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**SUMMARY**

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# **2023 SURVEY ON THE PERFORMING ART**

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**Korea Arts Management Service**

# 2023 Survey on the Performing Art (as of 2022)

## 1. Purpose of the Survey

The “Survey on the Performing Art” aims to gain an objective and reliable understanding of the current state of the performing arts sector in Republic of Korea and thereby provide preliminary data to establish a policy initiative for promoting the Korean performing arts.

## 2. Background and Survey Direction

The “Survey on the Performing Art” was conducted for the first time in 2005 in the performing arts sector, where systematic data and information was lacking. In 2007, the survey received the approval from Statistics Korea to produce statistics, thereby enhancing the objectivity and reliability of the survey.

Typically the performing arts market is structured so that the agents of “creation (production), distribution (delivery), consumption (enjoyment)” are mutually connected to the performing arts sponsors. The Survey on the Performing Art targets the main areas of such nature of the performing arts market structure.

The 2023 Survey on the Performing Art examined the performing arts facilities (performance venues), which are part of the distribution (delivery) segment of the performing arts sector; performing arts organizations, which are part of the creation (production) segment; and the administrative agencies (central and local governments) that are responsible for providing public support.

**Table 1. Key features of the Survey on the Performing Art design**

Survey target		Performing arts facilities and organizations across Republic of Korea
Survey frequency		1 per year
Survey time	Reference time point	December 31, 2022
	Reference period	January 1, 2022-December 31, 2022(1 year)
	Survey period	June 9, 2023-October 24, 2023
Final valid response		Performing arts facilities: 720 (complete enumeration+sample) Performing arts organizations: 1,612 (complete enumeration+sample)
Initiating authority		Ministry of Culture, Sports, and Tourism
Organizing body		Korea Arts Management Service
Surveying agency		Korea Research International

Note: When conducting the survey online was considered impractical, surveyors visited participants in person and asked them to fill out a questionnaire. If critical errors or omissions were found in a filled-out questionnaire, the surveyor called the participant to ask questions about relevant items in the questionnaire for clarification and correction.

### 3. Survey Details

To determine the items for the 2023 survey, we held discussions with outside advisors and the Ministry of Culture, Sports, and Tourism on changes to the questionnaire structure and items. As a result, online performances and safety incidents were added to redefine performance genres and secure practical statistical data in line with changes in the performing arts landscape and legal amendments.

The 2023 survey utilized closing data for 2022 (as of May 25, 2023) from the Korea Performing Arts Box Office Information System (KOPIS), including the number of performances, the number of showings, the number of tickets sold, and the monetary amount of tickets sold, to analyze performance-related data.

**Table 2. Key Items of the 2023 Survey**

Performing arts facilities	I. General of performing arts facilities	<ul style="list-style-type: none"> <li>- Name of facilities, year of opening, Internet address, postal address, Name of representative, category of registration</li> <li>- Name of founder, type of founder</li> <li>- Name of operator, type of operator</li> <li>- Basic facilities and amenities</li> </ul>
	II. Operation of performing arts facilities	<ul style="list-style-type: none"> <li>- Operation of membership, membership details</li> <li>- Presence of performing arts organizations housed, details of performing arts organizations housed</li> <li>- Details of online ticket sales system</li> </ul>
	III. Personnel of performing arts facilities	<ul style="list-style-type: none"> <li>- Details of staff by gender and type of employment</li> <li>- Details of staff by task</li> <li>- Enrollment in four major social insurances</li> </ul>
	IV. Financial state of performing arts facilities	<ul style="list-style-type: none"> <li>- Revenues: project revenue, public subsidies, other revenue, donation/sponsorship, carryover funds from the previous fiscal year</li> <li>- Expenses: project expense, current expenditure, other expense, carryover funds for the next fiscal year</li> </ul>
	V. Size and utilization of performance venues, and performance figures	<ul style="list-style-type: none"> <li>- Number of performance venues</li> <li>- Name of performance venue, presence of outdoor performance venue</li> <li>- Seats: number of seats, presence of accessible seats, number of accessible seats</li> <li>- Days of utilization: days of performance, days of performance preparations, days of other events</li> <li>- Performance figures: number of performances, number of showings, total attendance</li> <li>- Figures of online performance</li> </ul>
	VI. Safety incidents and management at performance venues	<ul style="list-style-type: none"> <li>- History of safety incidents at performance venue</li> <li>- Records of safety management and inspection</li> </ul>

