

Future Festivals South Africa

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Outline

1. Introduction to the Future Festival SA project
2. Research team
3. Project overview
4. Early insights from the team:
 - Fiona Drummond: Mapping South Africa Festivals
 - Delon Tarentaal: Learning about new audiences
 - Dr Jonathan Gross: Thinking of new possible futures

Research Project

- Funded by the Arts & Humanities Research Council (AHRC) in UK (Nov 2020-October 2021)
- It aims to investigate the impact of Covid-19 on arts festivals in South Africa (SA), building a new knowledge base - and a collaborative network - to enable them to survive these challenging times, and to thrive in the future.
- Mixed methods data collection including: case studies, quantitative audience data, mapping, qualitative interviews and futuring activities.
- Mapping impact but also new ideas for the future: including new business models, and new approaches to audiences and participation.

<http://www.future-festivals.org/>



International Multidisciplinary Research Team

Dr Roberta Comunian



Prof Jen Snowball



Dr Jonathan Gross



Mr Delon Tarentaal

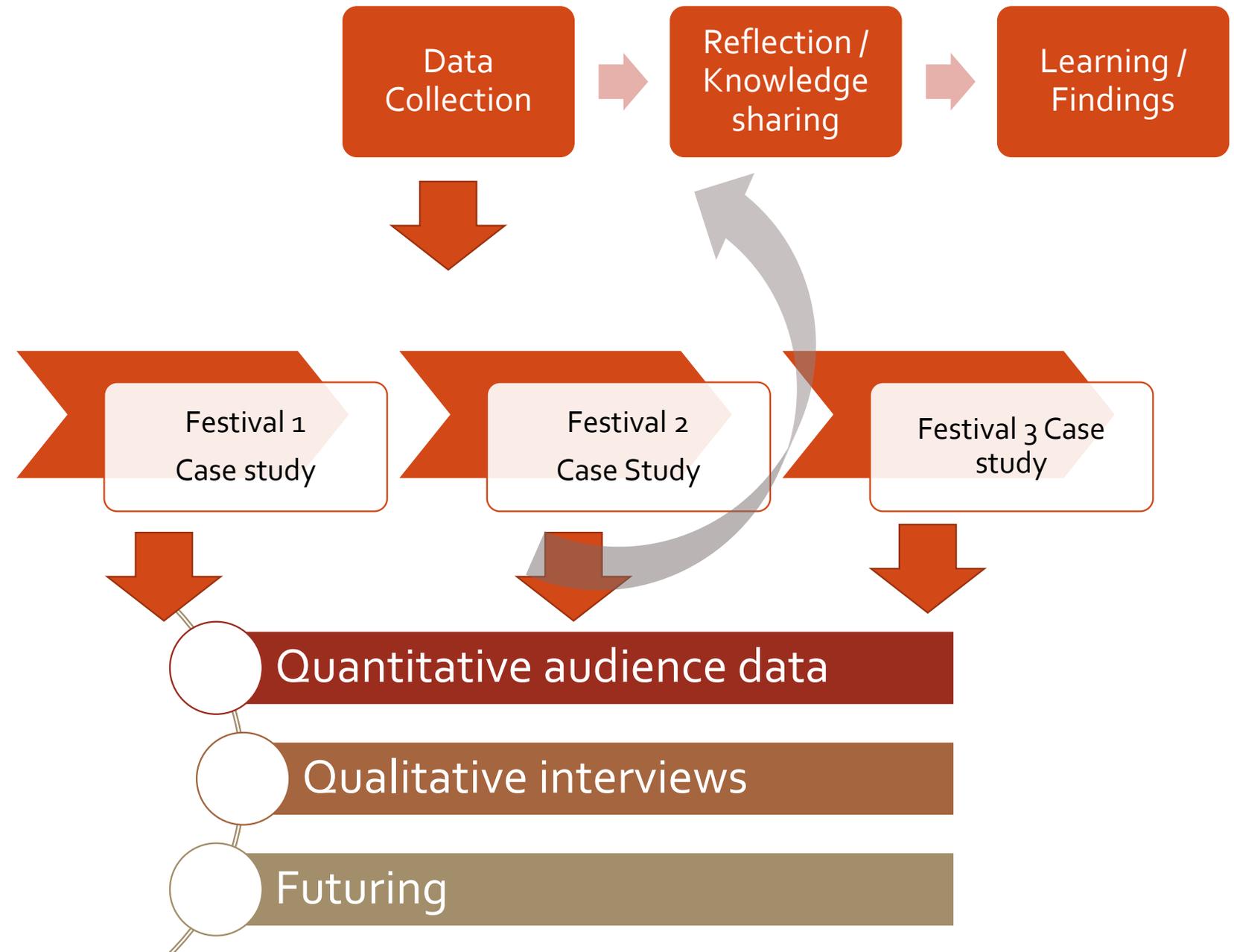


Ms. Fiona Drummond





Project timeline



Mapping South Africa's Festivals

Fiona Drummond

Searching for Festivals

Online searches for South African arts and culture festivals:

