Culture in the Age of Algorithms

A New Paradigm for Audience Development

Barcelona, 13. Nov 2023

FUTURE DEMAND

3 things we learned

„Increased competition, stupid"
Massively higher competition - visibility is the prerequisite for success

Concerts, shows and games

+100%

more concerts

Travel, going out, family & friends

+20%

more weddings

Streaming & Gaming

+50%

more video streaming users

Data: 2022 vs. 2019

Paradox of Choice
Why less is more

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24 Options → 60% tried → 3% purchased

6 Options → 40% tried → 30% purchased

3 fundamentals

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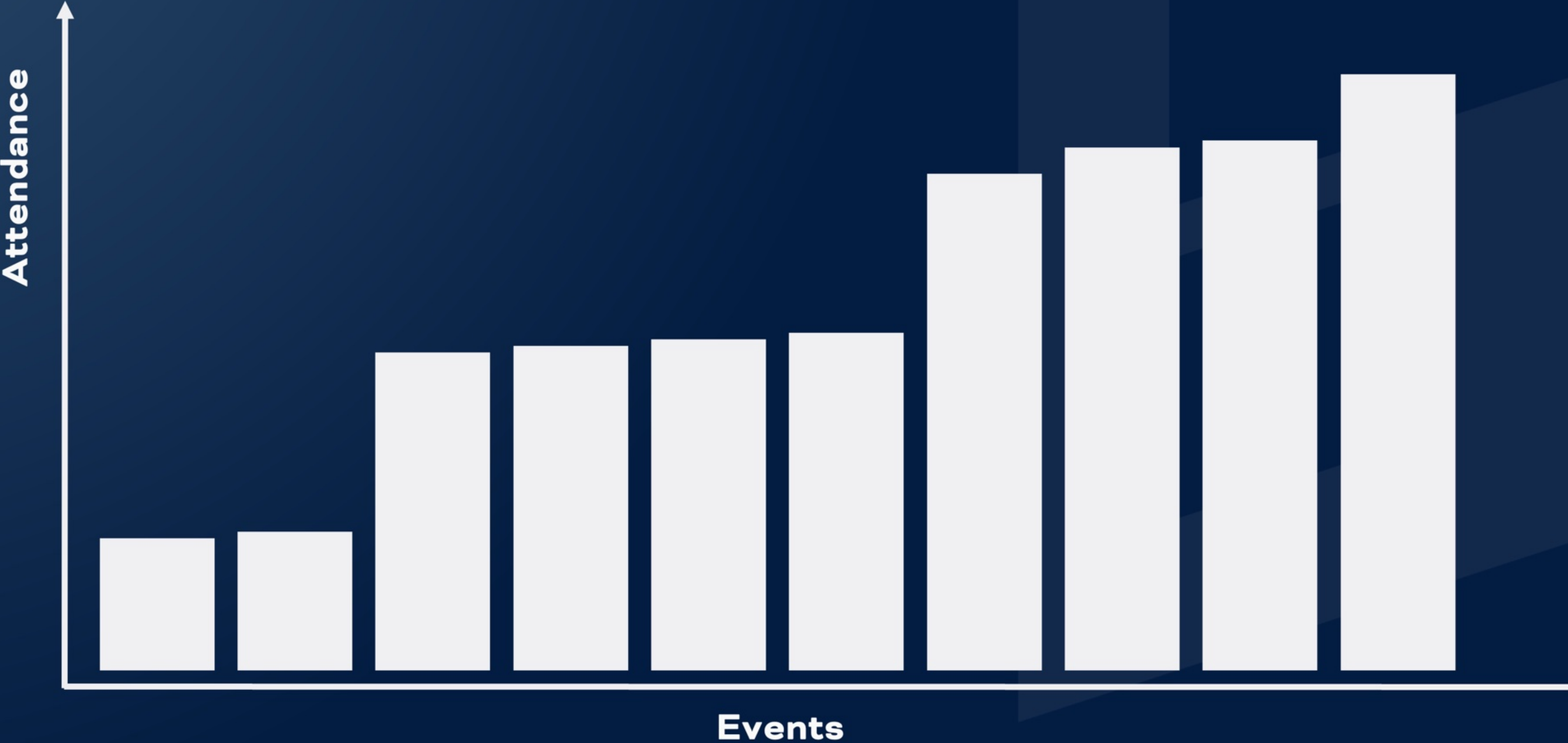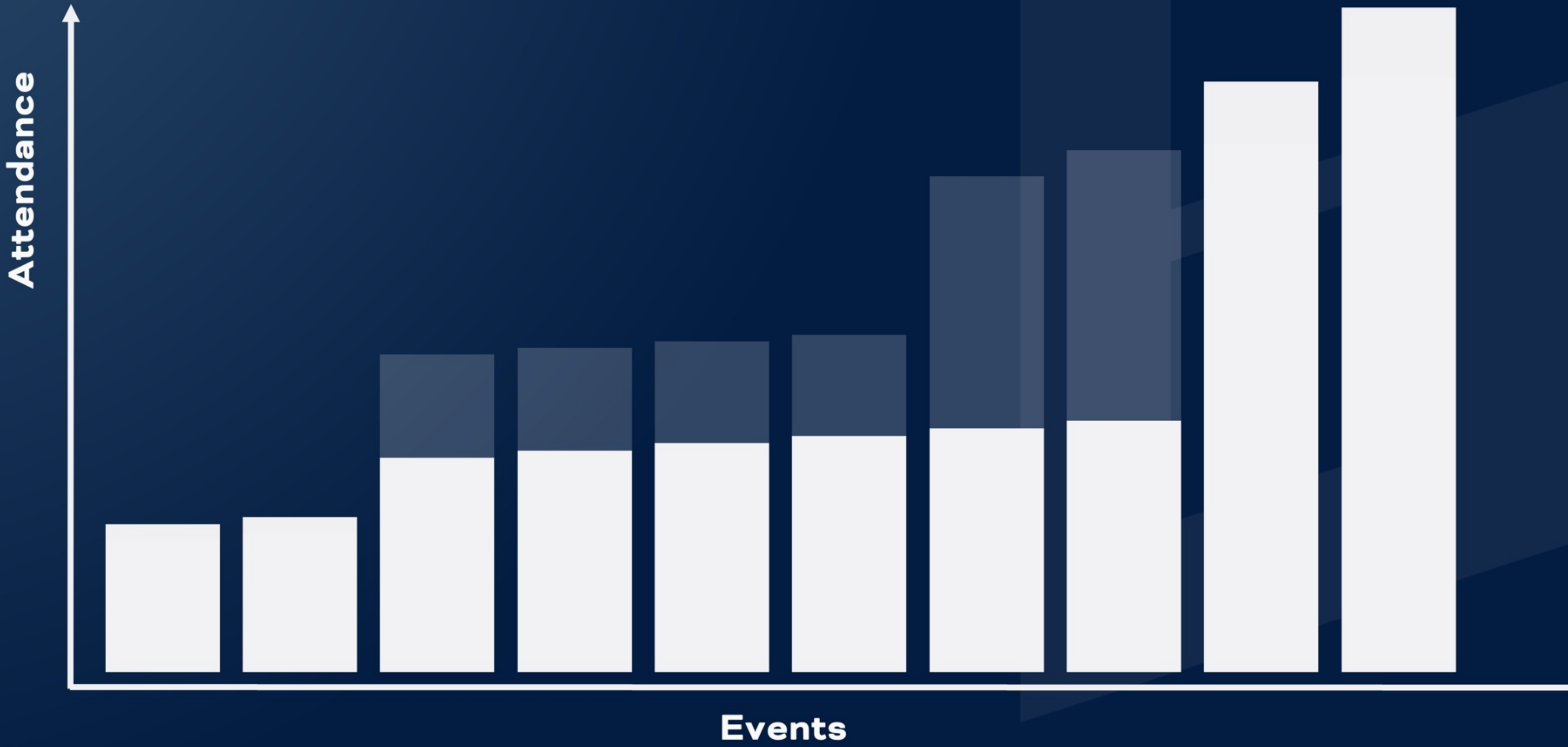
There is no such things as "data"