Performing arts organization	I. General of performing arts organization	- Name of organization, year of foundation, Internet address, postal address, name of representative, main Genres - Name of founder, type of founder - Name of operator, type of operator
	II. Operation of performing arts organization	- Operation of membership, membership details - Operation of performing arts facilities and amenities
	III. Personnel of performing arts organization	- Performers and staffs by task - Staffs by gender and type of employment - Details of staffs by task - Enrollment in four major social insurances
	IV. Financial state of performing arts organization	- Revenues: project revenue, public subsidies, other revenue, donation/sponsorship, carryover funds from the previous fiscal year - Expenses: project expense, current expenditures, other expense, carryover funds for the next fiscal year
	V. Overseas and online performances by performing arts organization	- Overseas performances initiated by organization: performances by genre - Invitations from overseas entities: performances by genre - Figures of online performances
	VI. Safety incidents by performing arts organization	- History of safety incidents at performance venue

## 4. Definition of Populations

### 1) Target Population

- All performing arts facilities and performance venues in Republic of Korea
- All professional performing arts organizations (including performing arts agencies) in Republic of Korea

### 2) Survey Population

- **Performing arts facilities:** Population of the previous year plus registered performance venues across South Korea, performance venues affiliated with the Korea Art Theater Association, and culture and arts centers in Korea etc. as of the reference time point (excluding facilities that have suspended operations or permanently closed, as well as facilities that do not meet the criteria to be considered performing arts facilities)
- **Performing arts organization:** Population of the previous year plus organizations that have applied or have been selected for the support program operated by the Arts Council Korea (ARKO), organizations that are members of the Korea Musical Association and the Korean Association of Musical Producers, professional arts corporations and organizations etc. as of the reference time point (excluding organizations that have suspended operations or permanently closed, as well as organizations that do not meet the criteria to be considered performing arts organizations and those that have not sold any ticket)

**Table 3. Survey Target and Population Collection Route**

Survey Target	Survey Range and Survey Population Collection Route
Performing arts facilities	<ul style="list-style-type: none"> <li>- Facilities surveyed in the previous year's Survey on the Performing Art</li> <li>- Registered performance venues nationwide according to the Public Performance Art (50 seats or more; or floor area of 50 square meters or more for audience seating)</li> <li>- Korea Art Theater Association member performance venues (100 seats or less)</li> <li>- Culture and arts centers nationwide</li> </ul>
Performing arts organizations	<ul style="list-style-type: none"> <li>- Organizations surveyed in the previous year's Survey on the Performing Art</li> <li>- Organizations that have applied and selected for the Arts Council Korea's Culture and Arts Support Program</li> <li>- Member organizations of the Korea Musical Theatre Association</li> <li>- Professional Performing Arts Companies</li> </ul>

As for the performing arts facilities, the facilities that belong to the central government, culture and art centers, and other (public) facilities were classified as public, while those located in Daehak-ro (Small theater district in Seoul) and other private facilities (that are not located in Daehak-ro) were classified as private. As for the performing arts organizations, national and public organizations that belong to metropolitan cities, cities, and counties were classified as public, while private performing arts organizations and private performing arts agencies were classified as private.

**Table 4. Classification of the Survey Target**

Category	Performing Arts Facilities	Performing Arts Organizations
Public	Central government Culture and art centers Others [public]	National Public [metropolitan cities] Public [cities and counties]
Private	Private [Daehak-ro] Other private [other than Daehak-ro]	Private performing arts organizations Private performing arts agencies

### 3) Sampling Error

- **Performing Arts Facilities:** Central government facilities and culture and art centers were excluded from the calculation of sampling error among all performing arts facilities due to their complete enumeration. The survey has been completed for 455 out of 713 sample facilities, including other facilities [public], Daehak-ro private facilities [Daehak-ro], and Other private [other than Daehak-ro]. For these 455 facilities, the sampling error is  $\pm 2.8\%$  at a 95% confidence level.
- **Performing Arts Organizations:** National organizations, Public [metropolitan cities] and Public [cities and counties] were excluded from the calculation of sampling error among all performing arts organization due to their complete enumeration. The survey has been completed for 1299 out of 3932 sample organizations, including Private performing arts organizations and Private performing arts agencies. For these 1,299 organizations, the sampling error is  $\pm 2.2\%$  at a 95% confidence level.