Web scraping tool

General searches per province and festival category

Tourism websites and articles

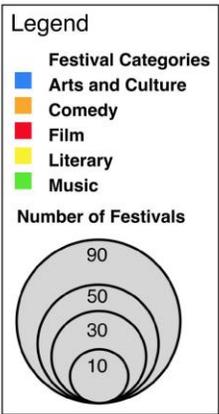
Facebook pages and recommendations

Province	Total Festivals	
	2019	2020
Eastern Cape	16	8
Free State	6	4
Gauteng	54	33
KwaZulu-Natal	22	14
Limpopo	6	3
Mpumalanga	8	0
Northern Cape	6	3
North West	3	0
Western Cape	93	50
South Africa	214	115

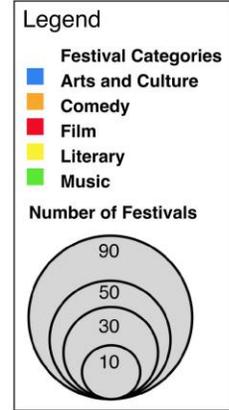
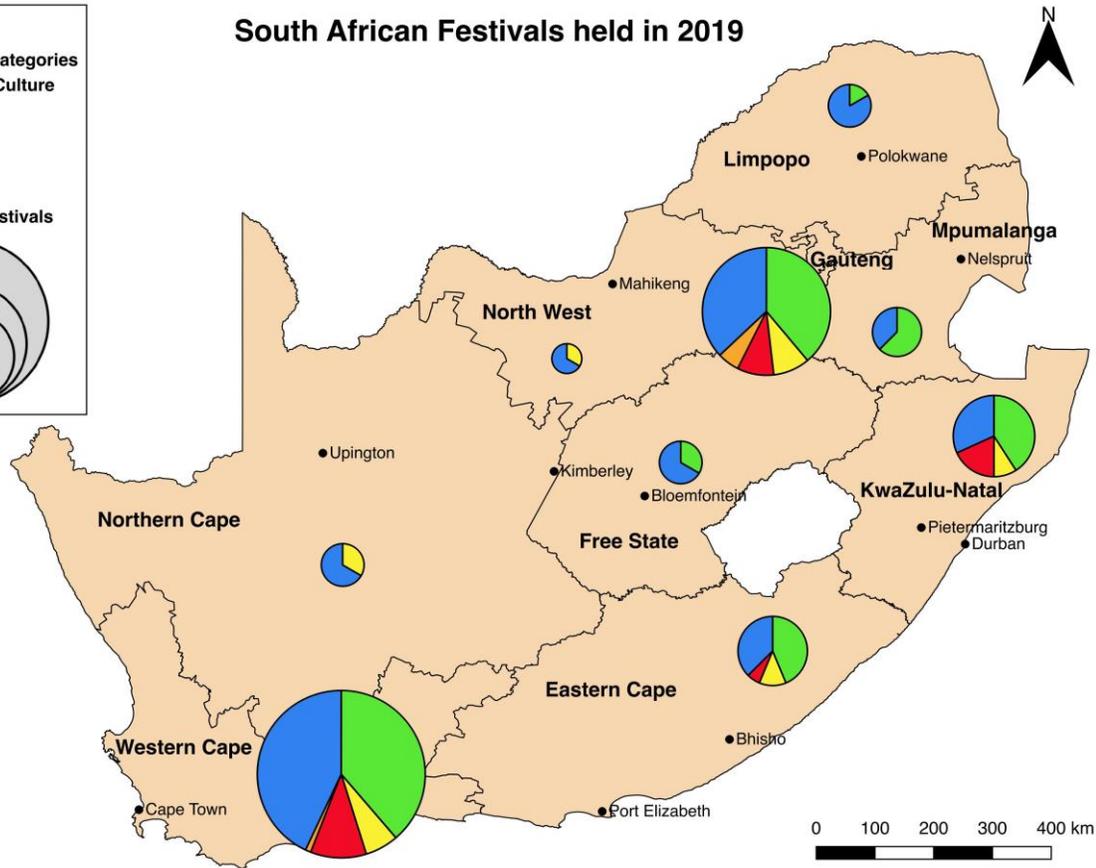
Types of Festivals and their COVID-19 Response