Survey vs. behavioral data

Surveys are no match for automation

Time-consuming, slow to adapt, bias risk...

geantwortet. ✉️ Ihr auch? Falls nicht, dann füllt schnell den #Fragebogen aus, den wir euch zugesendet haben, und schickt ihn an uns zurück!💪

Translate Tweet

12:42 · 05.05.23 from Earth · **744** Views

6 Retweets **1** Quote **17** Likes

Behavioral data is the gold standard
Faster, cheaper, less distorted

1

Sample Bias

2

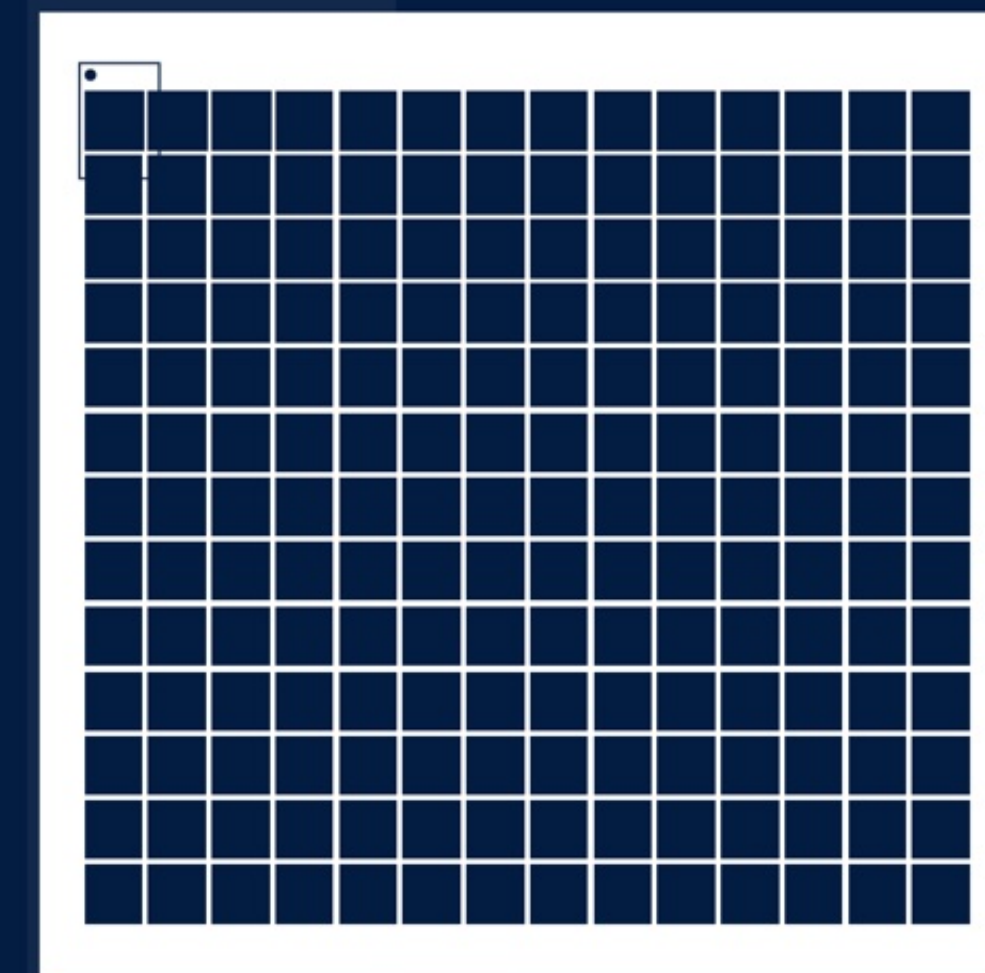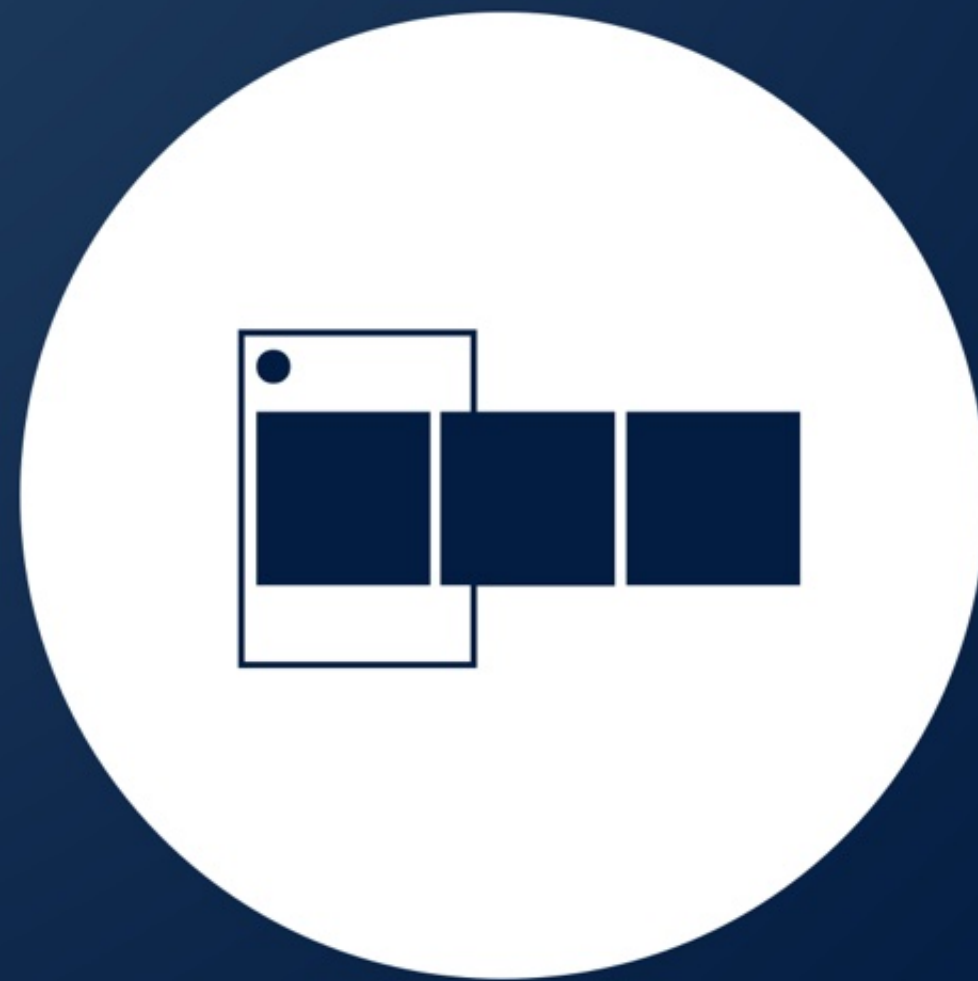**Social Desirability Bias**