## 5. Key Findings

### 1) Size of the 2022 Performing Arts Market

Figure 1. Performance Arts Market Sales Trend between 2014 and 2022

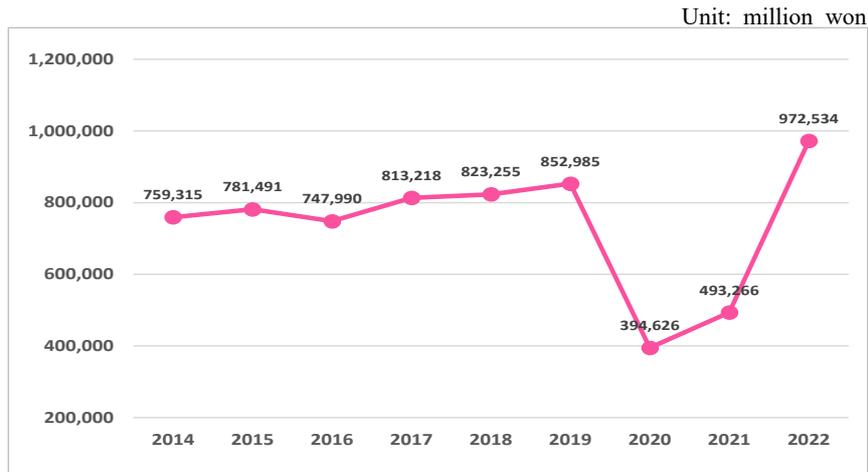
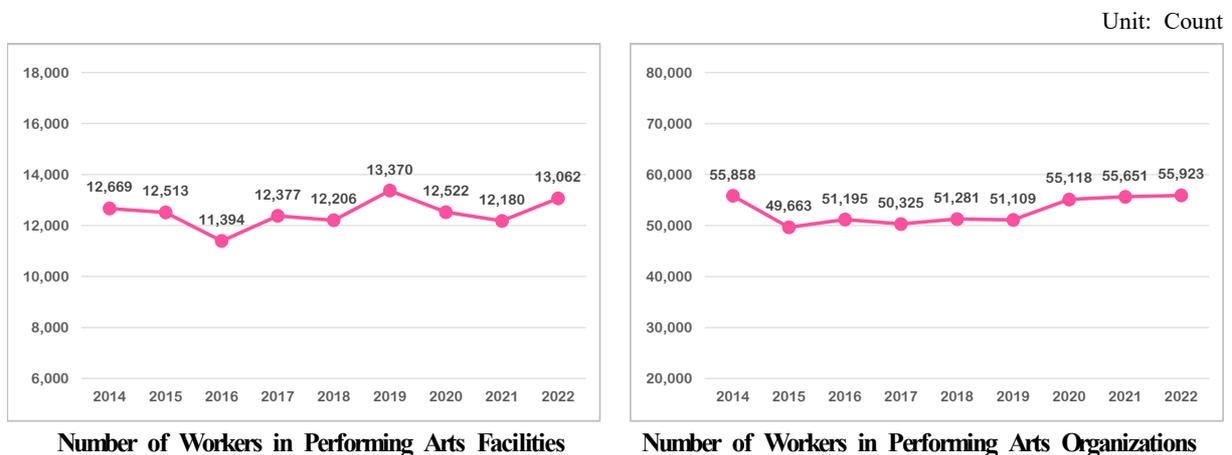


Figure 2. Number of Performing Arts Facilities and Organizations Trends between 2014 and 2022