Festival Category	Total Festivals	
	2019	2020
Arts and Culture	91	45
Comedy	4	4
Film	20	17
Literary	18	10
Music	81	39

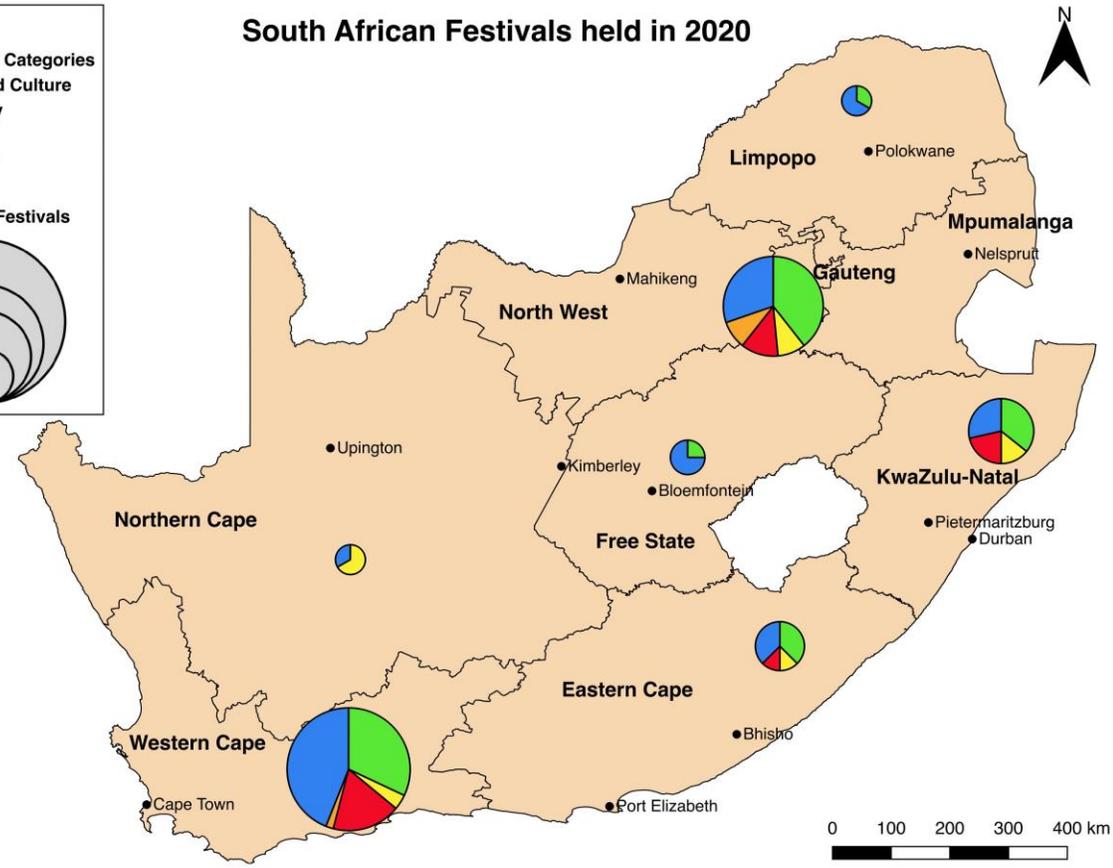
Comparison of South African Festivals Held in 2019 and 2020



