)

Web Results

[Toaster at Cooking.com](#)

[cooking.com](#) Great toaster selection, great Customer, appliances and more.

Sponsored Link

Sponsored Links

[Toaster](#)

C

Google

Search

Advanced Search
Customize

Results 1 - 18 of about 4,620,000 for toaster

Web Results

[Toaster at Cooking.com](#)

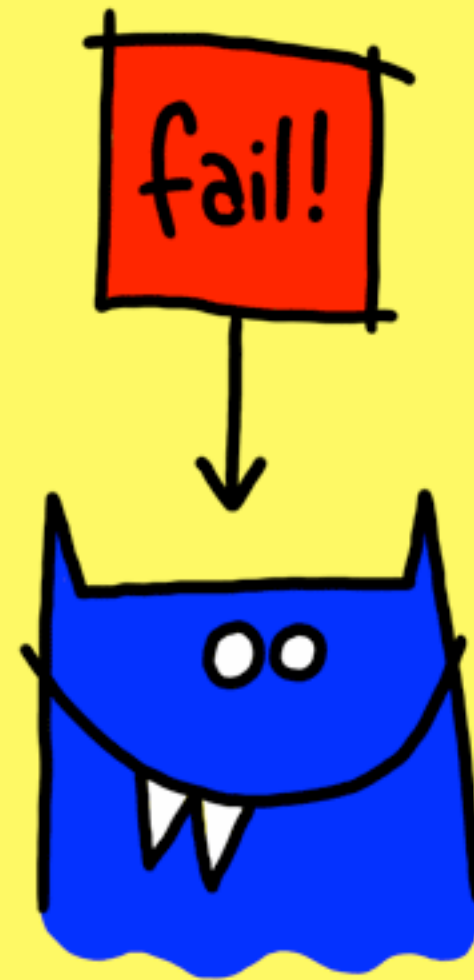
[cooking.com](#) Great toaster selection, great Customer, appliances and more.

Sponsored Link

[Toaster](#)



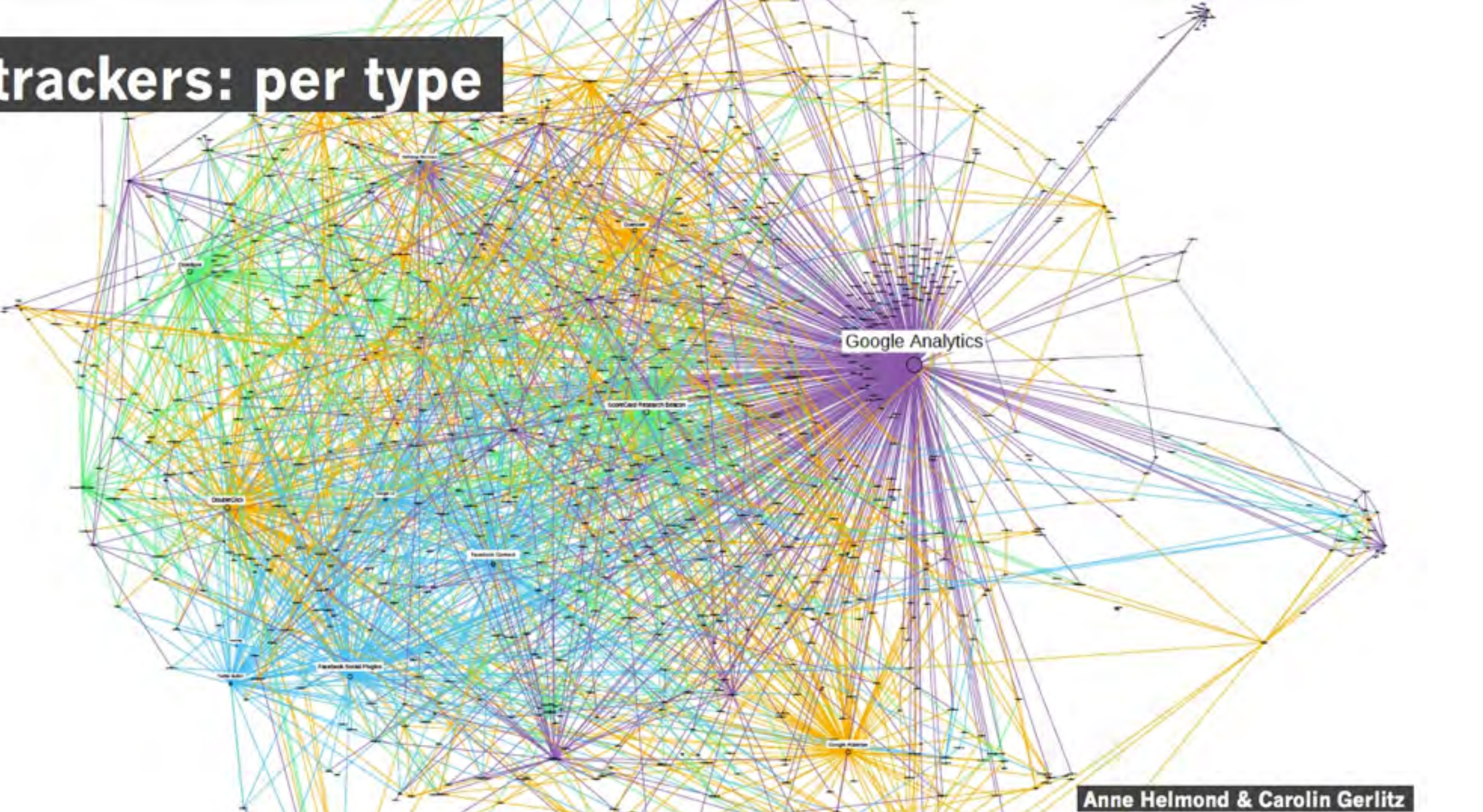
fail cheap.
fail quick.
fail often.
fail. fail. fail. fail.
fail. fail. fail. fail.
exactly.



