

New York Theatre Social Media Report

Facebook's Tri-State Growth

December 9, 2009



BigVoice Unlimited | 20 West 23rd Street | 3rd floor | New York, NY 10010
212-675-5740 phone | 212-206-8168 fax | www.BigVoiceUnlimited.com

Contents

Contents.....	2
About This Report.....	3
Overview.....	4
Women 50+.....	4
Gay Men.....	5
This audience can also be further segmented.....	6
Tri-State Users by Age & Gender.....	6
Tri-State Audience Growth.....	7
Tri-State Users by Proximity to New York City.....	8
Tri-State Users by Arts-Related Interests.....	9
Summary.....	9
About BigVoice Unlimited.....	10

About This Report

At BigVoice Unlimited, we've been tracking the growth of Tri-State users in social media for some time. The numbers in this report are self-reported by Facebook and segmented by BigVoice to provide insight into the potential New York theatre audience.

The Tri-State area includes New York, New Jersey and Connecticut.

Unless otherwise indicated, all general audience information is based on Facebook users aged 13-64.

Note: About 5% of users do not report either gender or age, and are not included in this report.

The interest category data is compiled by searching the information users have listed in the activities, interests, favorite music, TV shows, movies, and books sections of their profiles. We have developed a catalog of keywords over the past nine months to identify each of the following interests or affinities:

- **Theatre**
- **Art**
- **Dance**
- **Music**
- **Food**

Overview

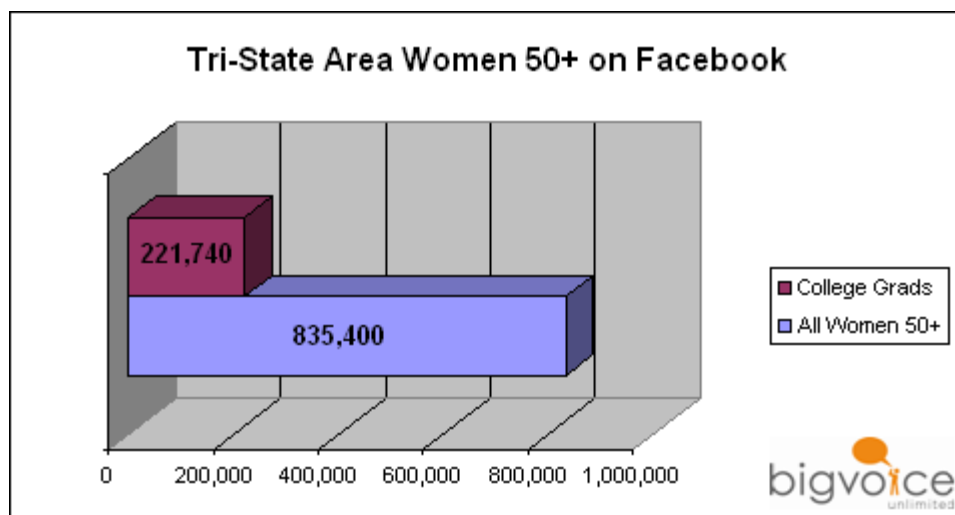
New York Theatre needs a bigger voice. As the reach of traditional theatre advertising vehicles like the New York Times and Time Out New York continue to decline, their CPMs continue to increase. The result is decreased ROI for all theatre advertising. While digital banner advertising has become more commonplace, its efficacy and targeting abilities are still questionable.

Social media is growing rapidly and social networks like Facebook and Twitter are quickly becoming viable marketing and advertising alternatives. Facebook in particular – with its information-rich user profiles – gives Producers the ability to target individuals by any combination of geographic, demographic and psychographic segments.