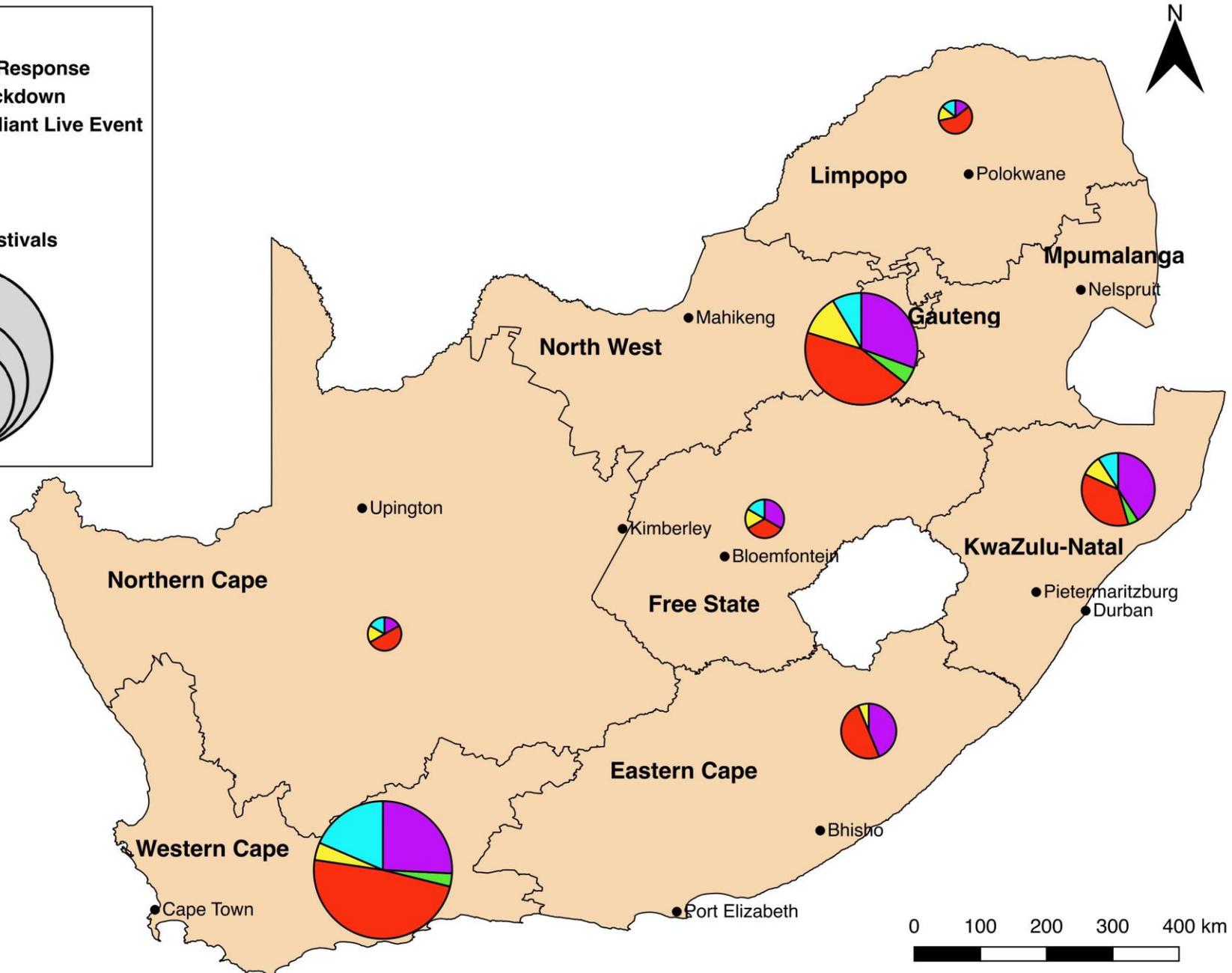
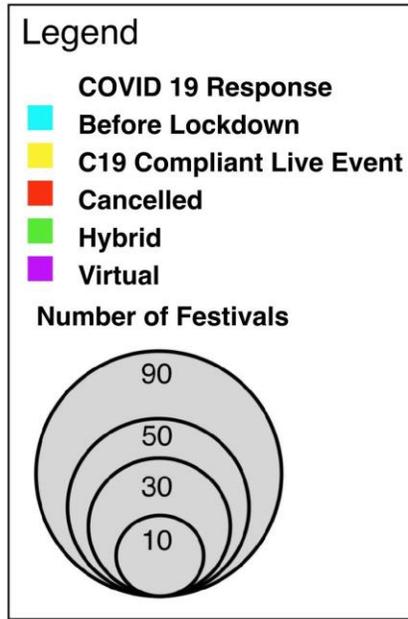
South African Festivals held in 2019