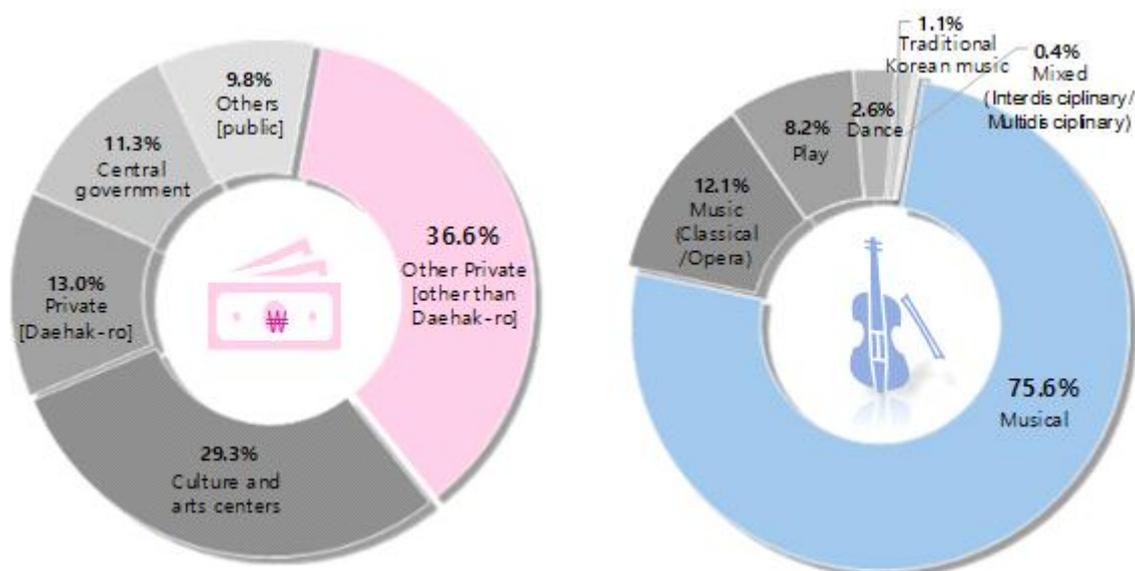


Figure 3. Number of Workers in Performing Arts Facilities and Performing Arts Organizations Trends between 2014 and 2022



## 2) Figures on 2022 Performances

Figure 4. Percentage of ticket sales by facilities characteristics and genre



Percentage of ticket sales revenue by facilities characteristics

Percentage of ticket sales revenue by genre

Table 5. Performance Figures by Performing Arts Facilities Characteristics in 2022

구분	Number of performances	Number of showings	Number of tickets sold	Amount of ticket sales (KRW 1,000)	Percentage of paying audience (%)	Average price of tickets (KRW)
<b>Total</b>	<b>14,440</b>	<b>87,257</b>	<b>13,658,581</b>	<b>561,795,273</b>	<b>80.5</b>	<b>41,131</b>
Central government	1,916	4,628	1,672,831	63,496,382	64.3	37,957
Culture and arts centers	6,501	13,724	4,387,822	164,595,816	74.8	37,512
Others[public]	1,457	5,957	1,167,726	55,094,119	78.7	47,181
Private [Daehak-ro]	1,062	37,938	3,098,314	72,849,239	91.1	23,513
Other Private [other than Daehak-ro]	3,504	25,010	3,331,888	205,759,716	86.8	61,755

Source: Korea Performing Arts Box Office Information System (KOPIS) closing data (as of May 25, 2023)

Notes: 1) Popular music, popular dance, circus, magic shows are excluded.

2) The percentage of paying audience is calculated by dividing the number of paid tickets by the total number of tickets sold.

3) The average ticket price is calculated by dividing the ticket sales amount by the number of tickets sold.

Table 6. Performance Figures by Genre in 2022

구분	Number of performances	Number of showings	Number of tickets sold	Amount of ticket sales (KRW 1,000)	Proportion of paying audience (%)	Average price of tickets (KRW)
Total	14,440	87,257	13,658,581	561,795,273	80.5	41,131
Play	2,588	42,452	2,810,484	46,195,082	86.5	16,437
Musical	2,756	32,175	7,330,817	424,918,289	88	57,963
Music (Classical /Opera)	6,921	7,682	2,469,083	67,881,328	58.5	27,493
Traditional Korean music	1,092	2,003	374,835	6,161,088	55.2	16,437
Dance	783	1,446	539,587	14,594,266	70.7	27,047
Mixed (Interdisciplinary /Multidisciplinary)	300	1,499	133,775	2,045,219	55.4	15,289

Source: Korea Performing Arts Box Office Information System (KOPIS) closing data (as of May 25, 2023)

Notes: 1) Popular music, popular dance, circus, magic shows are excluded.

2) The percentage of paying audience is calculated by dividing the number of paid tickets by the total number of tickets sold.

3) The average ticket price is calculated by dividing the ticket sales amount by the number of tickets sold.

