

Innovation of Art Venue Operations in the Digital Wave: Application and Practice of Full Media Strategy

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ABSTRACT

With the advent of the digital age, multimedia operation has become the key to enhancing the competitiveness of art venues. This article analyzes in depth the challenges and opportunities of art venues in terms of information dissemination, audience interaction, brand building, etc. from the perspective of all media operation, and proposes strategies such as building a full media matrix, optimizing digital services, and strengthening social media interaction, aiming to provide new ideas for the sustainable development of art venues. Driven by the digital wave, art venues are facing unprecedented opportunities and challenges. How to utilize multimedia operation strategies to improve the operational efficiency and audience experience of art venues has become an urgent problem to be solved. This article will conduct in-depth research on the business strategies of art venues from the perspective of multimedia operations, explore innovative models and practical paths, in order to provide ideas for the sustainable development of art venues.

KEYWORDS

Digital communication; Audience interaction; brand building Full media matrix; Artistic Experience Innovation

Art venues are not only exhibition spaces for artistic works, but also important platforms for cultural exchange. In the digital age, art venues are facing the challenge of how to effectively utilize all media resources, enrich and enhance audience participation and artistic experience. This article aims to explore how multimedia operations can help art venues achieve breakthroughs in information dissemination, audience interaction, brand building, and other aspects. With the rapid development of science and technology and the popularization of mobile Internet, it has become an important part of modern management to promote information and services to a wider audience in the form of multimedia, multi platform and multi-channel. As an important carrier of cultural dissemination, art venues also inevitably need to use full media operation strategies to improve their operating conditions, enhance audience experience, and expand their own influence. This article gradually studies the business strategies of art venues from the perspective of multimedia operation, exploring new models and paths for multimedia operation of art venues to adapt to the development trend of the digital age.

1 Overview of the current operation status of art venues

As cultural institutions, art venues play an important role in promoting and propagating art, facilitating cultural exchange, and popularizing education. From a scale perspective, it can be divided into large art galleries and small art galleries. Large art galleries typically have multiple art spaces and can host multiple project events simultaneously. Small art venues may only have a small space and require selective organization of exhibitions, displays, performances, and other activities. From the perspective of types, art venues can be classified into theaters, museums, galleries, art centers, etc. According to the different sources of operating funds for art venues, they can be simply divided into public art venues and private art venues. In addition to government or corporate operating funds, the funding for art venues also relies on various other sources of income, such as ticket sales, commercial rental space fees, membership fees, etc.

The current operation status of art venues varies depending on the region, type, and specific situation, influenced by multiple factors such as supply and demand, economic conditions, changes in audience interest, market competition, and so on. Some common challenges include ticket prices, program selection, promotion, venue management, and more. At the same time, art venues also face challenges in attracting more audiences into the venue and maintaining interaction with them in the digital age.

Poor media management is also a significant factor in the face of rapidly changing markets. The media lacks innovation and adaptability, and cannot meet the needs of the audience. The brand effect established by relying on traditional media and word-of-mouth promotion is generally insufficient to support the operation of art venues. Although art venues are not only for profit, mature and stable operation is a prerequisite for ensuring that art venues undertake important responsibilities in inheriting and promoting cultural heritage, creating and promoting the development of contemporary art. Only in terms of operation, art venues develop corresponding strategies based on different scales and types, emphasizing a balance between financial support and cultural significance. At the same time, by conducting in-depth

research and utilizing new technologies and multimedia operation concepts, art venues can better interact with audiences and provide more novel and diverse art experiences.

2 Overview and significance of multimedia operation

Omni media operation refers to the strategy and practice of brand communication and marketing activities in a comprehensive and diversified manner through the integration of multiple media channels and platforms in the digital age. It covers various channels and platforms such as traditional media (such as TV, radio, newspapers, magazines) and emerging media (such as Internet, social media, mobile applications). The purpose of full media operation is to promote the brand, enhance brand influence, and achieve higher levels of customer loyalty and satisfaction. It emphasizes the integration and interaction between media, which can avoid information silos and barriers, allowing brand image and information to be transmitted in diversity on multiple platforms, meeting the diverse needs and experiences of users.

The strategy of information dissemination, marketing promotion, and interactive communication through various media platforms and channels. Omnimedia operation is a new way of information dissemination and service provision. In addition to using traditional media for coverage, it synchronously utilizes diversified media platforms (such as official websites, Weibo, WeChat, apps, short videos, long videos, etc.) to build a mutually empowering omni media matrix for comprehensive information dissemination and service provision.