South African Festivals held in 2020



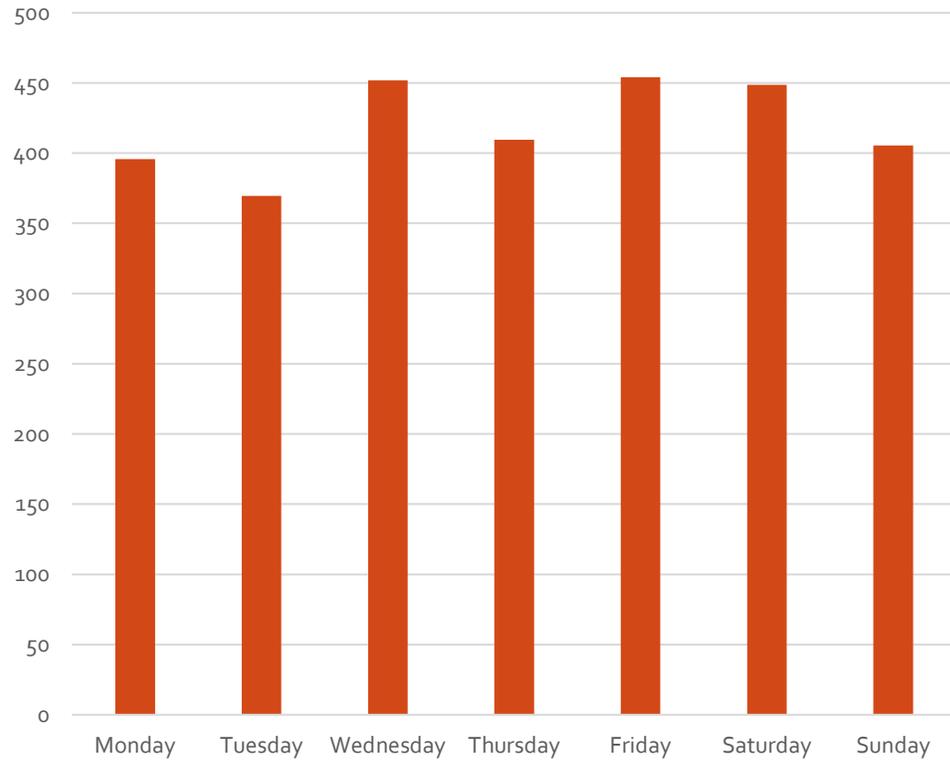
South African Festival Responses to COVID-19 in 2020