### 3) Performing Arts Facilities for 2022

Figure 5. Percentage of Performing Arts Facilities by Characteristics in 2022

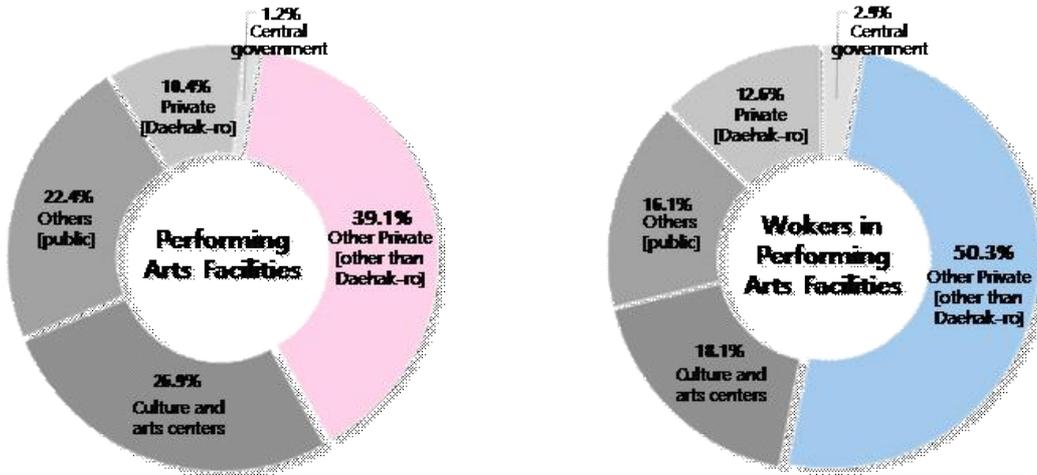


Figure 6. Performance Program Utilization Rate at Performing Arts Facilities in 2022

Unit: %

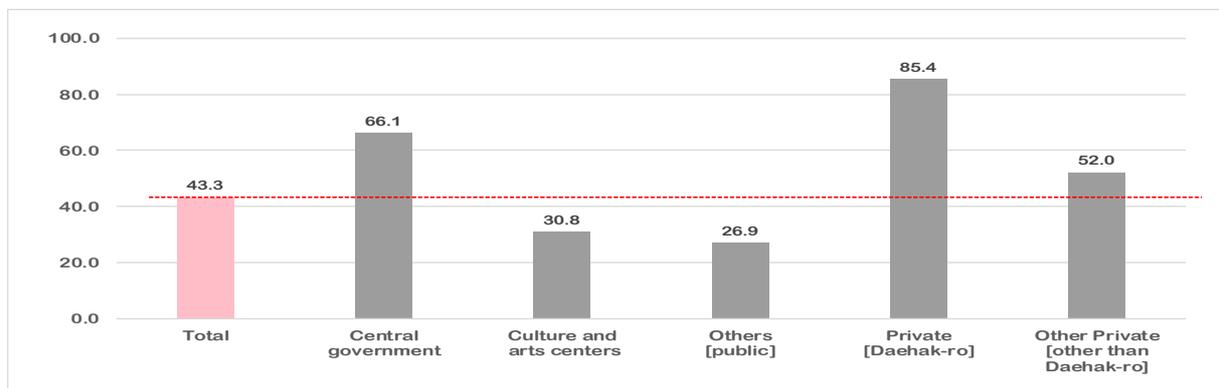


Figure 7. Performance Venue Utilization Rate at Performing Arts Facilities in 2022

