



For whom is your webcast intended?

Once you have set your objective, it is important to **identify the target audience** for your webcast. Each platform attracts different segments of the arts market, and knowing your audience will allow you to **choose the hosting site that lets you reach the widest possible audience**. In addition, the way you market your work will have to be adapted accordingly, to ensure that the message and form of the webcast are optimized so that you can meet your objective.

Thus, ask yourself whether you are appealing to



A large or specific audience



Professionals

- Potential presenters
- A jury for a grant or a competition



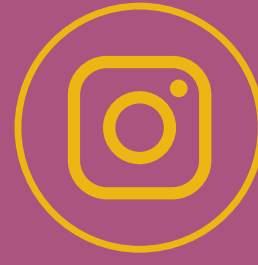
A school environment

Overview of platforms based on audience¹



Largest age group: **25-34** (31.5%)
57% men / 43% women
Average time per day: **33** minutes
Growth in 2021: **0.8%**

Platform to favour to reach a large or specific audience



Largest age group: **25-34** (31.2%)
and **18-24** (31%)
51.6% men / 48.4% women
Average time per day: **29** minutes
Growth in 2021: **3.7%**

Platform to favour to reach a large or specific audience



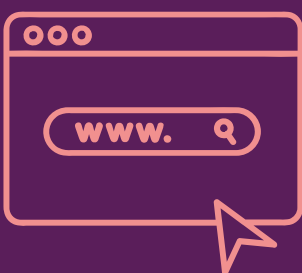
Largest age group: **15-35**
54% men / 46% women
Average time per day: **30** minutes
Growth in 2021: **n/a**

Work-sharing platform accepted by funding agencies and competition juries
Platform to favour for sharing content with a potential presenter or a school environment



Largest age group: **10-19** (25%)
39% men / 61% women
Average time per day: **89** minutes
Growth in 2021: **18.3%**

Platform to favour to reach a specific audience



Company website / presenter / film festival

- Based on the audiences reached by these organizations
- Younger audience segments for these organizations will be more inclined to consume webcasts.
- Platform to favour for sharing content with a potential presenter or a school environment.



- **Work-sharing platform accepted by funding agencies and competition juries**
- **Platform to favour for sharing content with a potential presenter or a school environment**

¹ <https://sproutsocial.com/insights/new-social-media-demographics/>