Full media operation has the characteristics of large information volume, fast dissemination speed, and strong interactivity, which can significantly improve the efficiency and influence of information dissemination. Omni media operations can help businesses spread their brand image and values more widely, providing consistent and diverse information to audiences through different media platforms and channels. Brand image can be conveyed to a wider audience through various soft marketing and communication methods. By providing valuable content and experiences to the audience, enhance brand awareness and loyalty. Shaping the unique image awareness of enterprises and products, shaping values and personalities to stand out in a fiercely competitive market, all contribute to increasing brand awareness and recognition, and establishing brand reputation and credibility.

3 The operational path of art venues from the perspective of multimedia operation

Building a multimedia matrix: Art venues should establish their own websites, social media accounts, mobile applications, and other multimedia platforms to achieve comprehensive dissemination of information. These platforms can not only release the latest updates, exhibition information, performance arrangements, etc. of art venues, but also collect feedback and suggestions from audiences through interaction, and adjust and optimize business strategies in a timely manner.

Building a multimedia matrix is a crucial step in the operation of art venues. By establishing official websites, social media accounts, mobile applications, and other multimedia platforms, art venues can achieve comprehensive dissemination of information. As an online portal for art venues, the official website can provide detailed exhibition information, event arrangements, artist introductions, and other content, providing comprehensive information services for audiences. Social media accounts can be used to post real-time updates, interactive topics, audience feedback, etc., enhancing interaction and participation with the audience. Mobile applications can provide more convenient services, such as online ticket purchasing, virtual tours, personalized recommendations, etc., to enhance the audience's experience. Through the mutual cooperation and empowerment of these platforms, art venues can build a comprehensive media matrix to achieve all-round dissemination and interaction of information.

Optimize digital services: Utilize the characteristics of all media operations to provide digital services such as online ticket purchasing, digital exhibitions, virtual tours, etc. Online ticket purchasing can facilitate the purchase of tickets by the audience and increase their participation; Digital exhibitions can utilize technologies such as virtual reality and augmented reality to transform physical exhibitions into digital ones, allowing audiences to experience the charm of art exhibitions even at home; Virtual tour can utilize artificial intelligence and big data technology to provide personalized tour services for the audience.

Digital services are an important component of the operation of art venues. By providing online ticket purchasing, digital exhibitions, virtual tours, and other services, art venues can enhance the audience's experience and engagement. Online ticket purchasing services can facilitate viewers to purchase tickets anytime and anywhere, improving the convenience and efficiency of ticket purchasing. Digital exhibitions can utilize technologies such as virtual reality and augmented reality to transform physical exhibitions into digital ones, allowing audiences to experience the charm of art exhibitions even at home. Virtual tour services can utilize artificial intelligence and big data technology to provide personalized tour services to audiences, meeting the needs of different audiences. Through the provision of these digital

services, art venues can better meet the needs of audiences, enhance their experience and satisfaction.

Strengthen social media interaction: Interact with the audience through social media platforms such as Weibo, WeChat, etc. Organize online activities such as photography competitions, topic discussions, etc. to increase audience participation and stickiness. Meanwhile, through social media platforms, art venues can timely understand the needs and feedback of audiences, and continuously improve service quality.

Social media interaction is an important means of operating art venues. Through social media platforms such as Weibo and WeChat, art venues can interact with audiences and hold online events such as photography competitions and topic discussions to increase audience participation and stickiness. Meanwhile, through social media platforms, art venues can timely understand the needs and feedback of audiences, and continuously improve service quality. Through these social media interactions, art venues can better establish connections with audiences, enhance their participation and satisfaction.

Data analysis and optimization: By analyzing data from all media platforms, understand audience behavior habits and needs. By analyzing website access data, social media interaction data, etc., we can understand the interests and needs of the audience, optimize exhibition content and services. Meanwhile, by analyzing the data, we can understand the consumption habits and purchasing preferences of the audience, providing support for precision marketing. Data analysis and optimization are key links in the operation of art venues. By analyzing data from all media platforms, art venues can understand audience behavior habits and needs, optimize exhibition content and services. By analyzing website access data, social media interaction data, etc., art venues can understand the interests and needs of visitors, optimize exhibition content and services. Through the analysis and optimization of these data, art venues can better meet the needs of audiences, enhance their experience and satisfaction.

4 Practice of Art Venues Empowered by Full Media Operations

According to the 2023 China Venue Industry Research Report, the number of art performance venues in China has increased from 2285 in 2016 to 2910 in 2021, with a compound annual growth rate of 4.95%. By 2022, the number of art performance venues will further increase to 3500. This growth is attributed to the policy's emphasis on the cultural industry, especially the support from departments such as the Ministry of Culture and Tourism, which has promoted the vigorous development of the venue industry.

