

JULY 2021

# Online participation

Key findings from 8,728 participants  
Audience Outlook Monitor, Australia

↓ **44%** down from 47%  
in March 2021  
are experiencing art  
and culture online

**52%**  
see a role for digital  
events/experiences in their  
lives long-term

**70%**  
recently tuned in to a  
digital activity alone

**28%**  
watched online with others  
from their household

↓ **33%** down from 37%  
in March 2021  
have paid for an online  
experience recently

↑ **44%** up from 41%  
in March 2021  
are paying over \$50 for  
online experiences