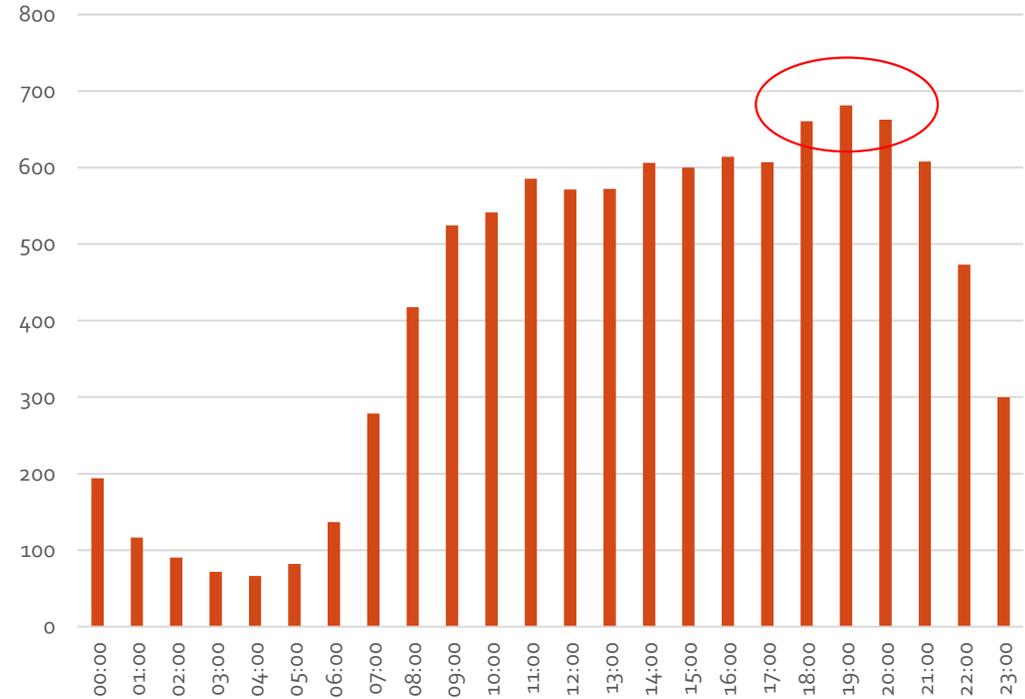
Learning about new
audiences

Delon Tarentaal

Average Daily Viewership

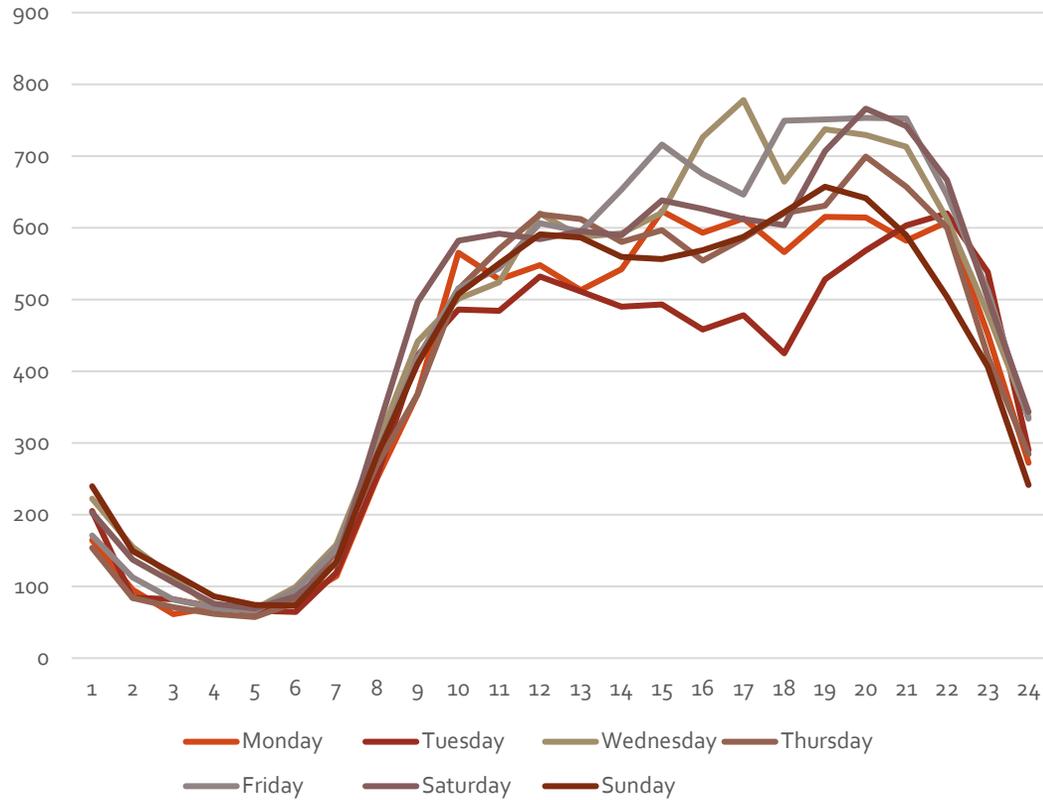


Average Hourly Viewership

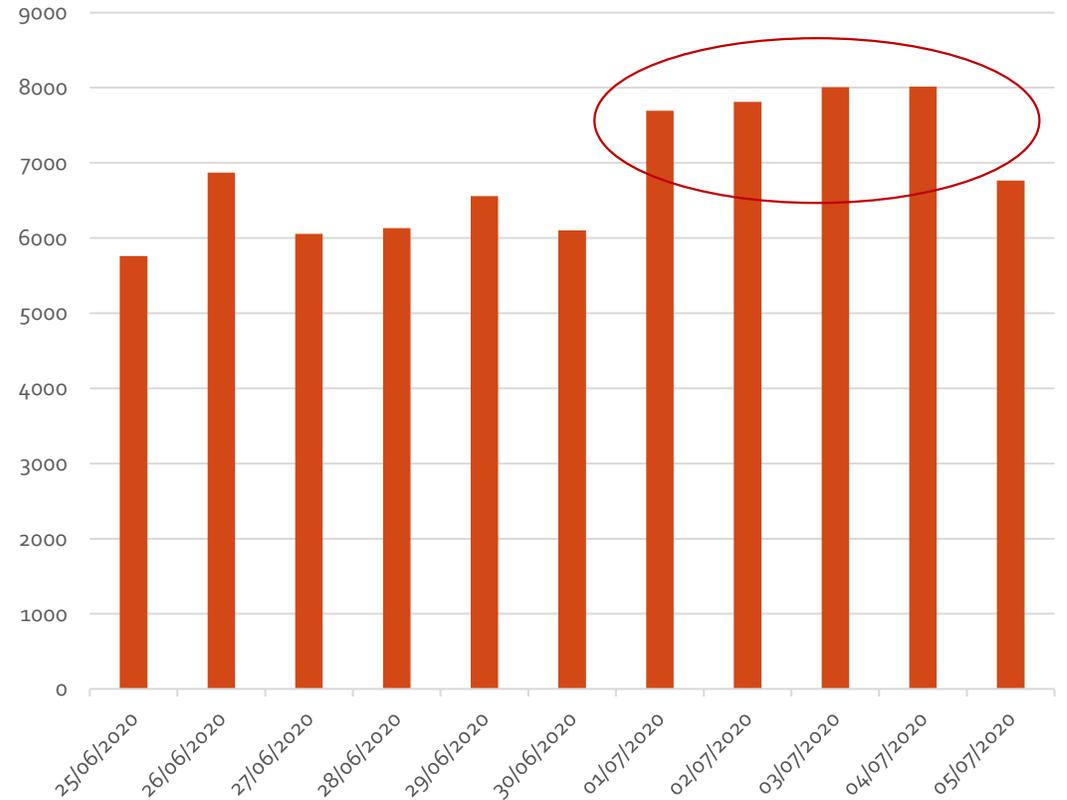