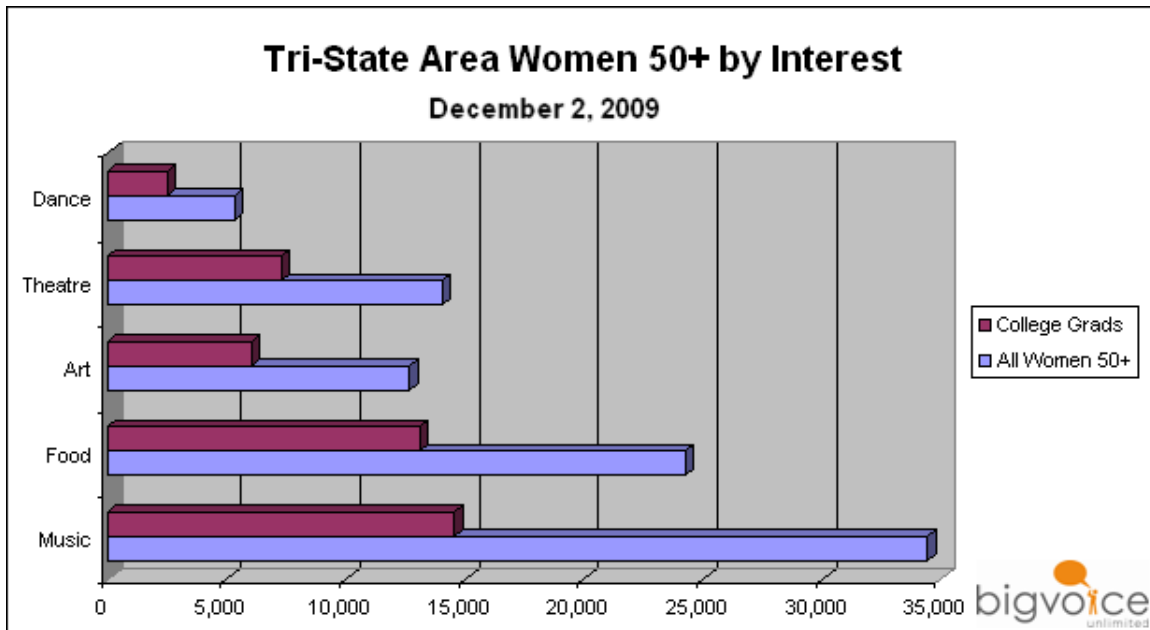
Facebook in particular is a viable alternative for New York Theatre marketing and advertising. This report will reinforce those opportunities.

In this report we will examine 2 important theater audience niches: women 50+ and gay men within the tri-state area. We will examine other niches in future reports.

Women 50+



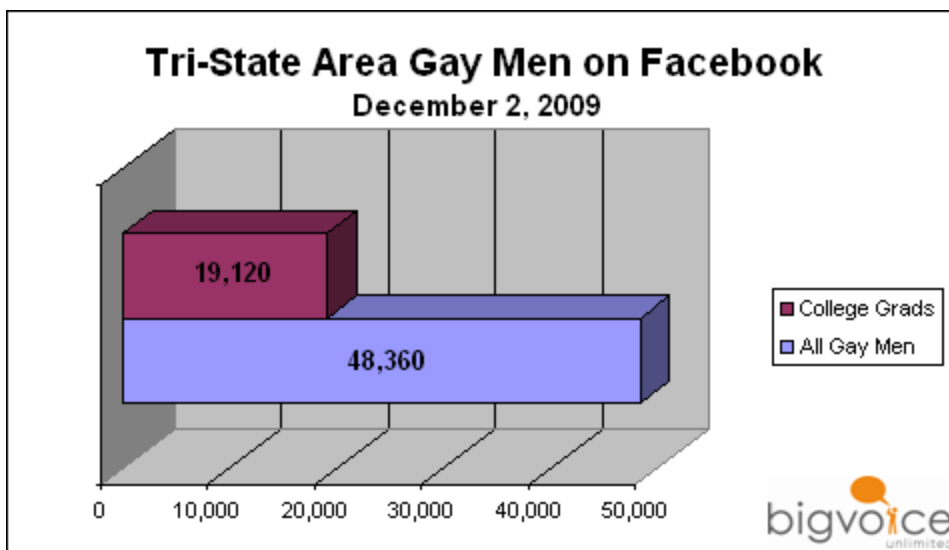
The core New York audience of women 50+ represents a large opportunity for Producers. These women can be smartly targeted with theatre promotions and ticket discounts.



