

# Market and Audience Development Grant Self-Evaluation Report

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| **Date of Submission** | |
| **Applicant Name** | **Project Title** |
| **Venue/ Cities**  (if applicable) | **Event Dates** Start  (if applicable)End |

When your project is completed, we would like you to share your evaluation and reflections on your project with us. You may wish to use the following questions as a guide.

Where available, please attach any:

* Photos / recordings
* Media clippings / press reviews

***Note: For any project that involves digital elements (e.g. website / marketing videos / digital collaborations with international counterparts) please also update Table A: Digital Indicators for projects involving digital elements.***

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| **For Company-wide Initiatives** (e.g. branding, marketing and publicity, market research) |
| * What were your objectives in undertaking this project, and how would you evaluate your outcomes? |
| **For Project-specific Initiatives** (e.g. marketing and publicity for a specific production / exhibition) |
| |  |  | | --- | --- | | **If applicable / available** | **Actual** | | Number of Performances / Exhibition Days |  | | Total Attendance |  | | Number of Tickets Sold |  | | Percentage House |  | | Total Digital Reach\* |  | | Total Digital Consumption\* |  |   *\* For projects with digital elements, please fill up Table A below as well, and these figures can be derived from the table.*   * Has your audience attendance / sales grown compared to previous projects? * Were your initiatives effective in marketing and audience development? What worked and what did not? What could be done better? |
| **For International Activities** |
| |  |  | | --- | --- | | **If applicable / available** | **Actual** | | Number of cities visited |  | | Number of performances |  | | Total attendance |  | | Number of tickets sold |  | | Percentage house |  | | Total Digital Reach\* |  | | Total Digital Consumption\* |  |   *\* For projects with digital elements, please fill up Table A below as well, and these figures can be derived from the table.*   * What was your audience / participant profile like and how was their response to your work? * How do you think your project has contributed to your development as an artist, and to the larger arts scene? (e.g. increased your international profile, created new opportunities)? |

**Digital indicators for projects involving digital elements**

Please see Annex A for guidance on the following digital indicators. Please report the figures that are relevant for your project.

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| **Key Digital Indicators** | **Actual** |
| A. Reach on Websites/Mobile Application |  |
| B. Reach on Social Media & Audio-Video Platforms | |
| 1. Social Media (including video conferencing platforms e.g. Zoom attendees) |  |
| 1. Video Platforms |  |
| 1. Audio Platform |  |
| C. Engagement on Social Media Platforms | |
| 1. Total sum of reactions (including likes), shares, comments |  |
| 1. Engagement Rate *(Ci divide by A+Bi)* |  |
| D. Total no. of pieces of content published/posted | |
| 1. Unique number of content |  |
| 1. E-publications (Published) |  |
| 1. E-publications (Sold/loan/downloaded) |  |
| 1. Number of pieces of content by language (if applicable) | English (     )  Chinese/ Dialects (     )  Malay (     )  Tamil/ Non-Tamil Indian Languages (     )  Multi-lingual (     )  N.A. |
| **Total Digital Reach *(A +Bi)*** |  |
| **Total Digital Consumption *(A+ Bii + Biii + Diii)*** |  |

We would like to hear your reflections on your overall project experience. You may use the following questions as a guide.

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| **Reflections**  Please share with us your experiences in putting together this project:   * Did your project go as planned? Highlight key changes to your project (if any). * What challenges did you meet along the way, and how did you overcome them? * What would you have done differently with this project on hindsight? |
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| **Feedback on the Grant**   * Are there any areas in which NAC can do better to support your market and audience development efforts? |
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***For grants applied through the OurSG Grants Portal***

Please log onto the OurSG Grants Portal to submit your **Self-Evaluation Report** and **Financial Report** (i.e. the budget form submitted as part of the grant application, with actual income and expenditure reflected). To help you navigate the portal, you may refer to the user guide uploaded at <https://go.gov.sg/nacmadgrant>.

**Annex A**

**Digital Indicators**

Please track and report the following digital indicators for the relevant platforms and based on what is available to you. Apart from **Reach**, **Engagement** provides further insights into the programme’s resonance with your viewers or audiences. The number of **Content Pieces** is important for us to understand how many people have been reached and engaged across the quantity of unique content available online. NAC also hopes to find out the **language** (for verbal/textually-conveyed programmes) used across content pieces, as this informs us that there is a pool of arts content across different languages available to multi-lingual viewers.