@gapingvoid



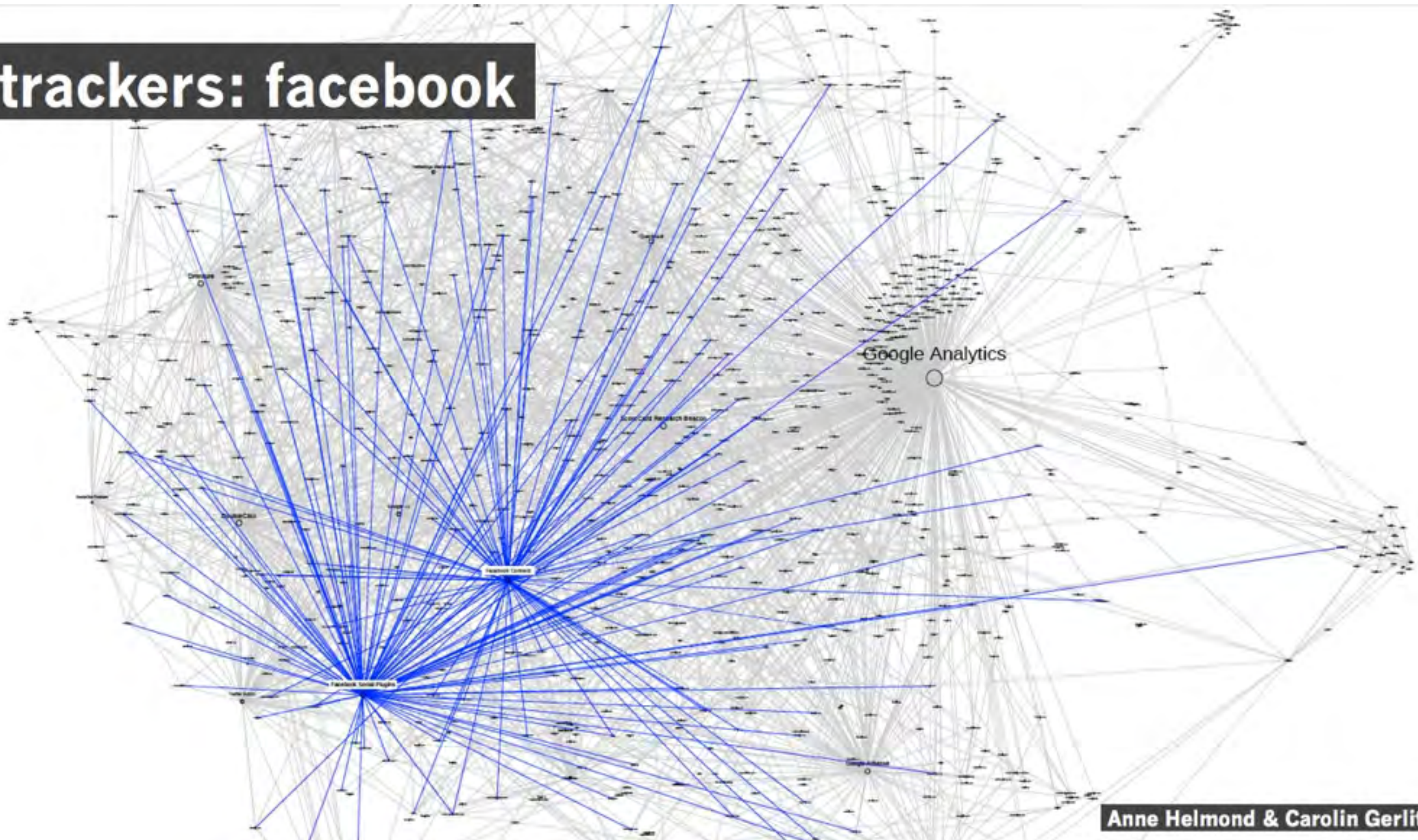
trackers: per type



Anne Helmond & Carolin Gerlitz

Anne Helmond & Carolin Gerlitz

trackers: facebook





Valuing social impact

impact

outcome

output

social change activity
e.g. project,
programme,
activity,
organisation,
policy

e.g. new stop smoking service

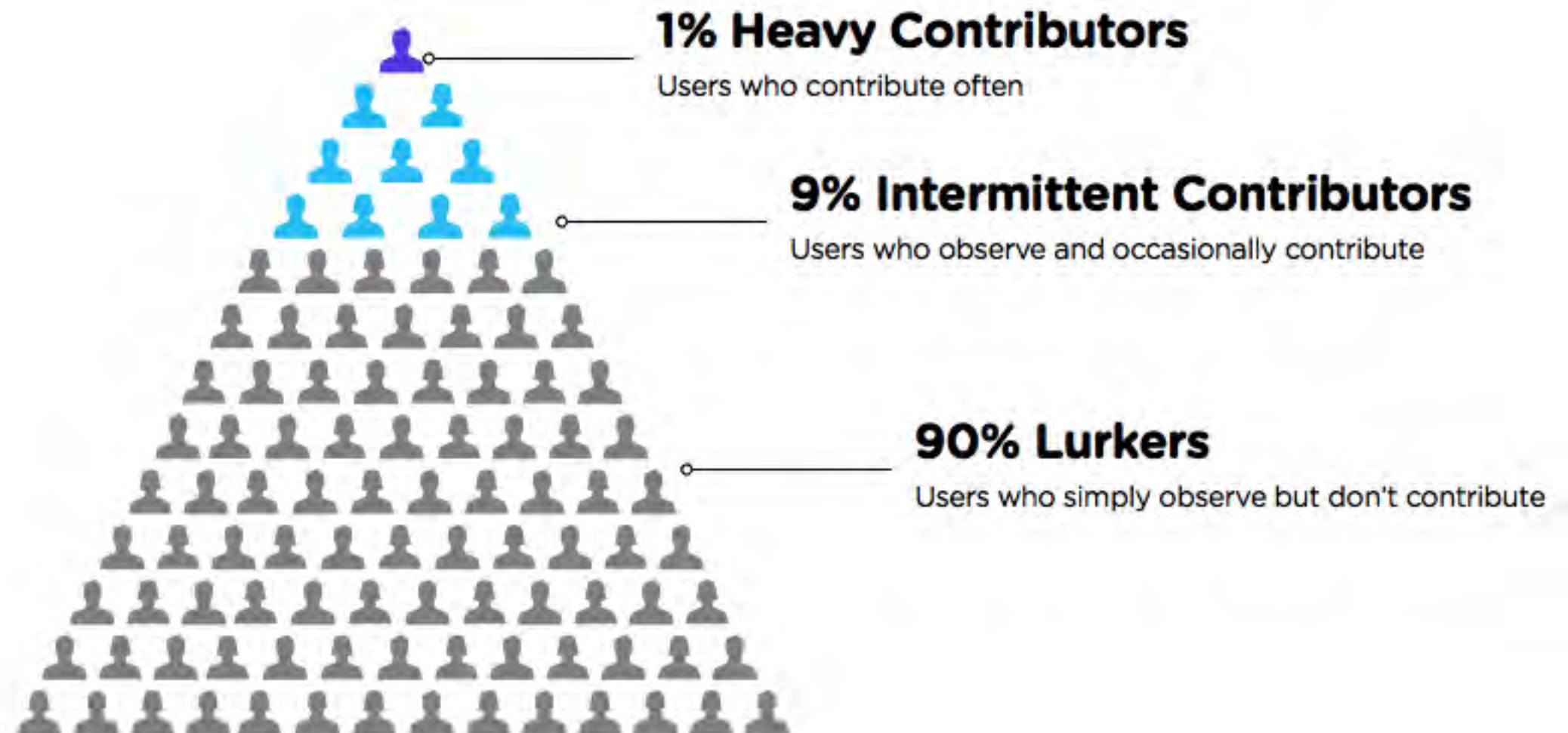