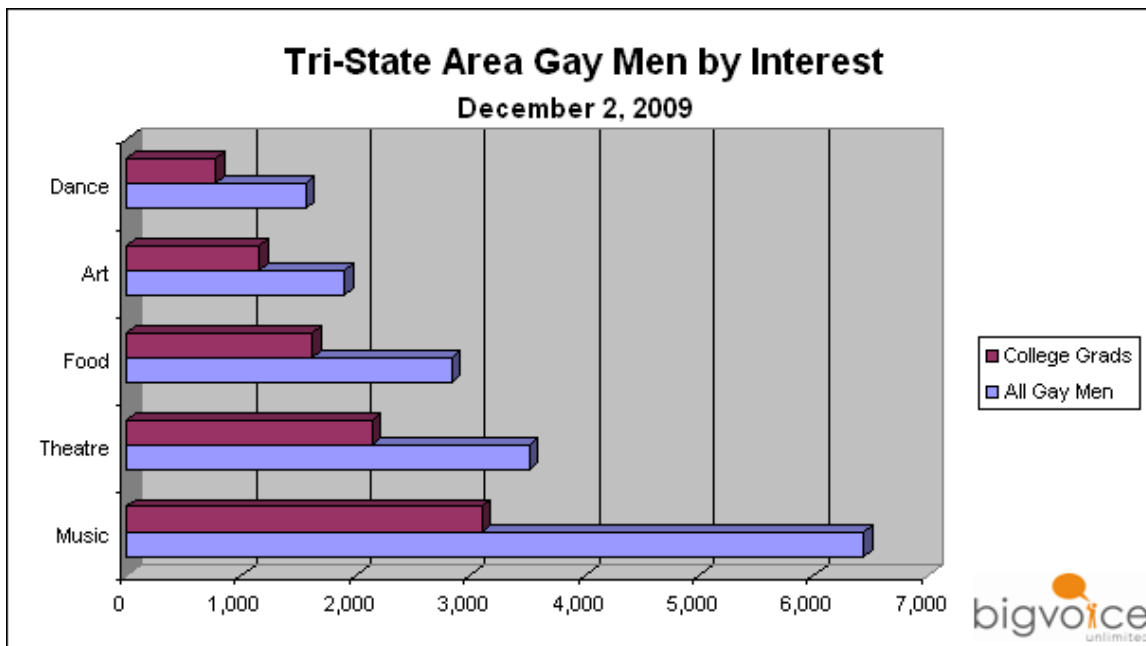
	Music	Food	Art	Theatre	Dance
All Women 50+	34,420	24,260	12,680	14,040	5,320
College Grads	14,540	13,120	6,060	7,300	2,500

Women 50+ can also be targeted by interests that further qualify them as potential ticket buyers. Any interest may be used to target and segment Facebook audiences.

Gay Men



Gay men represent another core audience demographic for theatre. While large, these numbers understate the size of the audience. As much as 20% of Facebook users don't indicate a sexual preference in their profile. The ability to target individuals makes this audience size particularly compelling.