3

Illusion of Explanatory Depth
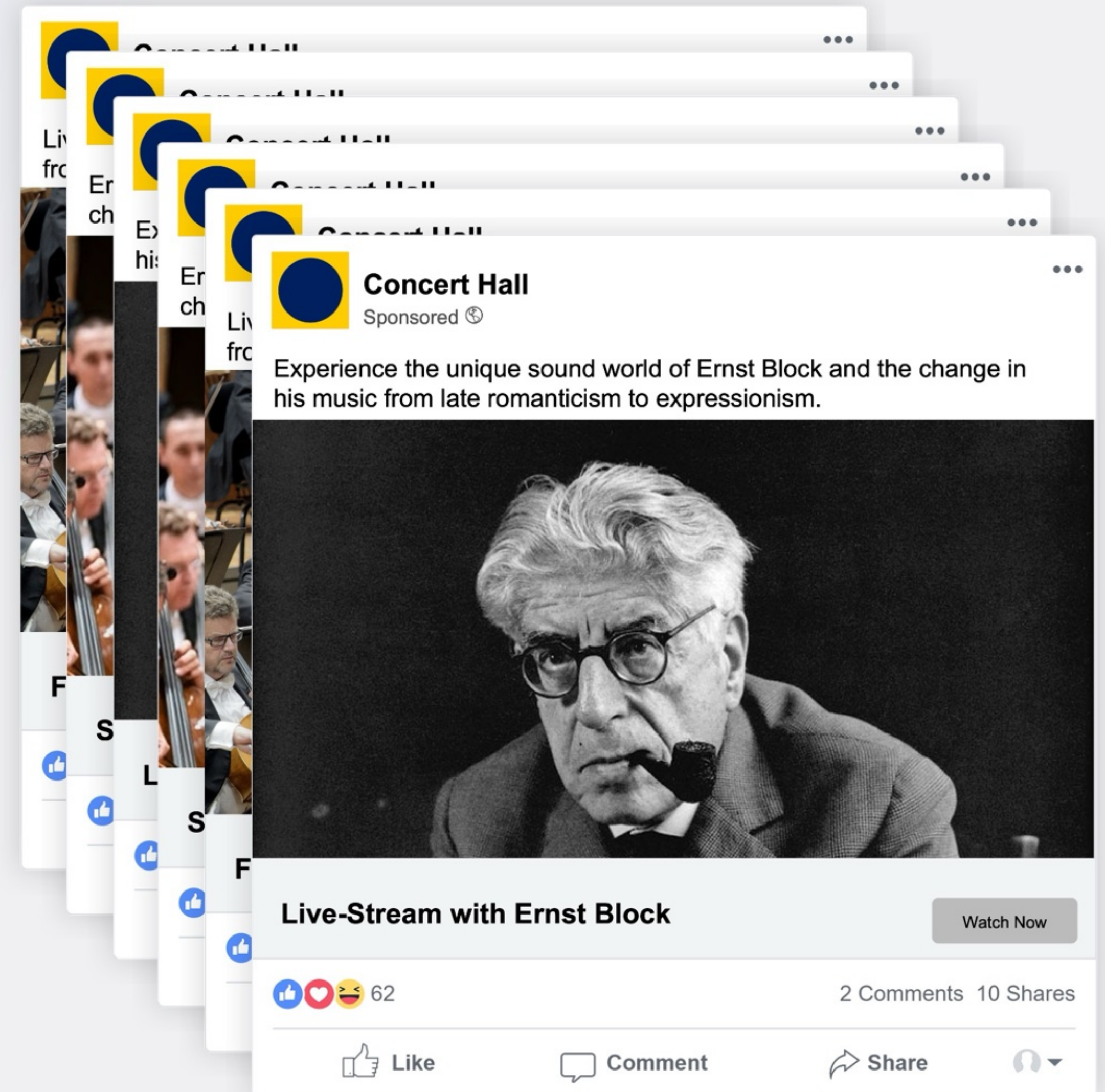
4

Recency Bias

More is better

3 vs. 300 tests

There is no such thing as the perfect ad

However, ad rotation and special ML models can help to find the best motifs and messages

Concert Hall
Sponsored

Experience the unique sound world of Ernst Block and the change in his music from late romanticism to expressionism.

Live-Stream with Ernst Block   Watch Now

👍❤️😄 62   2 Comments 10 Shares

👍 Like   💬 Comment   ↪ Share
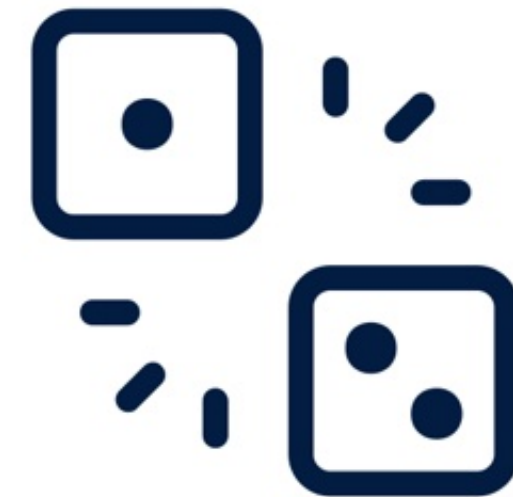
Chihuahua or muffin