Chart 1: Changes in the Number of National Art Performance Venues (2016-2022)

When facing the complex market and technological challenges, some of the operation and management parties of art venues have keenly captured the opportunity to empower the development of art venues with full media, and have taken decisive innovative management measures for practice, all of which have achieved good results.

For example, as one of the most important cultural heritages in China, the Palace Museum has achieved significant results in data growth and audience interaction with the support of all media operations. The number of fans on new media platforms has increased: the official Weibo account of the Palace Museum has over 10 million fans; The number of followers of WeChat official account reached more than 2.1 million. The number of visits to digital resources has significantly increased: the total number of visits to the official website of the Palace Museum, the English website, and the Youth website has reached 100 million. After the launch of the digital cultural relics library, more than 52000 high-definition pictures of cultural relics have been released to the public, achieving good social effects. The download volume of the app and the number of VR experience viewers have also significantly increased: the total download volume of the 10 apps launched by the Palace Museum has exceeded 7.88 million; The total number of viewers for 7 theatrical VR programs and 7 offline+3 online VR interactive experience projects exceeded 784000. After the launch of the themed digital experience exhibition "Discovery • Heart Nourishing Hall" at the Duanmen Digital Hall of the Museum, the digital exhibition and digital exhibition hall have received over 160000 visitors.

Suzhou Museum - Digital Tour Experience. By utilizing AR technology, panoramic photography, and other techniques, we aim to provide viewers with a more immersive visiting experience. Viewers can obtain more detailed and vivid information about the exhibits through their mobile phones or smart devices during the visit, enhancing their awareness and understanding of the exhibits. **China National Art Museum - Utilizing short video platforms for exhibition promotion and art education.** The National Art Museum of China has released short videos on its short video platform, introducing classic works, artist interviews, artistic techniques, and other content, attracting a large number of viewers' attention and interaction.

The above cases are representative of the successful comprehensive application of all media operation in exhibition art venues. By integrating multiple media channels and platforms, they carry out brand communication and marketing activities in a comprehensive and diversified way, improving brand influence, promoting brand image, attracting more audiences, and enhancing interaction and participation with audiences. At the same time, this also indicates that the all media operation concept has pointed out the direction for exhibition art venues.

As a top performing arts center in China, the National Centre for the Performing Arts has achieved significant success in all media operations, especially in online performances. Multi channel promotion and digital transformation. Promote and advertise through multiple channels, including official websites, social media, television commercials, etc. The theater has undergone digital transformation to provide audiences with more convenient and intelligent ticketing, viewing, and interactive experiences. Viewers can purchase tickets through various channels such as the theater's official website, mobile app, and mini program. They can also purchase performance tickets online and obtain electronic receipts through digital means.

As of June 2024, 240 online performances have been broadcasted at the National Centre for the Performing Arts. In 2022, the National Centre for the Performing Arts has broadcasted 150 online performances. Accumulated audience clicks: As of June 2024, the total online clicks for the National Centre for the Performing Arts' online performances have exceeded 5 billion. In 2023, the online performances of the National Centre for the Performing Arts have accumulated over 1 billion clicks. Diversity of performance content: The online performances of the National Centre for the Performing Arts cover various art forms such as concerts, operas, dances, plays, operas, stage art films, etc. Through online performances, the National Centre for the Performing Arts not only provides high-quality artistic experiences, but also achieves the popularization and promotion of art. The National Centre for the Performing Arts utilizes technologies such as 5G and VR to provide audiences with an immersive viewing experience. Through cutting-edge technologies such as "8K+5G" live streaming, XR technology, and virtual panoramic sound effects, the online performances of the National Centre for the Performing Arts have become increasingly stunning in terms of audio-visual effects. Attracting audience interaction and participation: Online performances have attracted audiences from all over the country, creating a good atmosphere of interaction and participation. Viewers can watch live broadcasts through various online platforms, which has become a habit and integrated into many people's daily lives. These data and information indicate that the National Centre for the Performing Arts has achieved significant results in all media operations, especially in the field of online performances.

5 Conclusion and Prospect

When conducting full media operations, art venues need to ensure consistency and coherence in brand building, that is, to form a consistent brand image and positioning on different media platforms. This requires companies to clarify the core concepts and values of their brands, and integrate them into all marketing activities and communication content. In the future, art venues should further explore new models and paths of full media operation to adapt to the development trend of the digital age. At the same time, efforts should be made to cultivate professional talents and improve service quality, providing strong support for the long-term development of art venues. From the perspective of multimedia operation, the management strategy of art venues needs to be continuously innovated and optimized. By fully utilizing the advantages of multimedia operations, art venues can enhance their service level and competitiveness, achieving sustained and stable development. Meanwhile, all media operations will also play an important role in promoting the popularization, inheritance, and innovation of art.

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