e.g. someone has stopped smoking

e.g. improved health for self and family

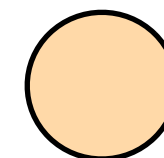
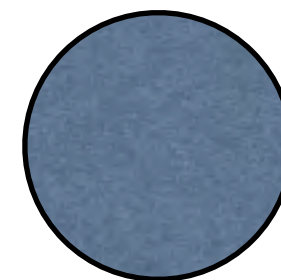
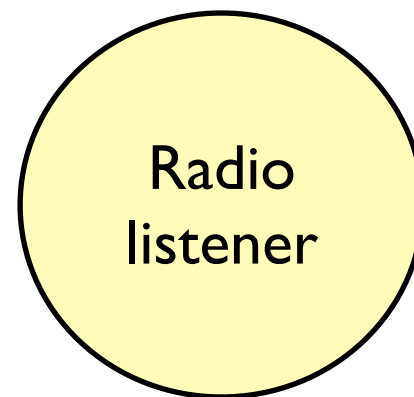
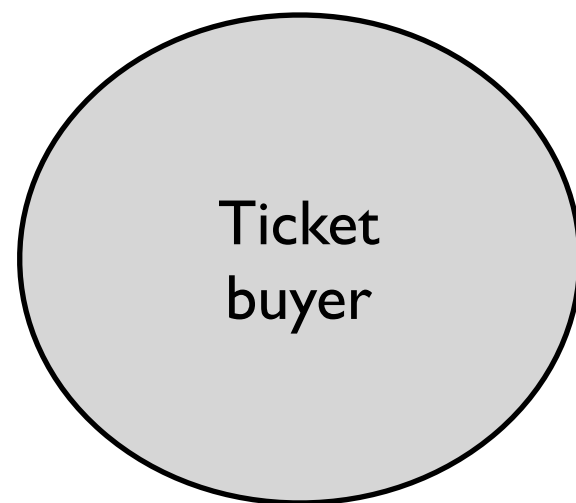
increased disposable income

... potential NHS saving ...

The 90-9-1 Rule

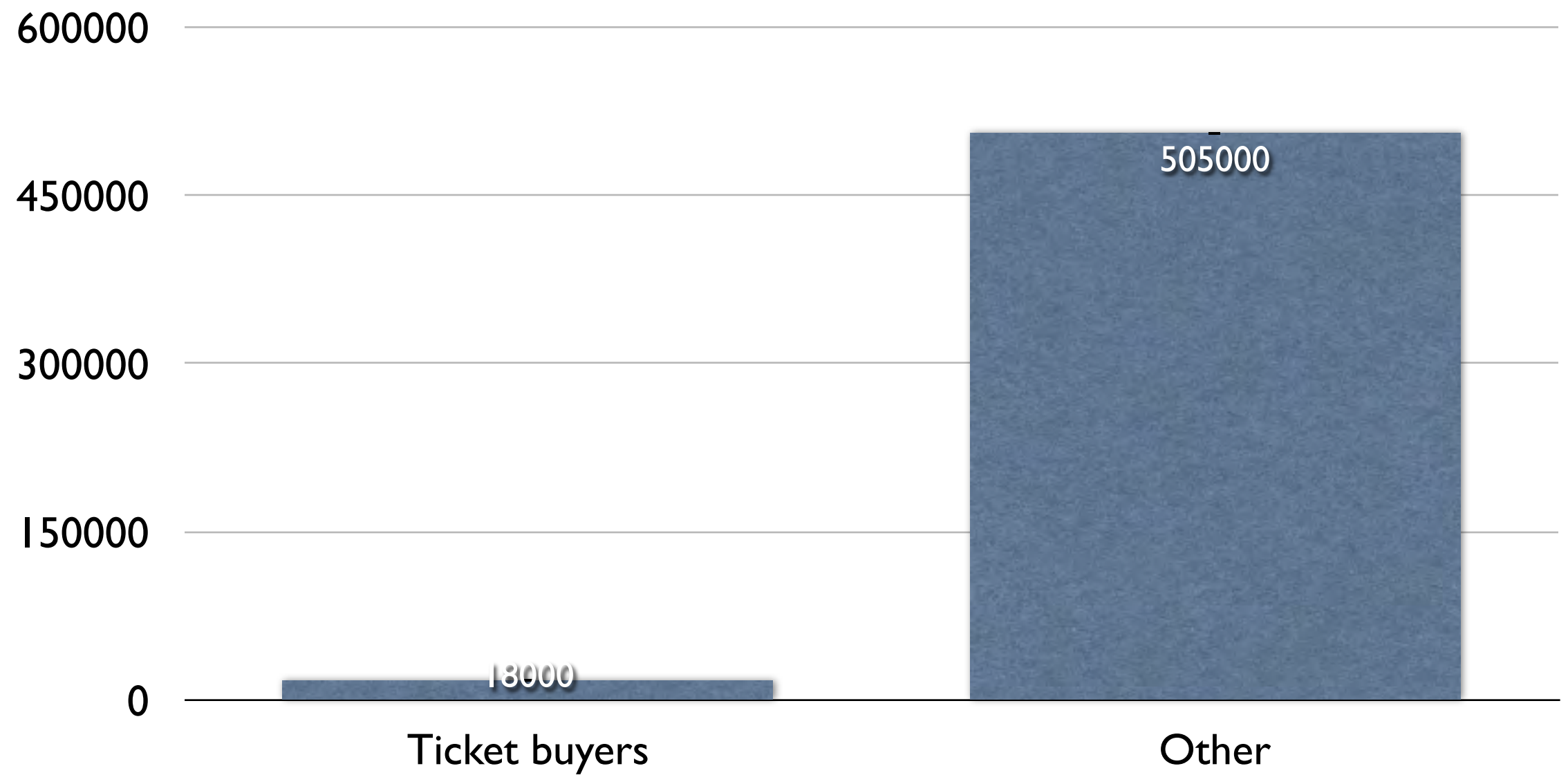


What is the relative value?