1,000 interns to the rescue

Understanding boundaries
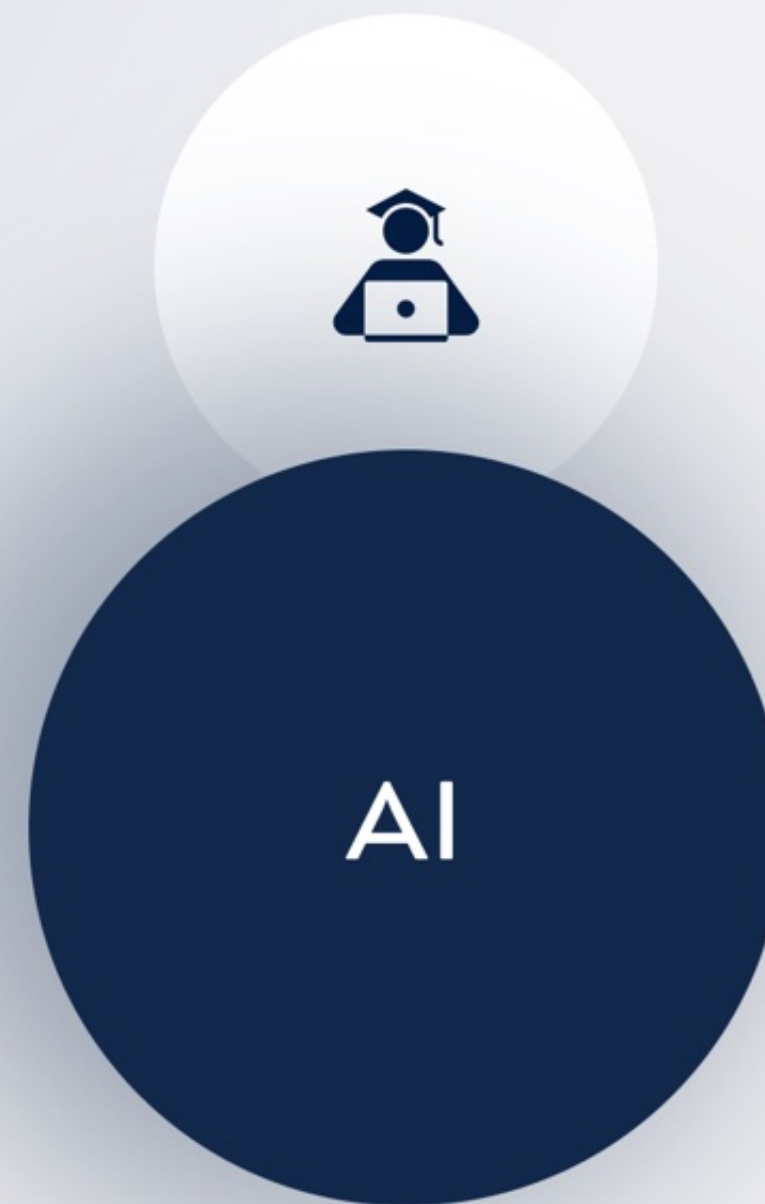## Skill and task need to be balanced

Intern   vs.   Professional   vs.   Expert

Understanding boundaries
Skill and task need to be balanced

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ML

AI

Bringing things together...

Bringing things together…

We predict and drive purchase behavior
Our software does the work of thousands of data analysts

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CRM

Ticketing

Shop

Visitor Numbers

Customer Behaviour

Production

Events nearby

3rd data bases

Twitter

Buying Power

Weather

Bank Holiday

Listening Habits

Spotify

Facebook

Holiday Seasons

Google

Context insights

Future Demand's industry-specific AI analyses millions of data points to create detailed, unique profiles for each show, each containing over 1,000 characteristics.

Taste Cluster

Future Demand's Taste Cluster technology enables automated, interest-based customer segmentation. Address existing and potential customers with tailored messages.

The limits of traditional customer segmentation
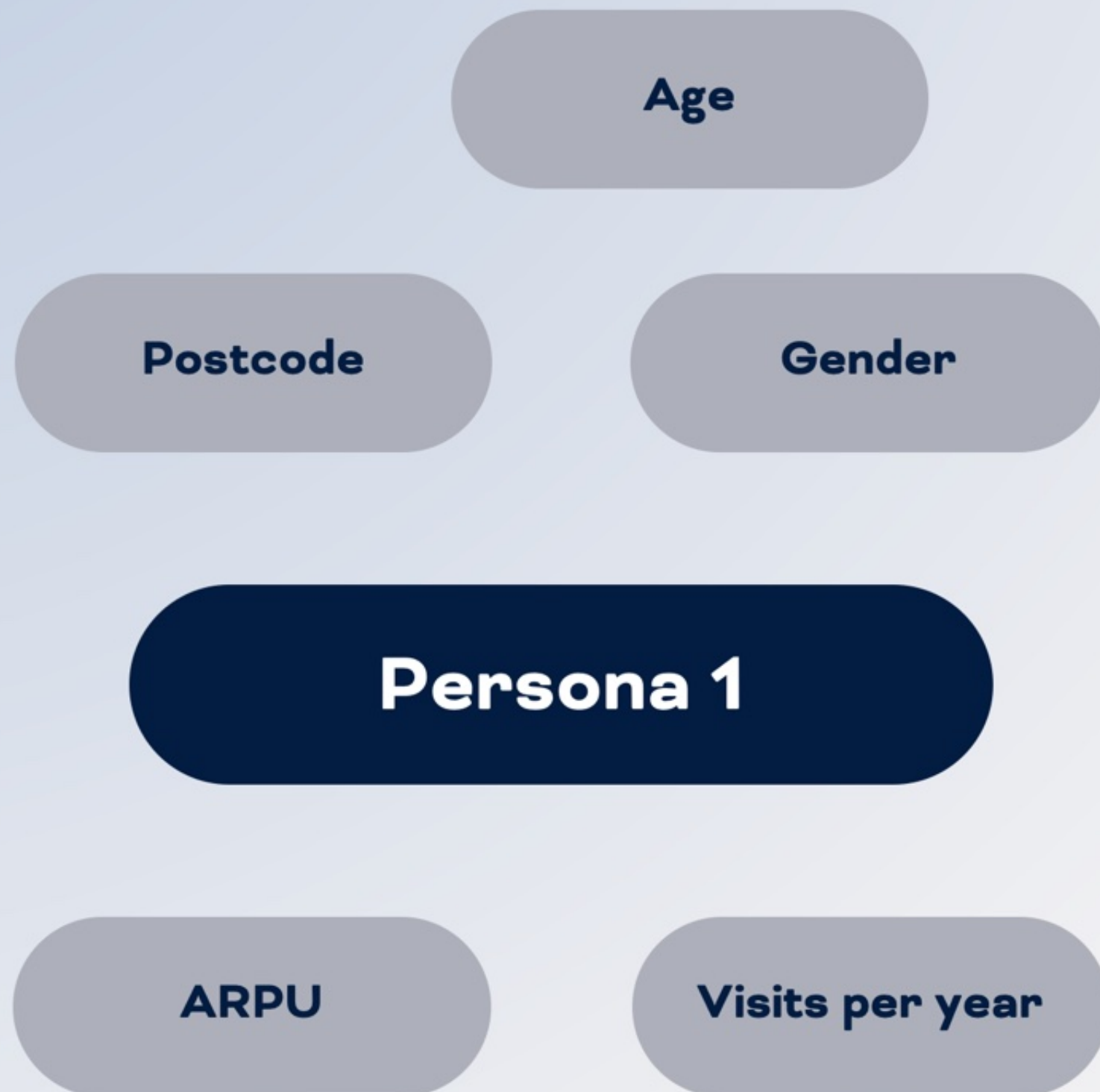## Socio-demographic data is inappropriate

King Charles III

Ozzy Osbourne

King Charles III		Ozzy Osbourne
1948	Year of Birth	1948
Male	Gender	Male
$$$	Income	$$$
London	Place of Living	London

Future Demand

Automating marketing with AI

The future of ticket sales

Plan better and sell more tickets with AI

Lookout

Predict demand

Predict demand for your shows years in advance with industry-leading accuracy to reduce risk and optimize programming schedules.

Wave

Increase single ticket sales

Increase single ticket sales with outstanding social media campaigns in less than 15 minutes – thanks to AI generated content for you to review.

