

namac

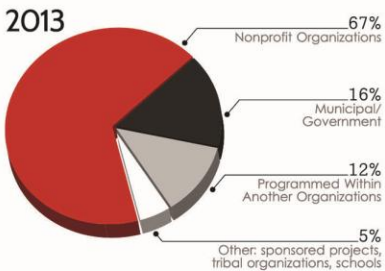
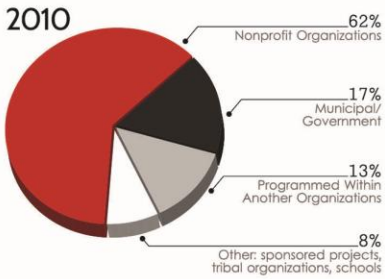
NATIONAL SURVEY OF MEDIA ARTS MAPPING THE FIELD

In 2010 and 2013, NAMAC distributed over 1,000 surveys to known media arts organizations in the United States. The aggregated results from the Mapping the Field surveys represent the first-ever, comprehensive data set documenting the media arts field.

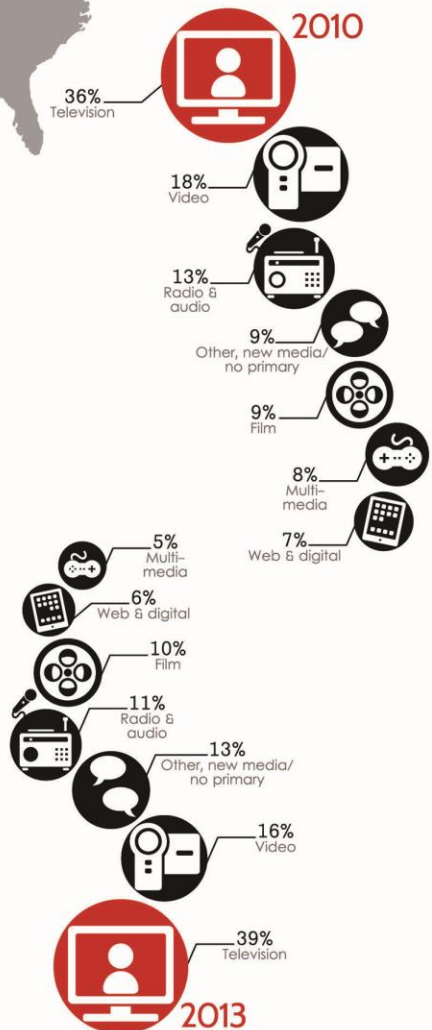


PRIMARY MEDIA TYPE

ORGANIZATION TYPES

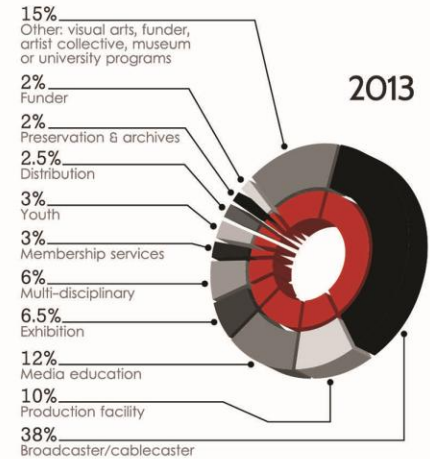
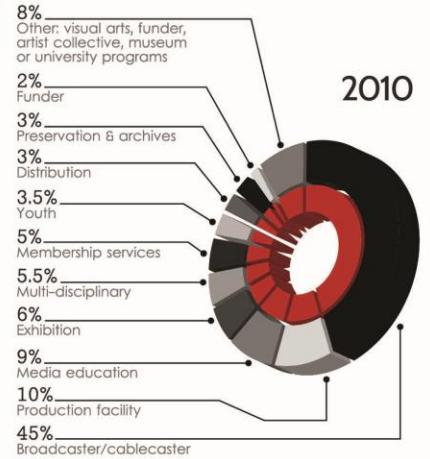


Two-thirds of the responding media arts organizations are independent nonprofits; the rest are units of local government or are part of educational institutions, museums or other types of nonprofits. Combined, these media arts organizations buy \$36 million annually of television, video, radio, computer and other media equipment.