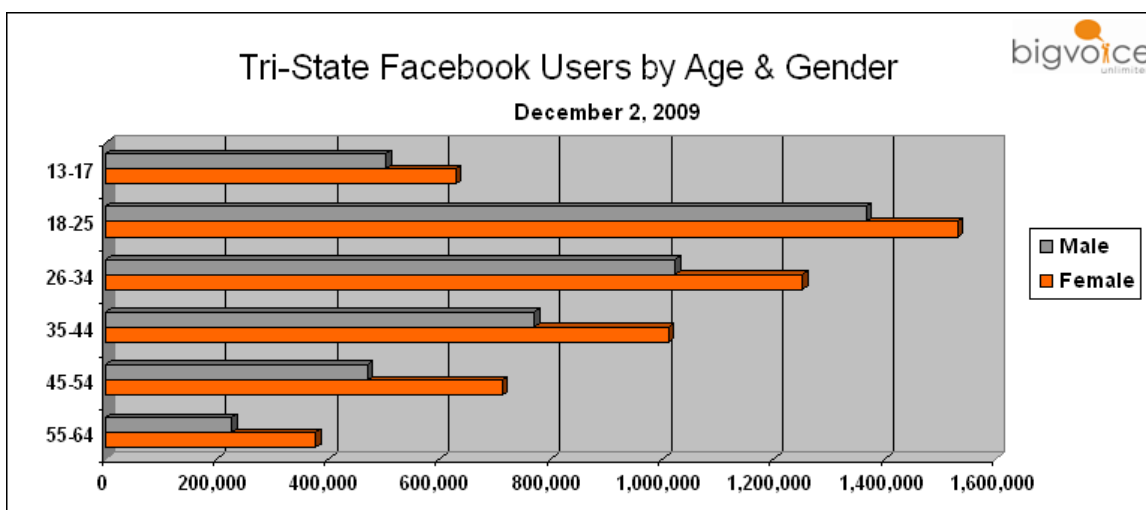


	Music	Theatre	Food	Art	Dance
All Gay Men	6,440	3,520	2,840	1,900	1,560
College Grads	3,100	2,140	1,620	1,160	780

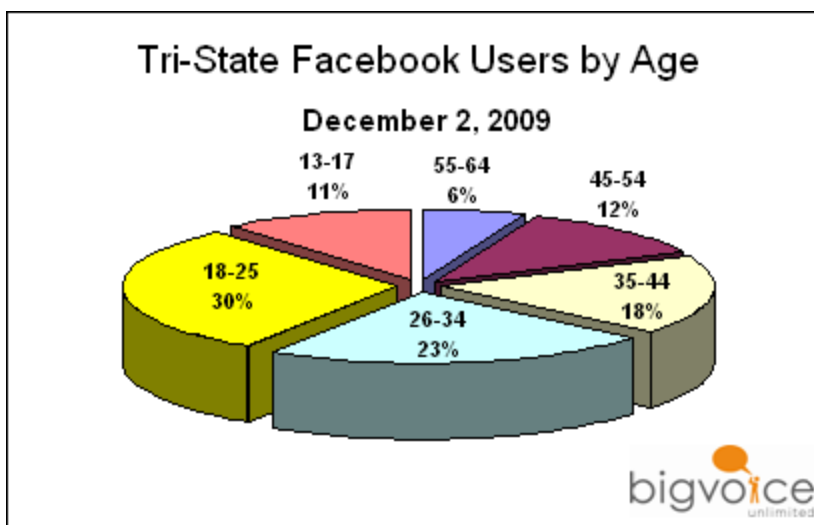
This audience can also be further segmented.

Tri-State Users by Age & Gender

Here's how Facebook's gender and sex numbers for the tri-state area break down as of December 2, 2009:



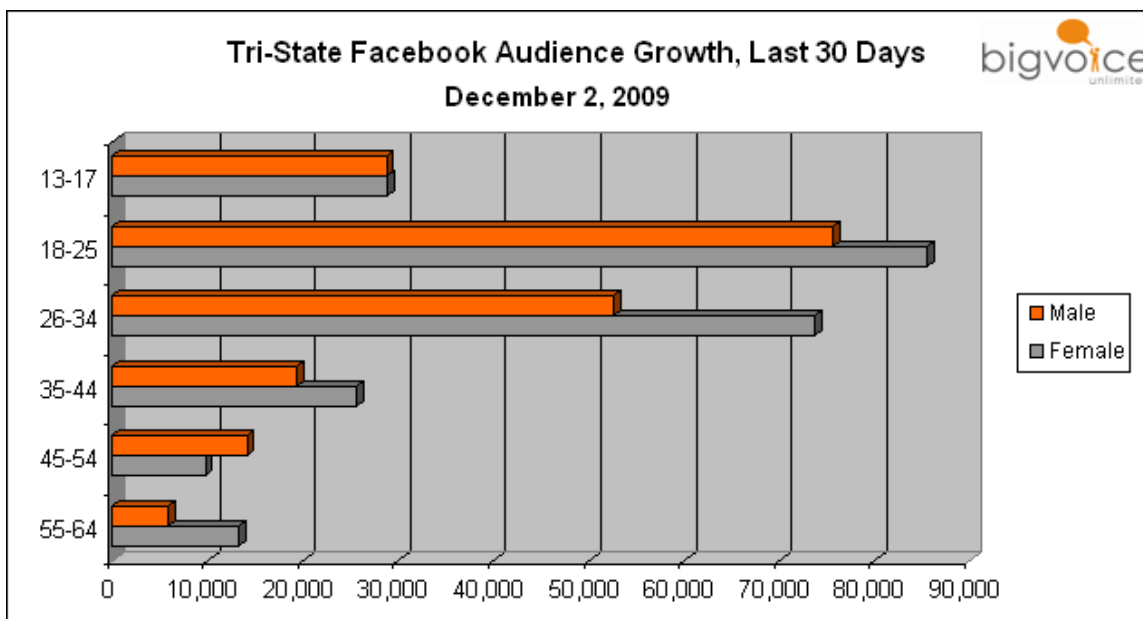
	55-64	45-54	35-44	26-34	18-25	13-17
Female	376,740	712,720	1,010,920	1,252,640	1,531,500	628,360
Male	227,080	470,040	770,620	1,023,920	1,366,320	503,960