Backhaul

Automate customer segmentation

Automate customer segmentation for email campaigns based on interest to become more efficient.

Lighthouse

Deliver event recommendations

Increase conversions through personalised, interest-based event recommendations on your website.
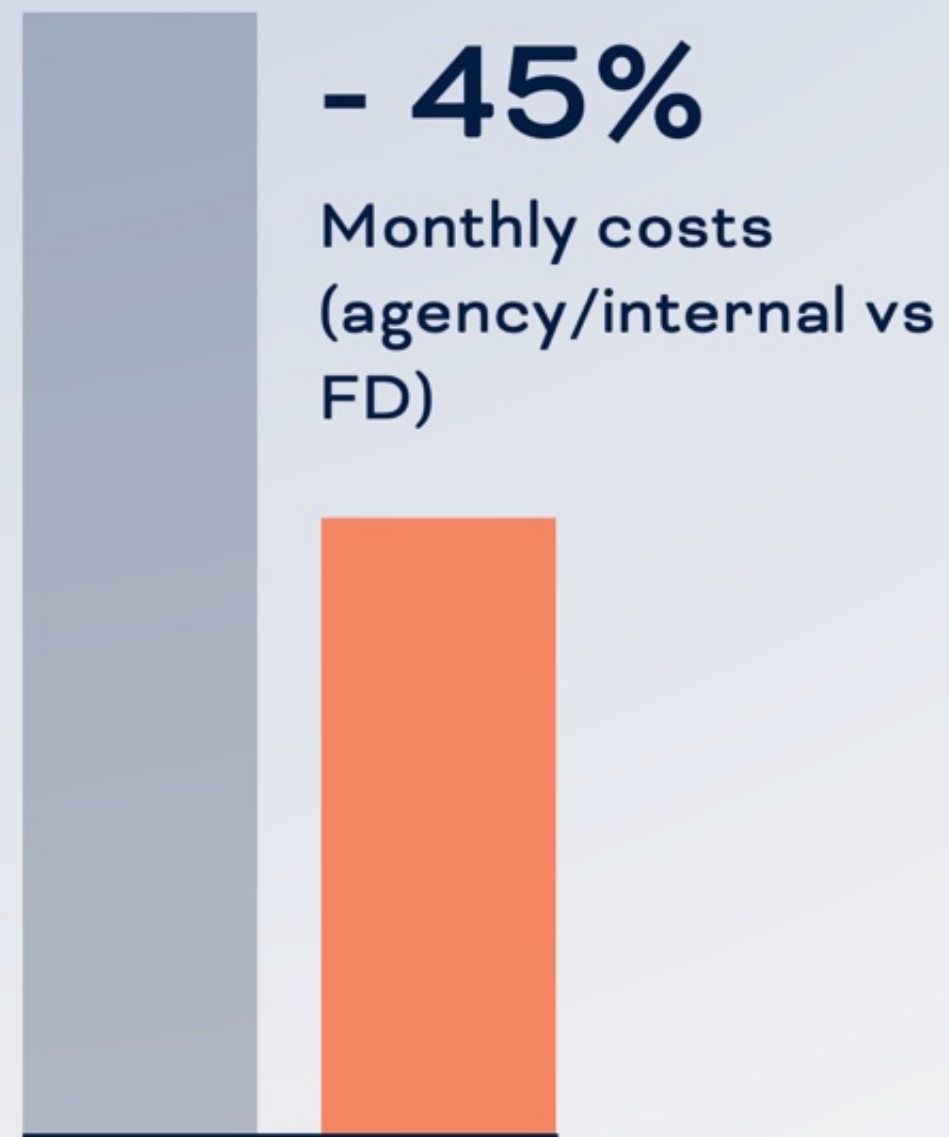
Your AI assistant that makes you better and faster

Automate the tasks that cost you hours

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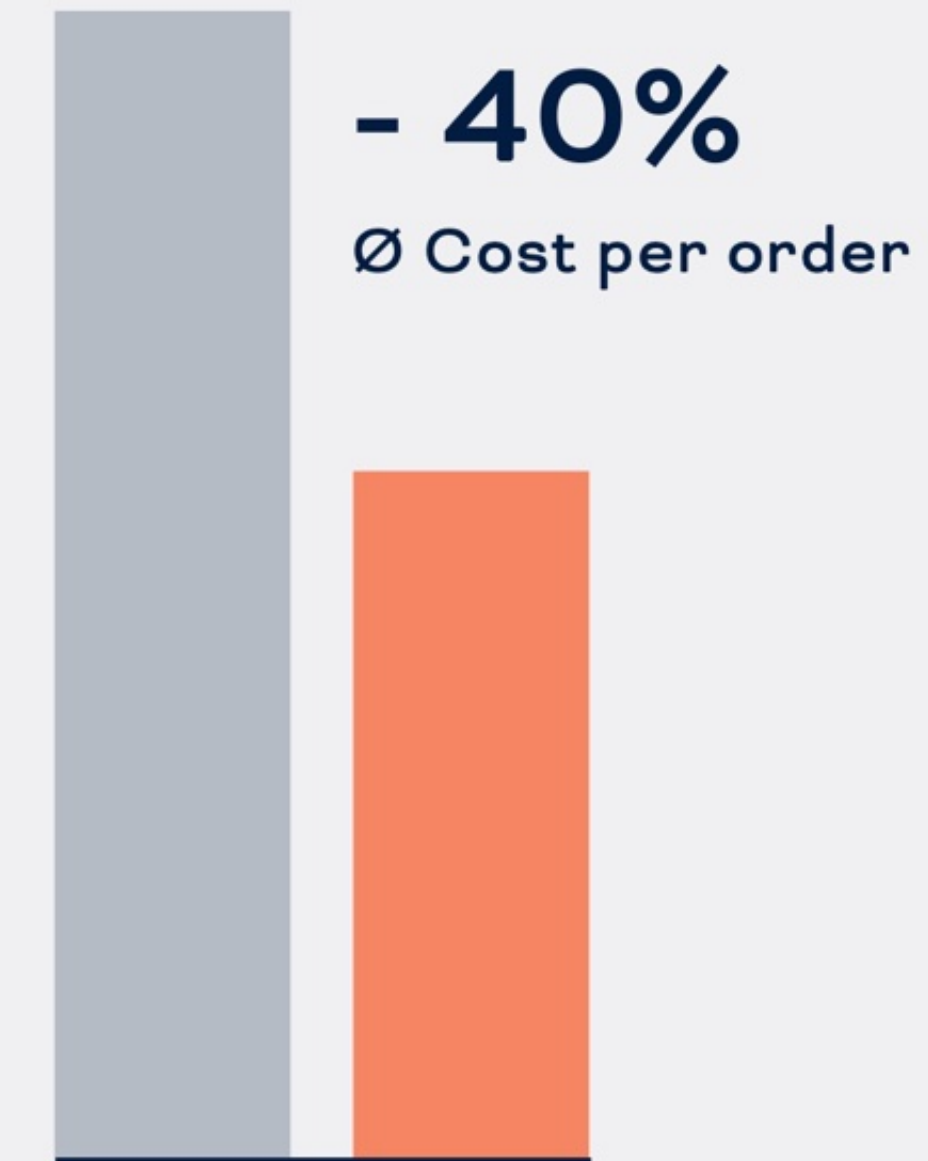
AI