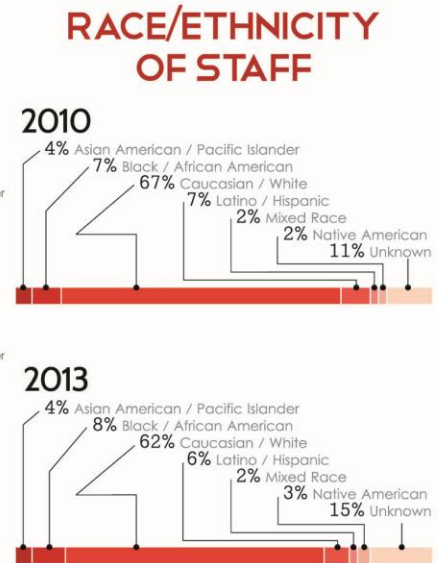
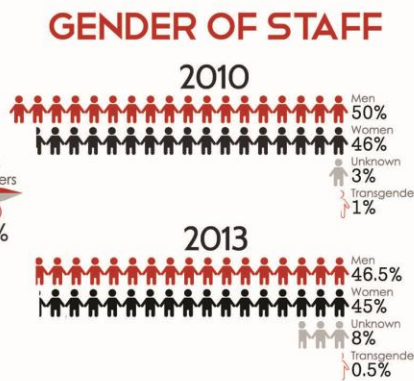
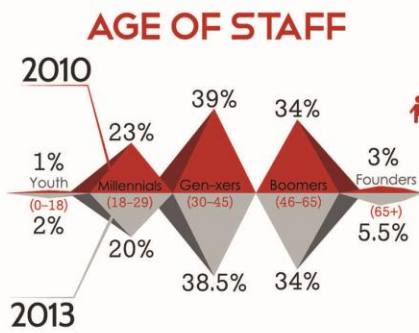


The independent media arts field reaches more than 100 million listeners and viewers each year through television, video, radio, audio, film and digital media.

PRIMARY ACTIVITIES/ DESCRIPTION



The organizations surveyed provide multiple services and conduct activities with artists, youth and the general public in production, education, broadcast or cablecast; collection and preservation; exhibition and distribution; and other related areas.



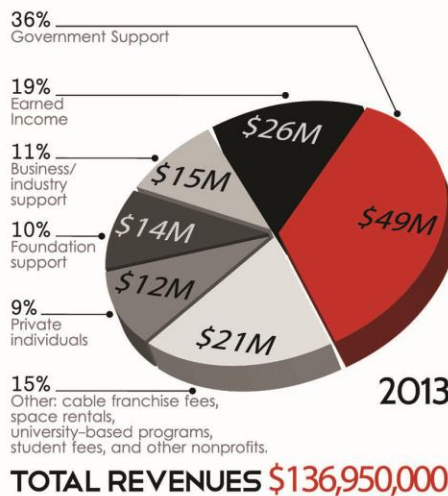
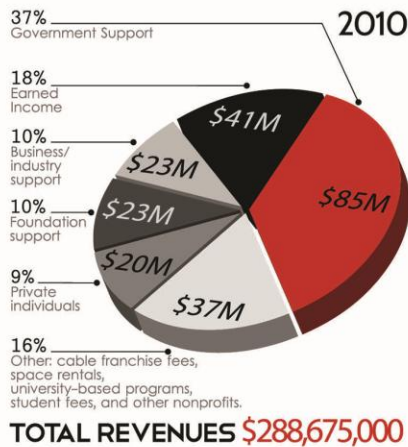
The field is well established and increasingly diverse. Media arts organizations around the country provide content and services to audiences and artists that are more diverse than general U.S. demographics might suggest. A similar orientation towards diversity and multicultural perspectives were reported in staff and board makeup.

AVERAGE ESTIMATED OPERATING EXPENSE



One-third of the organizations own their buildings, with an average worth of just over \$3 million; together, these real estate holdings have an estimated value of more than \$500 million.

REVENUE STREAMS



Changes in funding sources between 2010 and 2013 were generally too small to be statistically significant; funding sources largely appeared to be consistent during the three-year interval. Expenditures, however, showed a pattern of spending more on programs and services and less on management and overhead.

In what is a particular strength and characteristic of this field, media arts groups leverage their capacity through active partnerships with other community-based organizations of various types. As much as 60 percent of the total sample reported an increase in partnership activities from 2010 to 2013.

Mapping the Field was made possible by support from The Nathan Cummings Foundation and the National Endowment for the Arts – Media Arts Program. For more info visit namac.org/mapping