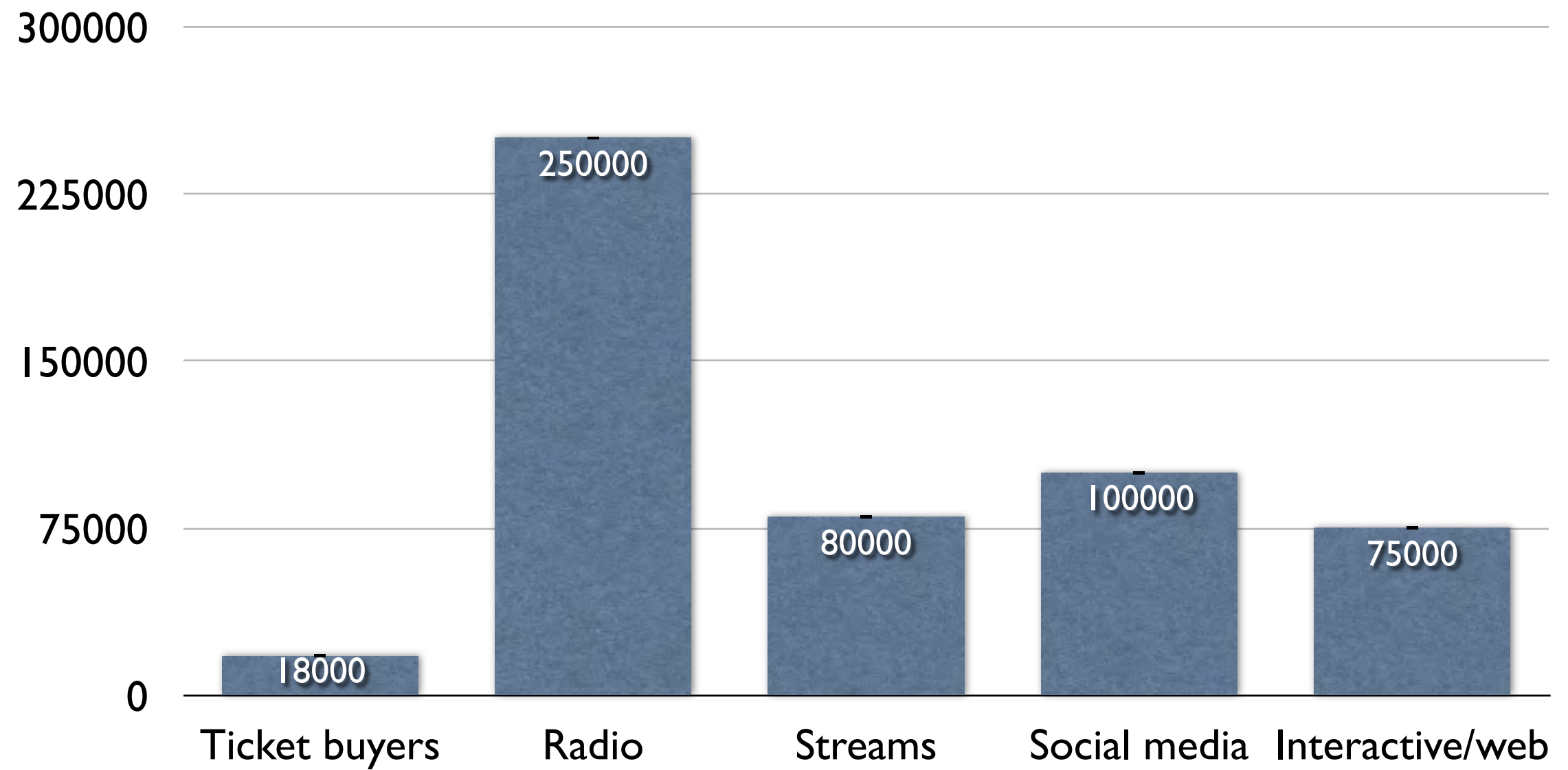




Define your reach



Extend your reach





Houzz = Ecosystem for Home Renovation & Design

Content



Inspiration - Photos

~3MM (+230% Y/Y)
World's largest photo database



Editorial - Guides / Articles

10K (+143%)
'Wikipedia' of home design



Community



Services - Professionals

400K (+198%)
Portfolios & reviews



Discussions

800K (+225%)
Pro & homeowner support / advice



Commerce

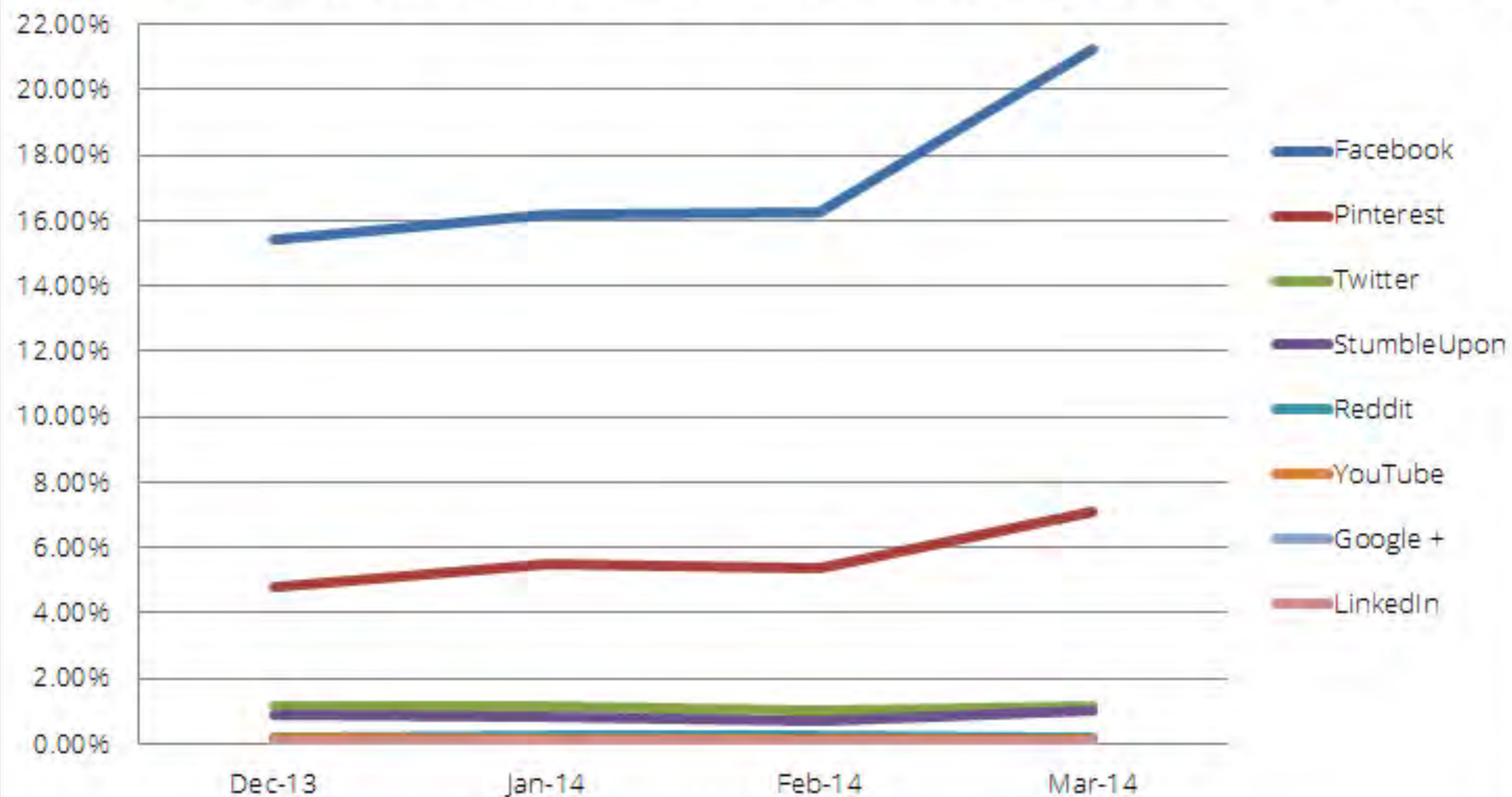


Products

2.5MM (+590%)
Discover & purchase



Shareaholic Social Media Traffic Referrals (December 2013 - March 2014)



Data based on aggregated activity across over 300,000+ sites and 400+ million unique visitors each month

- **Social Media Traffic Referral Leaders =**
Facebook / Pinterest / Twitter with estimated 21%, 7%, 1% of global referrals, per Shareaholic, 3/14.
- **Social Distribution Happens Quickly =**
Average article reaches *half* total social referrals in 6.5 hours on Twitter, 9 hours on Facebook, per SimpleReach, 5/14.



Search for people, places and things



Doug

Home



Doug McLennan

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News Feed

Messages

18

Events

5

Photos

Browse

Second National S... 4

PAGES

ArtsJournal.com 3

Arts Journalism 5

Pages Feed 20+

Like Pages 20+

Create Ad

APPS

Games

Pokes 3

MailChimp

Games Feed 20+

GROUPS

Groups You Admin

ArtsJournal

2010 NEA Theater ... 14