Predict **potential**

Identify which event is selling fewer tickets and what potential exists.
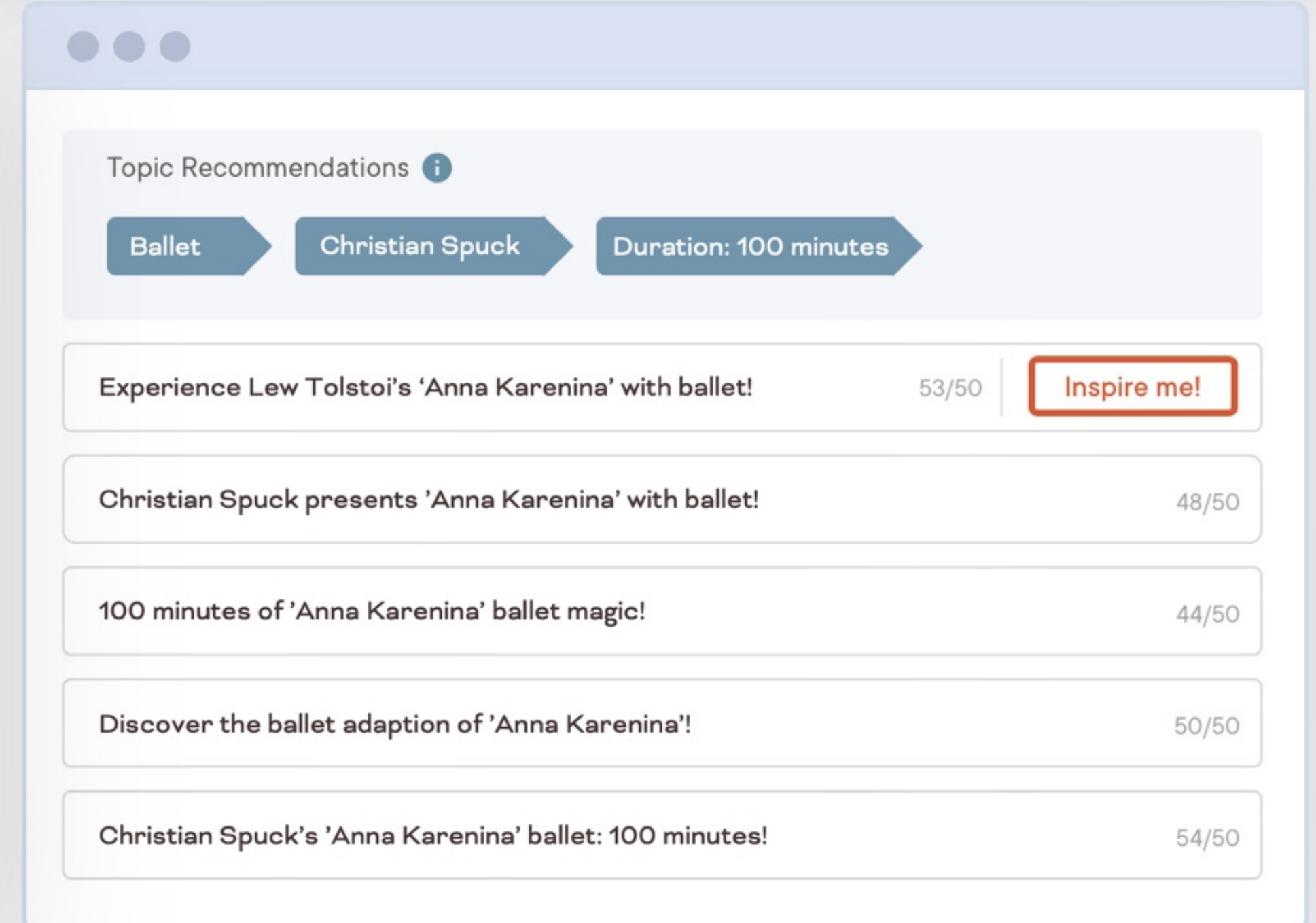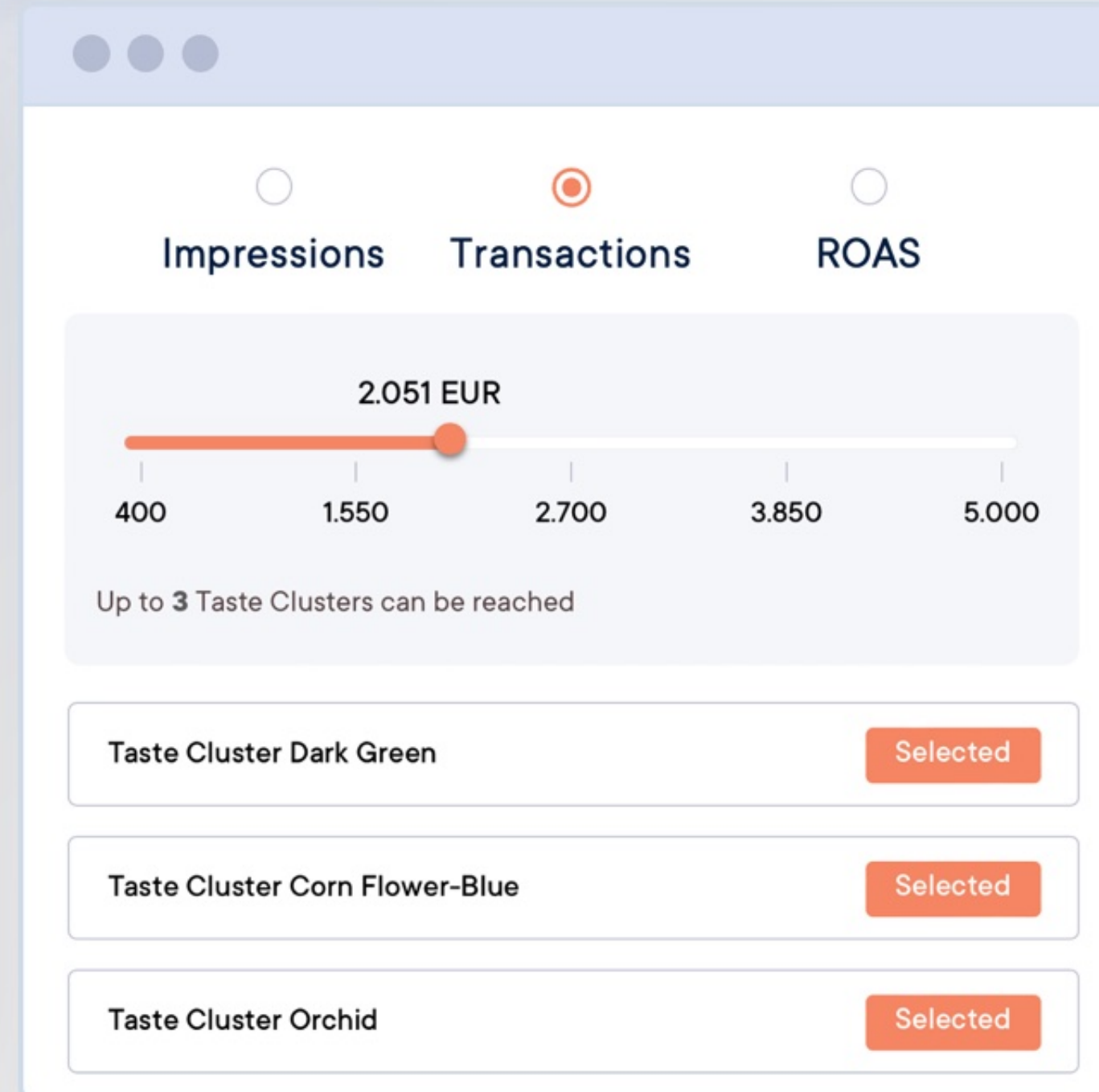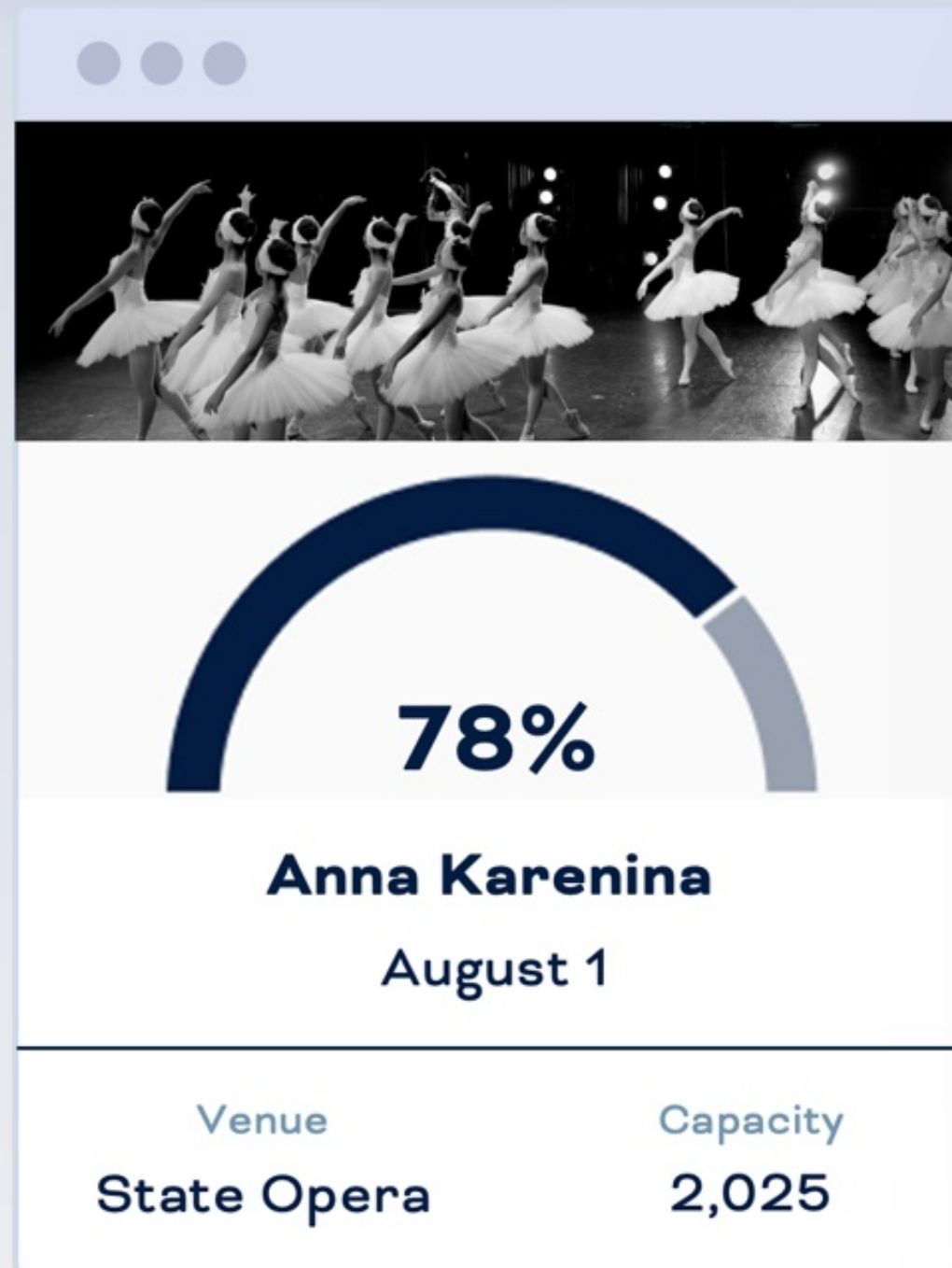