	55-64	45-54	35-44	26-34	18-25	13-17
Total	6%	12%	18%	23%	29%	11%

Overall, 36% of Facebook users in the Tri-State area today are over 35, and nearly 20% are over 45.

Tri-State Audience Growth



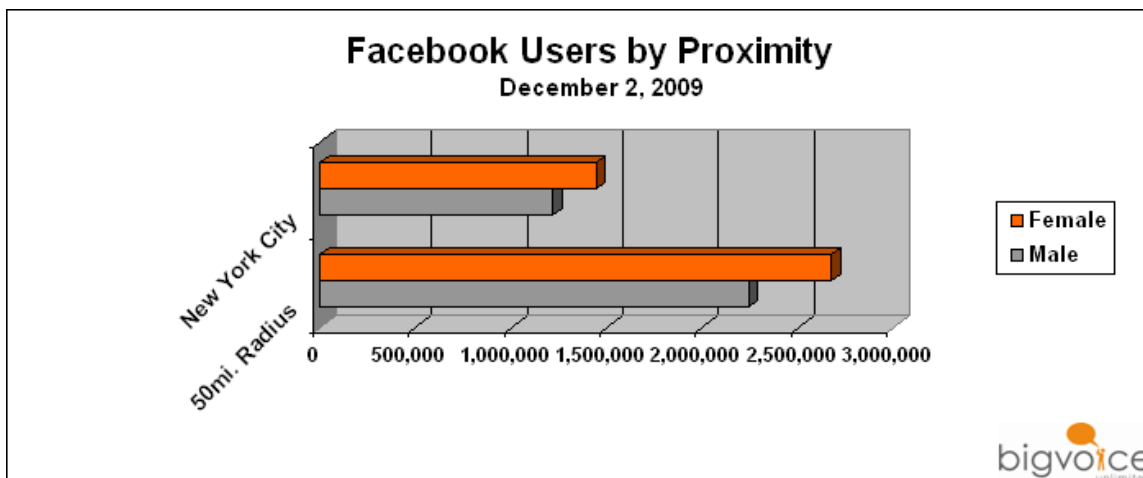
	55-64	45-54	35-44	26-34	18-25	13-17
Female	13,300	9,720	25,580	73,740	85,540	28,900
Male	5,800	14,120	19,360	52,580	75,660	28,760

Facebook's Tri-State area total audience grew by 422,140 (4.4%) in November from 9,678,280 to 10,100,420 unique users. The growth came primarily from the "Under 35" audience. Females 18-25 led the growth adding more than 85,000 new profiles. Females 26-34 followed closely adding more than 74,000 new users to Facebook. Females 55-64 continued to show strong growth for the month as well.

	55-64	45-54	35-44	26-34	18-25	13-17
Female	3.7%	1.4%	2.6%	6.3%	5.9%	4.8%
Male	2.6%	3.1%	2.6%	5.4%	5.9%	6.1%
Growth Rates	Over 18	Over 26	Over 35	Over 45	55-64	13-17
	4.5%	3.8%	2.5%	2.5%	3.3%	5.4%

While Facebook globally is still growing most quickly percentage-wise amongst users over 45 – an interesting demographic trend that started earlier this year – the growth rate amongst Tri-State area users under 35 is growing most quickly. Interestingly, the growth rate of males in the Tri-State area was faster than females, closing the overall gender gap somewhat. Women still represent 56% of the Tri-State Facebook audience. Women represent 57% of the global Facebook audience.