Engine31 1

The Los Angeles ... 20+

Arts Management... 20+

Jake Runestad: "... 20+

Update Status

Add Photos/Video

What's on your mind?



Leonard Jacobs via PIX 11

3 hrs · 🌐

Thank God she's not covering a murder trial.



NY Times' Maureen Dowd tries edible pot for story, with disastrous results

NEW YORK (PIX11) - While researching Colorado's booming marijuana trade,...

PIX11.COM

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Ann Nesby CD Release... tomorrow

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Jonah Hill: Jonah Hill Addresses His Controversial Remarks

Peter Dinklage: Peter Dinklage's Mulletted Year Photo

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Use the power of mobile to reach your customers. Build a mobile app today!

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Tile has begun shipping to our early backers. Order yours now for \$19.95.


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Designed for people who drive 10,000 miles per year or less.



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Pay-Per-Mile Insurance

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Melissa McCaig-Welles likes Lumo Bodytech.

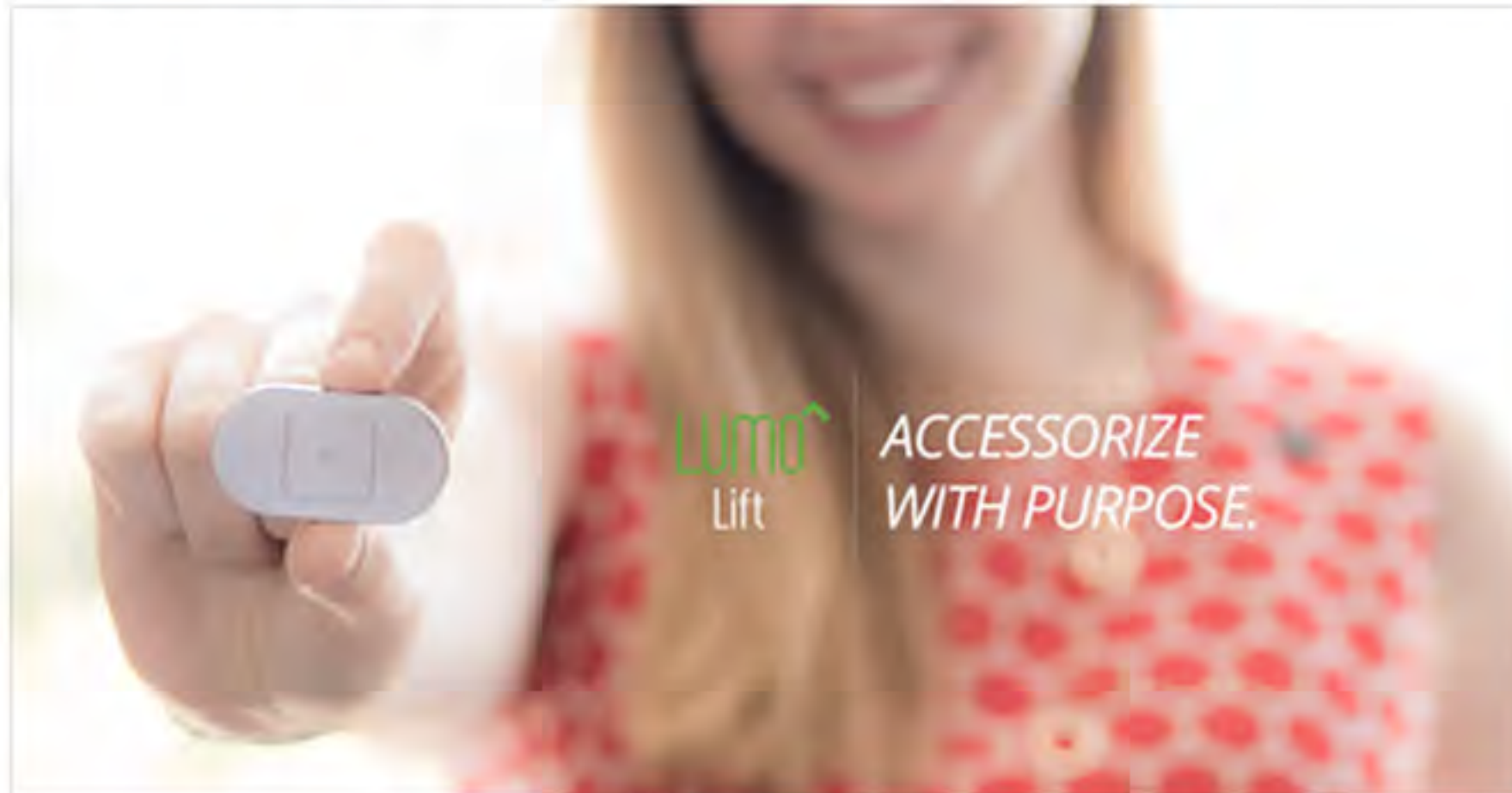


Lumo Bodytech

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Stand tall. Feel great. The all new Lumo Lift is almost here! Pre-order now for \$79. Price will increase soon!