Audience Weekday and Time of Day Preferences

Hourly Viewership Trend

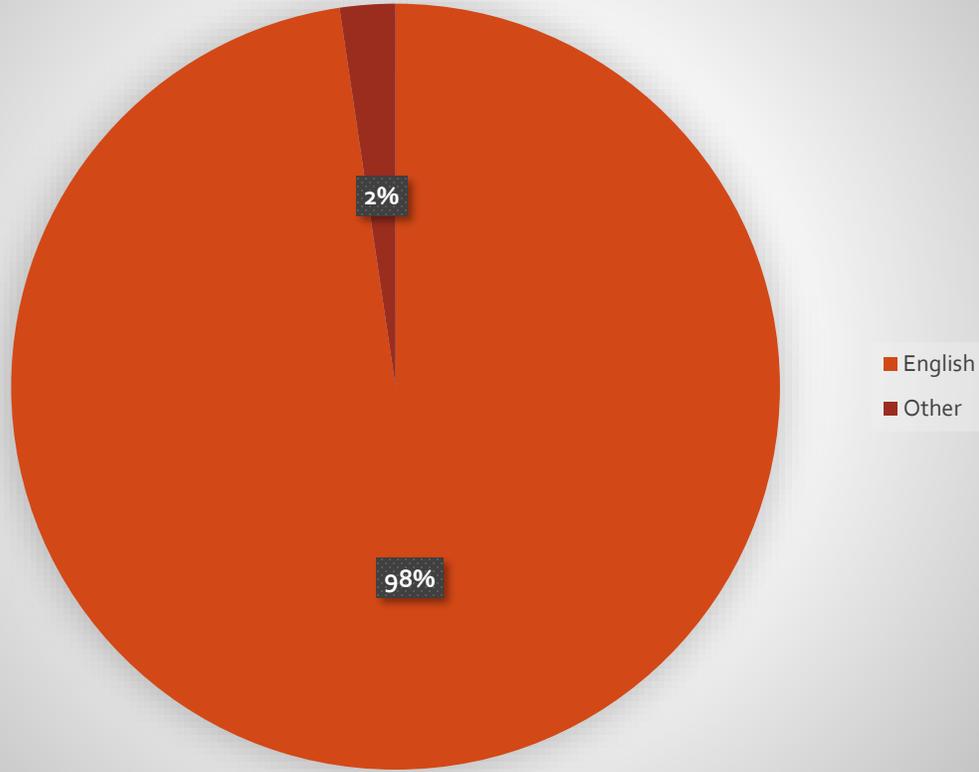


Daily Viewership

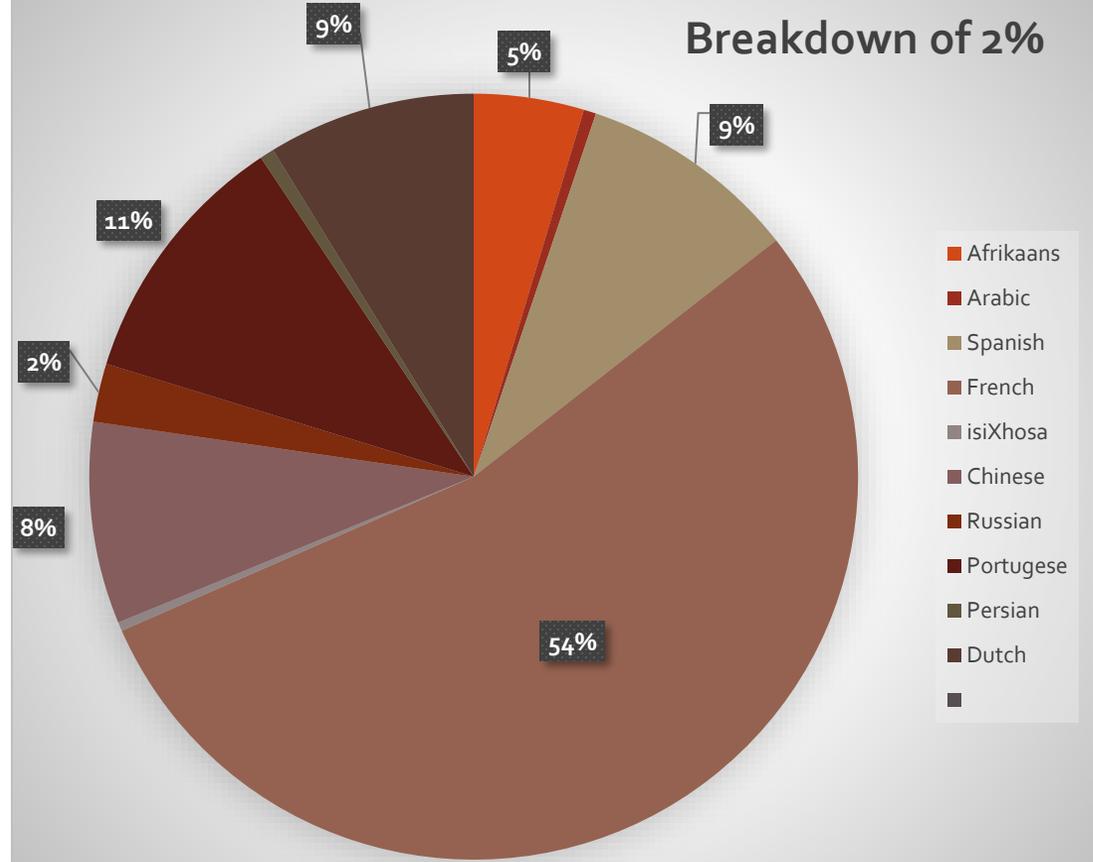


Audience Engagement over Festival Duration