Unit: %

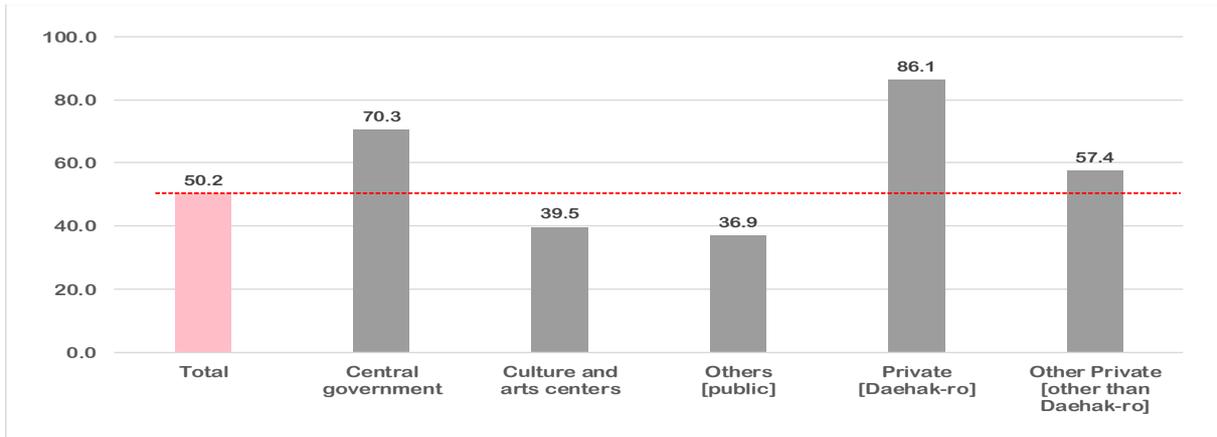


Figure 8. Financials of Performing Arts Facilities

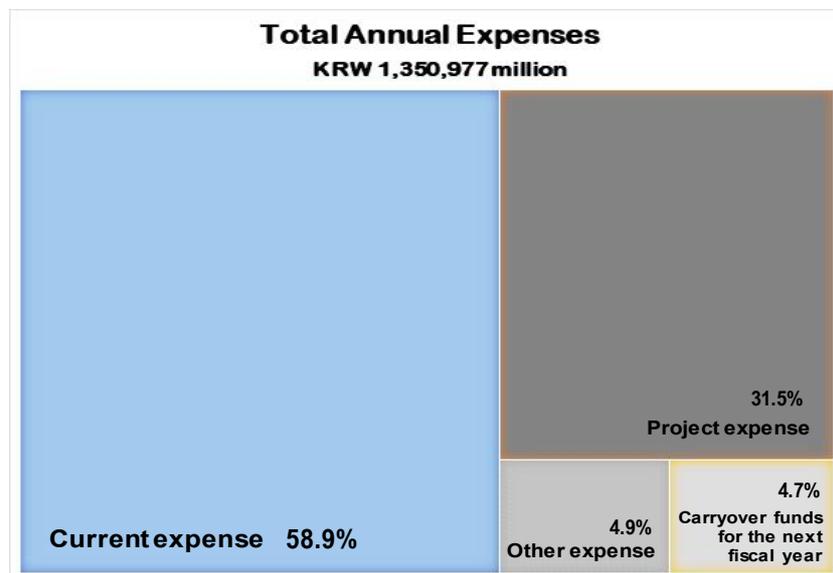
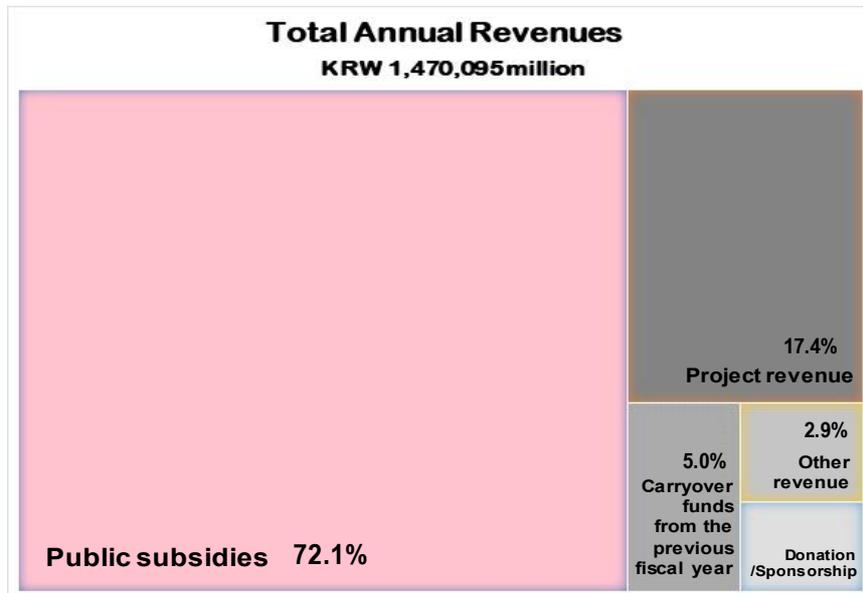
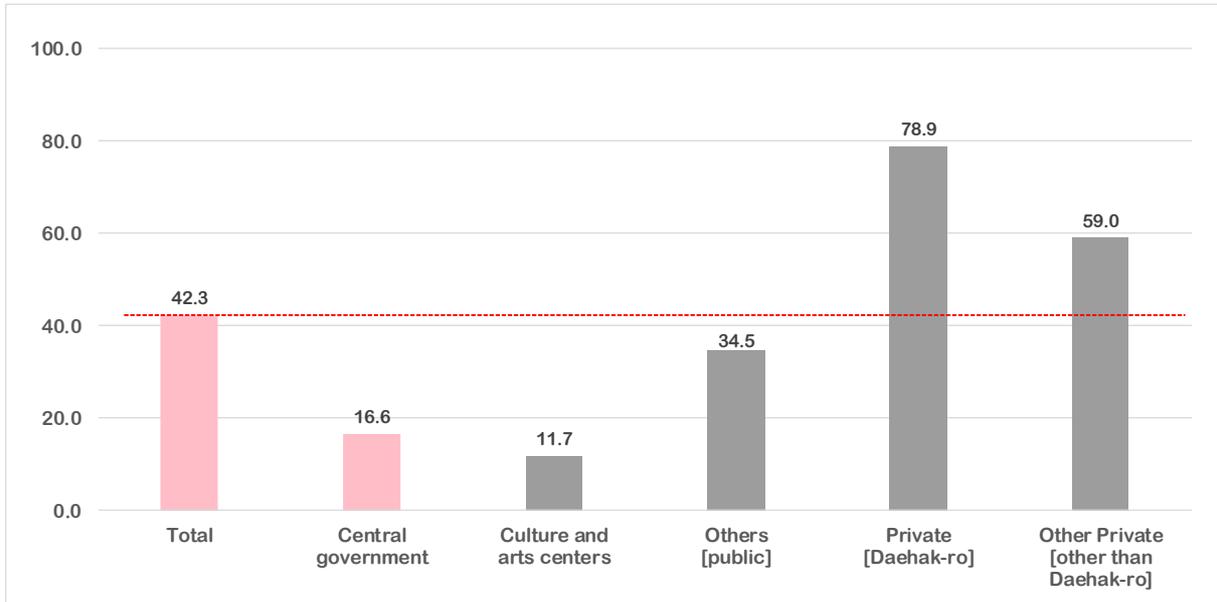