Pre-order today!

Worn discreetly or as an accessory, Lumo Lift is beautiful and customizable to your taste.

ARE YOU READY TO STOP SLOUCHING?

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Like · Comment · Share ·  15  5  2

23,024 people saw this post

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It's easy to promote your posts so more people see them in news feed. It only costs \$5.00 to get started.

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Recent

Audience

- ☒ People who like your Page and their friends [?]
- ☐ People you choose through targeting [?]

Maximum
Budget

\$3,000



Est. People
Reached

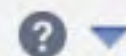
1,300,000 - 3,400,000 of 57,000,000



Your budget and targeting determine how many people your post will reach.

[More Options ▼](#)

Brenda
His Su
techcr



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Newsletters.
www.artsjournal.com/landing/artsjournal-newsletters/
Website: www.artsjournal.com

www.artsjournal.com

Promote

PHOTOS



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stories people talk about

OL
of arts,

POSTS TO PAGE



Co-Opera Co
May 16 at 5:00am

On Friday 27th June Co-Opera Co. will be

[check.com/pages/ArtsJournal.com/187659085108#](https://www.facebook.com/pages/ArtsJournal.com/187659085108#)

Has Biennial Culture Go
hyperallergic.com

Like · Comment · Share

127 people reached

ArtsJournal.com
Posted by IFTTT

Donors To Miami MoC.
The donors filed a court
benefits by giving art a
potentially significant n
with the city.

June 04, 2014 at 03:28



MO
Mi
ww

Like · Comment · Share

132 people reached



Boost your post to reach more people. Learn More.

Audience

- ☐ People who like your Page and their friends [?]
- ☒ People you choose through targeting [?]

Default Audience

Edit

Gender: Men or Women
Age: 13-65
Locations: United States

Maximum Budget

\$30.00

Est. People Reached

5,500 - 15,000 of 110,000,000

Your targeting is very broad. Narrow your targeted audience if you want your promotion to reach more people that you care about.

Currency

US Dollar

More Options



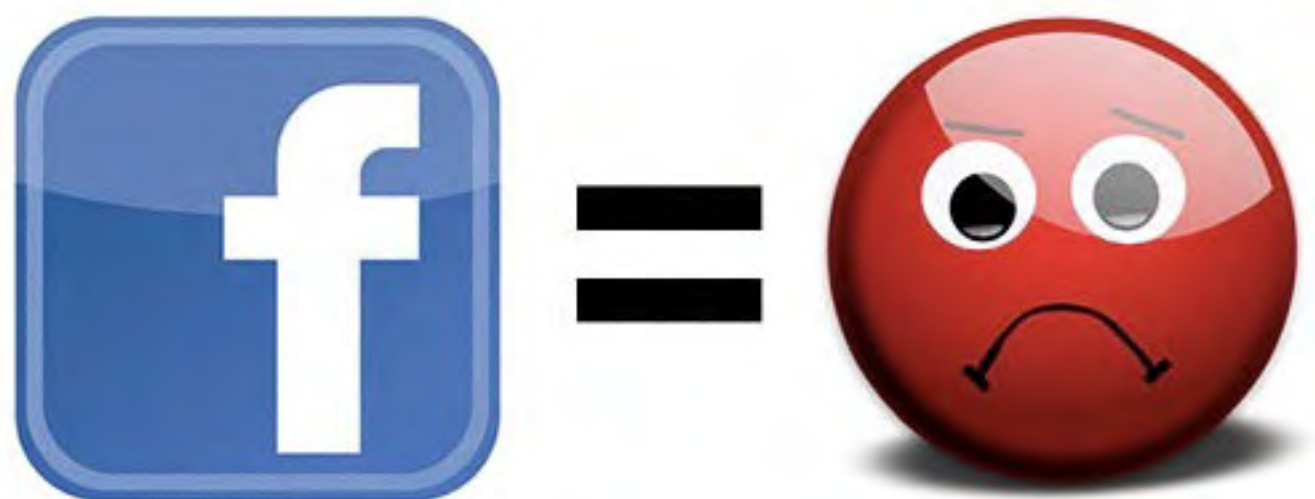
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Boost Post

ArtsJournal.com shared a link.