English Dominance

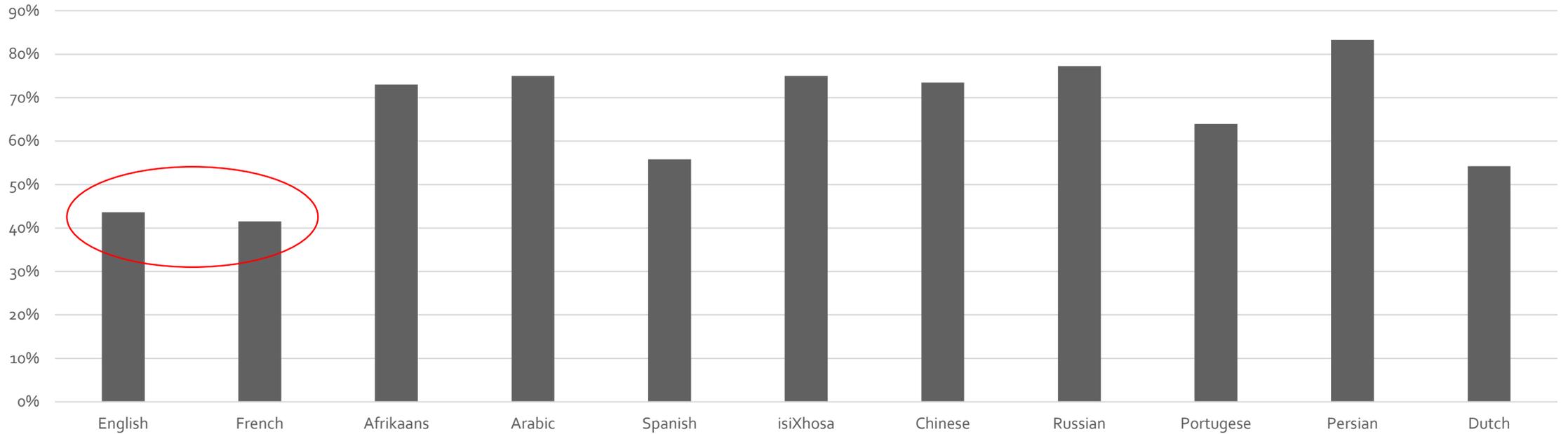


Breakdown of 2%



Audience Language Preference

Bounce Rates according to Language Groups



Audience Accessibility

Thinking of new possible
futures

Dr Jonathan Gross