

ArtsTrack No.8 Abbreviated

Issued by [Business and Arts South Africa](#)

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Commissioned bi-annually by Business and Arts South Africa (BASA) and conducted by sponsorship research leader BMI, ArtsTrack monitors arts sponsorship, consumer engagement in the arts, as well as perceptions of the arts and its sponsors. The 2019 iteration of the report is the eighth update of the original version and evaluates the popularity of music, arts and cultural events, including closely quantifying and analysing audience sizes, genres, and other key demographics of those with an interest in these areas.



Head of research Madeleine Selmer-Olsen presenting ArtsTrack No.8 at the Museum of African Design. Image by Theana Breugem.

BASA head of research, Madeleine Selmer-Olsen, comments that research is core to BASA's work and that ArtsTrack is a key property in this regard: "It is a powerful tool to make the most of the shared value that partnering with the arts can bring. It also provides valuable insights for arts sponsors as well as for the sector."

"For nearly two decades, this wide-ranging research has been a key and exclusive resource for BASA members only," explains Savannah Feeke, BASA head of marketing. "However, we are pleased to be working on an abbreviated version as a free resource to guide everyone in the sector with regard to mapping a way forward in the wake of Covid-19 cancellations and closures," she adds.

ArtsTrack No.8 Abbreviated will be available for download from www.basa.co.za from Friday, 17 April 2020. In the meantime ArtsTrack 7, 6 and 5 are available to download for free from <https://www.basa.co.za/home-page/research/artstrack/>.

" **SoCreative Summit returns to Johannesburg for a free exploration of creativity** 29 Apr 2024

" **450 emerging creatives shortlisted for the Debut Programme** 12 Apr 2024

" **14 SA creatives join Cultural Producers Programme** 12 Mar 2024

" Cultural Producers called to become the creative leaders of tomorrow 22 Jan 2024

" Basa hosts 'My Debut Story' panel discussion: Celebrating the success of emerging creative entrepreneurs 27 Oct 2023

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