For the following digital indicators, please refer to Annex B for the guiding principles that should support your counting and tracking.

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| **Digital Platforms** | **Key digital indicators**  (Platforms listed are commonly-used platforms, and are non-exhaustive examples, please refer to the Annex B for other examples. Should you have used other platforms to present and publish your projects, please report the equivalent indicators.) | | | | | | | | |
| **A. Reach on Websites / Mobile Applications** [extract from Google Analytics] | | | | | | | | | |
| 1. Websites/Mobile Applications | **Unique metrics**  - [For Microsites]  Website/Application Visitors i.e. Total Users (unique) | | | OR | - [For sub-pages within main website]  Unique Page Views on the page that the content is natively hosted | | | | |
| **B. Reach on Social Media & Audio-Video Platforms** [extract from analytics or insights of the respective platforms] | | | | | | | | | |
| Bi. Social media (including video conferencing platforms e.g. Zoom attendees) | **Unique metrics**   * Facebook Reach (unique) * Instagram Reach (unique) | | * Youtube unique viewers, min. 30 sec duration (unique) * Bigo Live livestream viewers, note: user must note down viewership at the end of each livestream (unique) | | | | | | |
| Bii. Video platforms | N**on-unique metrics**   * Facebook views (non-unique) * Instagram views (non-unique) | | * Youtube views (non-unique) * Vimeo Views/Plays (non-unique) | | | | | | |
| Biii. Audio platforms | **Non-unique metrics**  Spotify Plays/Streams – min. 30 sec (non-unique) | | Apple Music Plays – min. 30 sec  (non-unique) | | | | Google Play Plays – min. 20 sec  (non-unique) | | |
| **C. Engagement on Social Media Platforms** [extract from analytics or insights of the respective platforms] | | | | | | | | | |
| Ci. Social Media Engagement | **Total no. engagements is the sum of reactions (incl likes), shares, comments** (to measure resonance with content) | | | | | | | | |
| Cii. Social Media Engagement Rate | **Total Engagements divide by Total Reach** | | | | | | | | |
| **D. Total no. of pieces of content published / posted (D + Dii)** | | | | | | | | | |
| D. Unique content | E.g. a series of 4 videos or 4 songs = 4 unique content pieces  E.g. 1 video, 2 versions (Eng & Mandarin) = 2 unique content pieces | | | | | | | | |
| Dii. E-pubs (published) | Diii. E-pubs (sold/loaned/downloaded) | | | | | | | | |
| Div. # of pieces of content by language | * English \_\_\_\_\_ | * Chinese/ Dialects \_\_\_\_\_ | | * Malay \_\_\_\_\_ | | * Tamil/ Non-Tamil Indian Languages \_\_\_\_\_ | | * Multi-lingual \_\_\_\_\_ | * NA |
| **E. Total Reach (Unique)** | **A + Bi** | | | | | | | | |
| **F. Total Consumption (Non-unique)** | **A + Bii + Biii + Diii** | | | | | | | | |

**Annex B**

**Guiding principles for reporting digital indicators**

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| 1. **At which point should you extract the digital indicators for reporting?** | | |
| 1. **Online content with an expiry date**   e.g. pre-recorded performance online from 1-10May, taken down/deleted after 10 May | | From publish date to programme’s end point or reporting deadline, whichever is earlier |
| 1. **All other online content that will be posted/published online for eternity** | | From publish date to reporting point/reporting deadline |
| 1. **Other Important guidelines to note when counting digital indicators** | | |
| 1. **Report for applicable platforms** | **Reporting should be done for the applicable platforms** **only**, and as long as the digital indicators are available to the grant recipient / partner.  NAC notes that free/personal vs business/premium accounts on various online platforms will offer varying access to digital indicators. | |
| 1. **Paid & Organic posts** | For all social media platforms, to track **both paid & organic posts. There is no need to differentiate between both types of posts for reporting purposes.** | |
| 1. **Embedded content** | **For audio-video content embedded in websites**, **digital indicators to be tracked from the original source where the content is hosted**, and not double counted to include website visitor/unique page views e.g. if a Youtube video is embedded on website, track digital indicators from Youtube only. | |
| 1. **Content on multiple platforms** | **If the same piece of content is hosted on multiple platforms (e.g. on FB, IG & YT), digital indicators should be counted across all platforms where content is hosted**, but note point 2d about embedded content. | |

Other examples of digital platforms include:

* SoundCloud
* Zoom
* Tik Tok