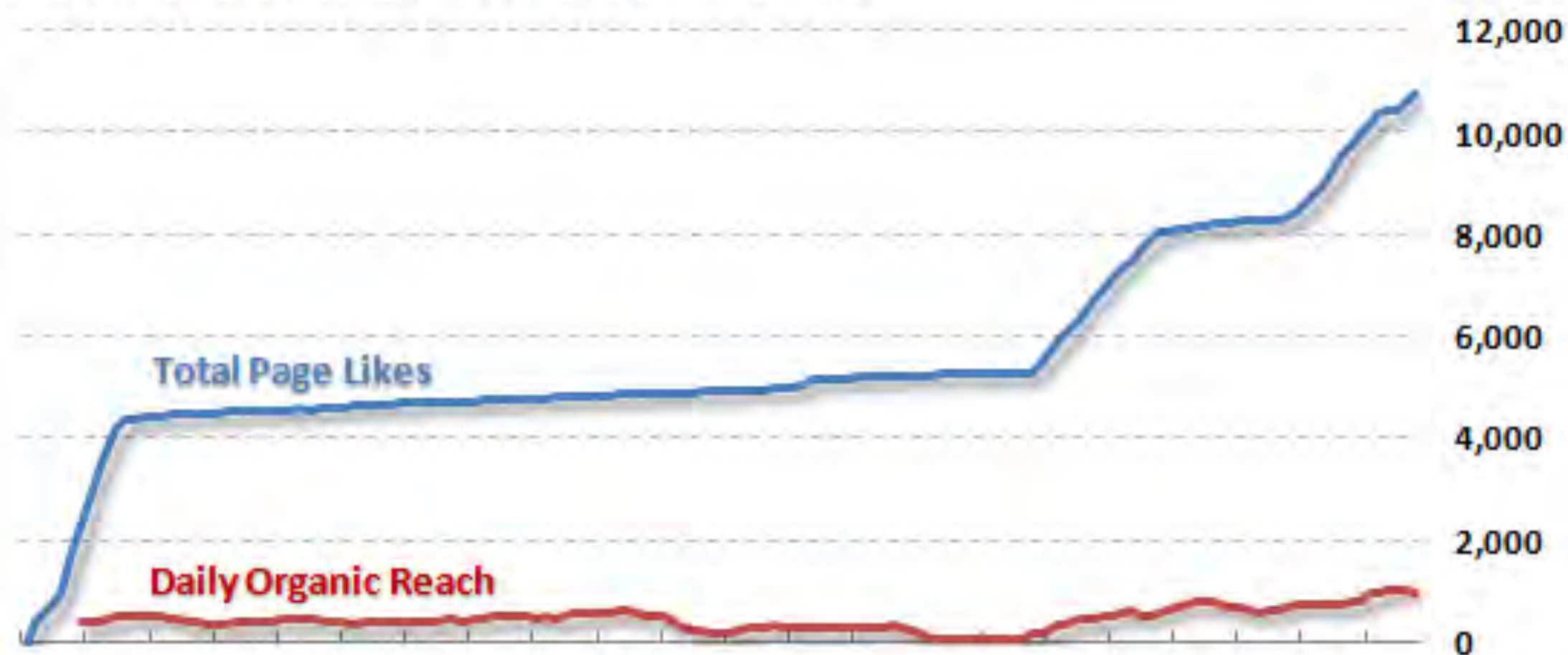


ORGANIC REACH PER FAN

FEB 2012 – MARCH 2014



Facebook's News Feed Algorithm Intentionally Limits Access To Your Fans



Source: Facebook Insights data for The Federalist; daily organic reach is the number of unique individuals who see unpaid content from The Federalist in their news feed or ticker each day

the
FEDERALIST



OUR MISSION:

**TO BRING INSPIRATION AND
INNOVATION TO EVERY ATHLETE*
IN THE WORLD**



20,233
visitors

The Toby Attendance

The total attendance number for Tobias Theater.

JUL 11, 2010

[MORE](#)

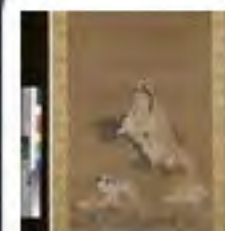
6,451
memberships

IMA Membership

The total number of active IMA member households.

JUL 6, 2010

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20
works of art

Number of Artworks On Loan

Works of art on loan to other institutions.

JUN 25, 2010

[MORE](#)

\$315,300,000

Total Size of the IMA's Endowment

The year to date (May 31, 2010) gross value of the IMA's endowment.

JUN 16, 2010

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29
works of art

New Works on View

The number of new works on view in the IMA's galleries for the month of May 2010.

JUN 7, 2010

[MORE](#)



49,389
KWH per day

Energy Consumption

The IMA's average daily energy consumption for October 2009.

JAN 14, 2010

[MORE](#)



Museum Admissions

An interactive map of admissions by zip code

[MORE](#)



28,299
students

Total Educational Tour Participation

Students who have participated in educational tours at the IMA in 2008.

JAN 30, 2009

[MORE](#)

206,631
visits

Attendance YTD


Visitors to the IMA this year.

[MORE](#)



Building an Aesthetic

Story-telling



It was a dark
and stormy night ...

What's Your Story?

and how do you tell it?



FASTERPIECE.

DESIGNED FOR DRIVING PLEASURE.

Story-Telling

Program notes

ThE CoLoRS oF mUsiC



Story-Telling

Apple

The background of the advertisement is a photograph of a majestic, snow-capped mountain peak under a clear blue sky. In the foreground, two people are seen from behind, standing on a snowy ridge and looking towards the mountain. The overall scene conveys a sense of adventure and exploration.

iPad Air

Extra hardware required for some uses

Story-Telling

Apple



Esa-Pekka Salonen
conductor, composer

Story-Telling

Apple



Ojai Music Festival

Access
25,000 viewers



Story-Telling

Miami City Ballet

CURTIS
INSTITUTE OF MUSIC

Exploring Beethoven's Piano Sonatas

Jonathan Biss

7,500 Students

Workload: 1-2 hours/week

Next Session:

Sep 3rd 2013 (5 weeks long)

Sign Up

★ Let me know if new sessions are announced.

About the Course

Our relationship to Beethoven is a deep and paradoxical one. For many musicians, he represents a kind of holy grail: His music has an intensity, rigor, and profundity which keep us in its thrall, and it is perhaps unequalled in the interpretive, technical, and even spiritual challenges it poses to performers. At the same time, Beethoven's music is casually familiar to millions of people who do not attend concerts or consider themselves musically inclined. Two hundred years after his death, he is everywhere in the culture, yet still represents its summit.



More students for this one class than all the students who have graduated from Curtis in all its history



Jonathan Biss
Curtis Institute of Music

STORY-TELLING

ESTABLISH CONTEXT

THE 2014-2015 ORCHESTRA SEASON BY THE NUMBERS

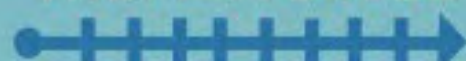
During the 2014-15 season 21 symphony orchestras will perform more than 1,000 pieces from 286 composers almost 4,600 times

1886

IS THE
AVERAGE YEAR
OF COMPOSITION



9.5% PIECES
WRITTEN SINCE



50

PREMIERED

COMPOSER GENDER IN CONCERT PERFORMANCES

OVERALL

LIVING



STORY-TELLING

DEFINE YOUR PLACE

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Stories / SO WHAT IS NEXT FOR CLASSICAL MUSIC, ANYWAY?

By Ricky O'Bannon

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The future of classical music is as bright as it is unpredictable, but the musicians and institutions must be brave and entrepreneurial.

That was one of the main messages to come out of a panel discussion at the Peabody Institute titled [What's Next for Classical Music?](#)

The symposium featured Baltimore Symphony Orchestra Music Director Marin Alsop, rock musician and John Hopkins professor Thomas Dolby, renown flutist Marina Piccinini, League of American Orchestras CEO Jesse Rosen and [Ben Cameron](#) who is the program director for the arts at the Doris