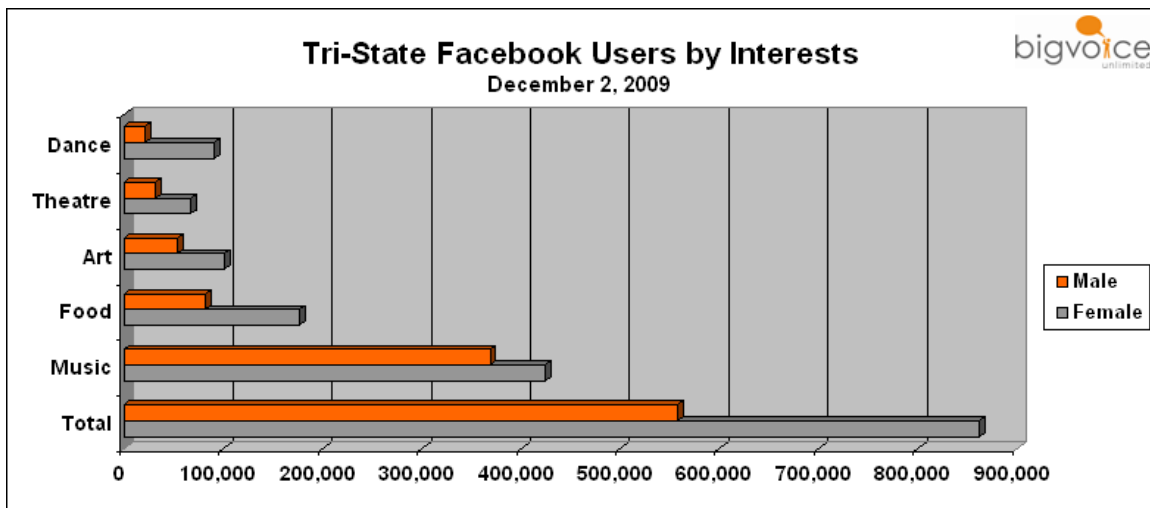
Tri-State Users by Proximity to New York City



	New York City	w/in 50mi
Female	1,446,120	2,673,100
Male	1,216,100	2,239,660
Total	2,779,980	5,088,100

Nearly 28% of Tri-State area Facebook users live in New York City. More than 50% live within a 50-mile radius of the city.

Tri-State Users by Arts-Related Interests



	Total	Music	Food	Art	Theatre	Dance
Female	862,440	425,260	176,900	101,760	67,240	91,280
Male	558,240	369,280	81,820	54,280	31,820	21,040

A total of 1,420,680 Facebook users in the Tri-State area listed arts-related interests in their profiles.

Summary

Facebook has become a viable alternative for targeting and reaching the core New York theatre audience.

BigVoice Unlimited will continue to produce regularly updated demographic reports on core and niche theatre audiences.

About BigVoice Unlimited

BigVoice Unlimited is a creative integrated agency that develops non-traditional strategic marketing campaigns. Our creative strategic work is designed to help traditional public relations and advertising efforts gain greater resonance.

The BigVoice philosophy is simple. Today, brands need to develop bigger voices, not louder ones. We believe that no brand, no matter how large, should attempt to gain consumer attention and interest by trying to shout louder. This is an inefficient strategy that very few brands can afford to employ. But every brand can afford to develop a more resonant voice that can stand out against the din of noise competing for consumer attention.

To do so, BigVoice first develops a strategic (sometimes counterintuitive) position, then uses this understanding to spark wildly creative thinking and execution. We employ this methodology for every client challenge, whether we're working with huge consumer packaged goods companies or a feisty, touring hip hop dance company.

BigVoice is a resource for:

- Creative development and execution of social media campaigns
- Creative development and execution of experiential campaigns
- Creative development and production of video concepts for traditional and web broadcast
- Strategic and creative development of custom social media apps for integrated marketing campaigns
- Social game development focused on brand integration

If your show needs a bigger voice, challenge us to show you how.

BigVoice Unlimited | 20 West 23rd Street | 3rd floor | NYC, NY 10010 | 212-675-5740

Victoria Lang | SalesVoice | VLang@BigVoiceUnlimited.com

Chris Bryant | TechnologyVoice | CBryant@BigVoiceUnlimited.com

Mark Simon Burk | CreativeVoice | MBurk@BigVoiceUnlimited.com