AI

Predict **behavior**

Predict which fans are interested and will buy more tickets.

AI   Human

Predict **action**

CoCreate helps you create the best performing ads by providing you with ad copy that you can review and optimize - taking the guesswork out of what works best for which audience.

78%

Anna Karenina

August 1

Venue	Capacity
State Opera	2,025

○ Impressions   ● Transactions   ○ ROAS

2.051 EUR

400   1.550   2.700   3.850   5.000

Up to **3** Taste Clusters can be reached

Taste Cluster Dark Green	Selected
Taste Cluster Corn Flower-Blue	Selected
Taste Cluster Orchid	Selected

Topic Recommendations ⓘ

Ballet → Christian Spuck → Duration: 100 minutes

Experience Lew Tolstoi's 'Anna Karenina' with ballet!	53/50	Inspire me!
Christian Spuck presents 'Anna Karenina' with ballet!	48/50	
100 minutes of 'Anna Karenina' ballet magic!	44/50	
Discover the ballet adaption of 'Anna Karenina'!	50/50	
Christian Spuck's 'Anna Karenina' ballet: 100 minutes!	54/50	

Your AI assistant that makes you better and faster

Automate the tasks that cost you hours
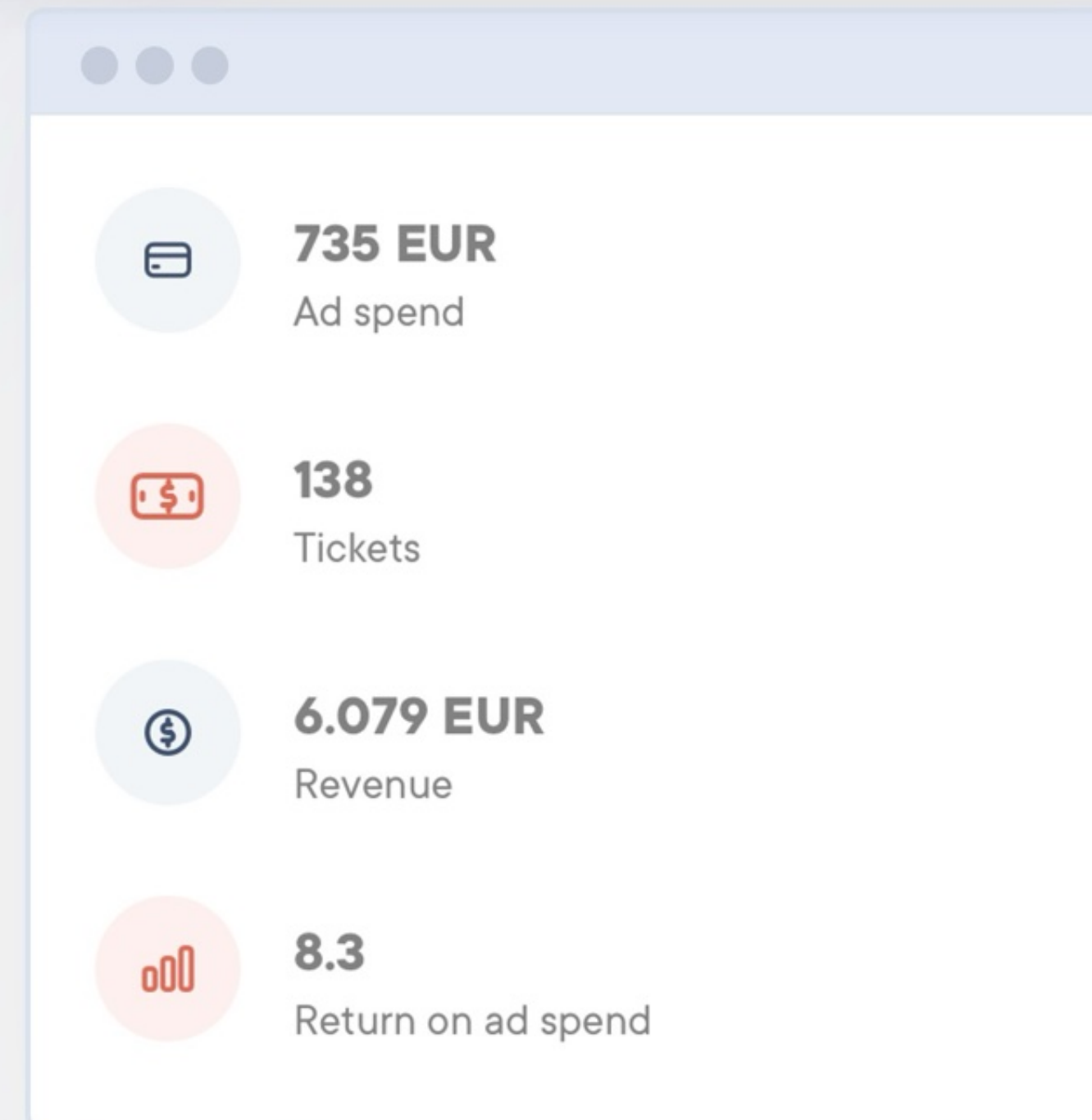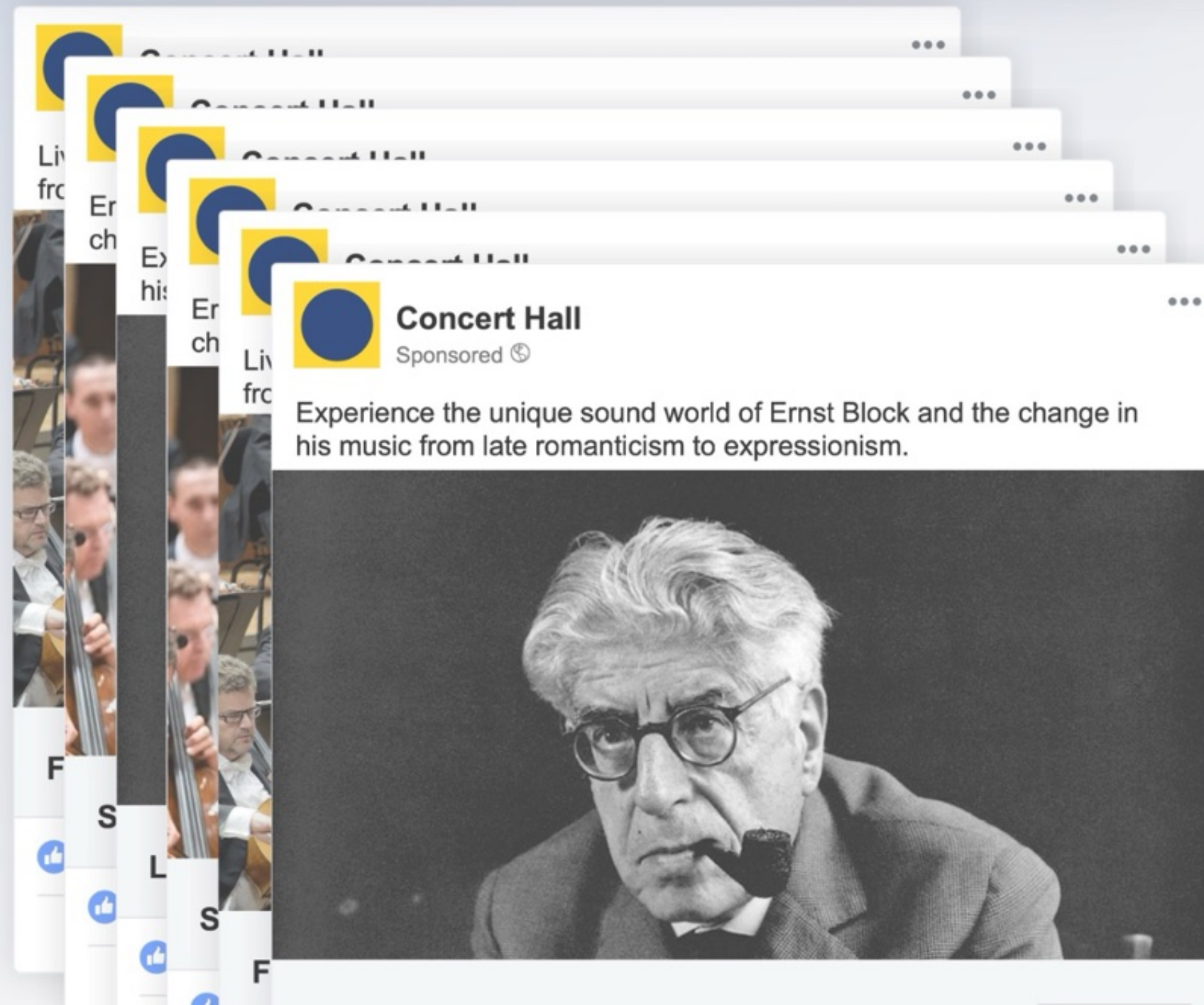
Predict **performance**

AI

Future Demand tests hundreds of ad versions every day, deactivates ads with low engagement and shifts the budget to ads with above-average performance.

Predict **results**

AI

Campaigns are continuously evaluated using industry-specific algorithms to determine the impact on occupancy through additional tickets sold.

Concert Hall
Sponsored

Experience the unique sound world of Ernst Block and the change in his music from late romanticism to expressionism.

735 EUR
Ad spend

138
Tickets

6.079 EUR
Revenue

8.3
Return on ad spend

Thank you very much!

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Disclaimer

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