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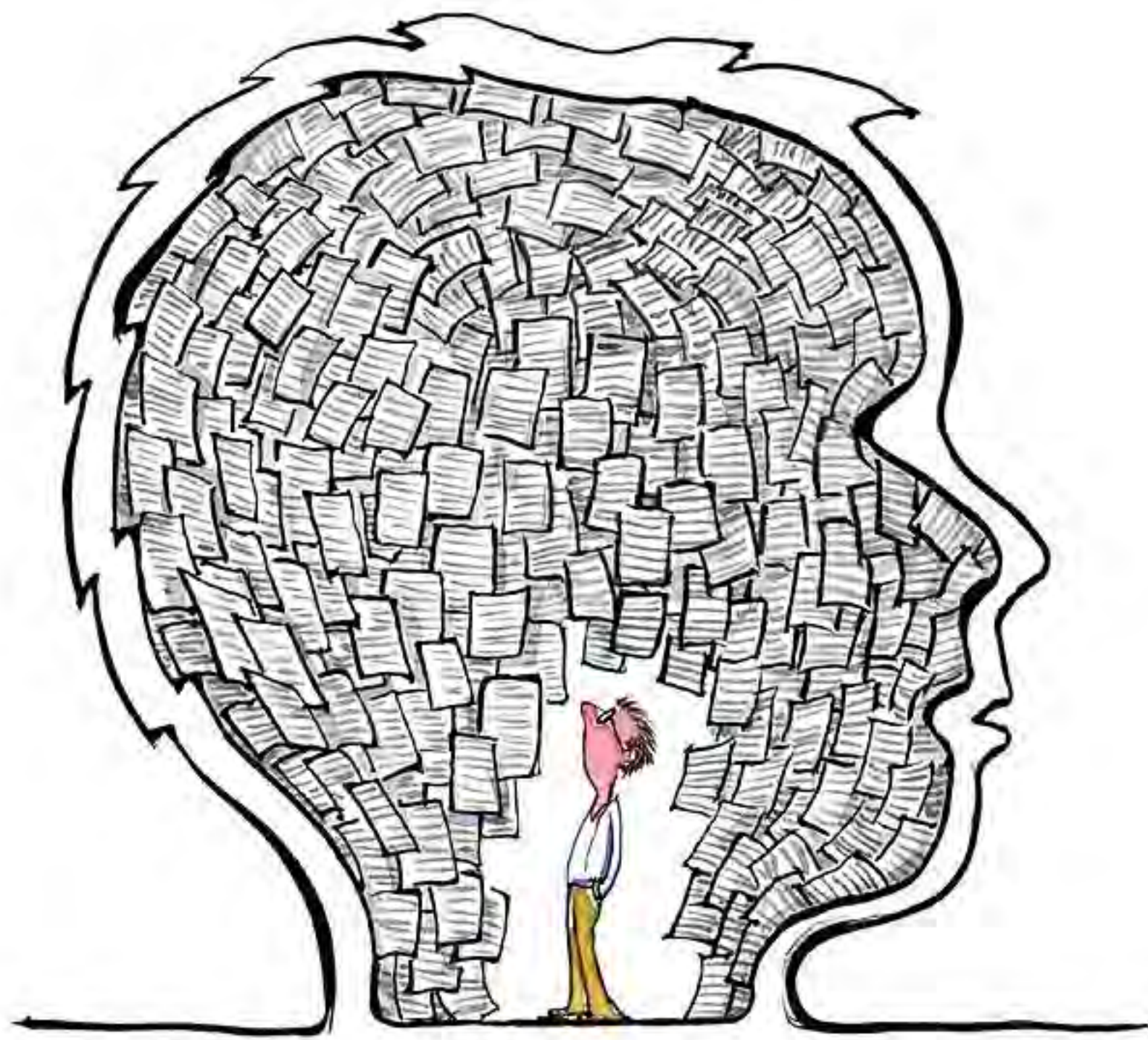


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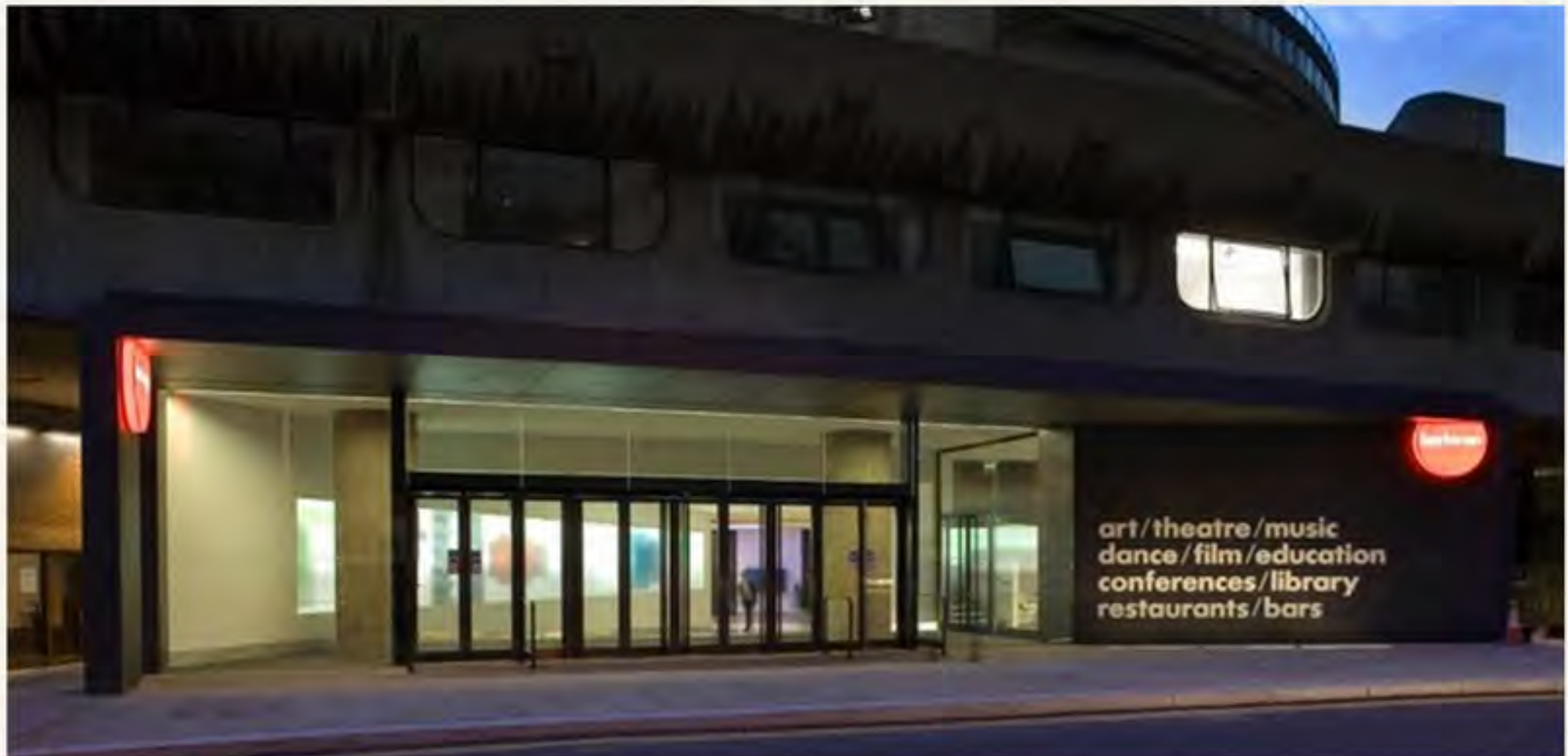
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The Barbican in London



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