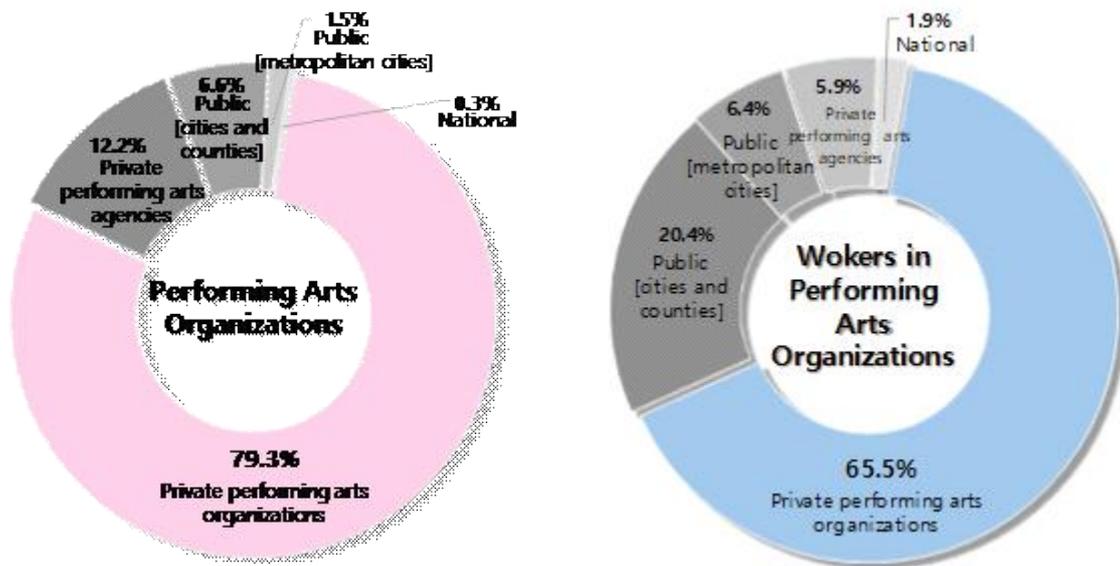
Figure 9. Financial Independence Rate by Facility Characters

Unit: %

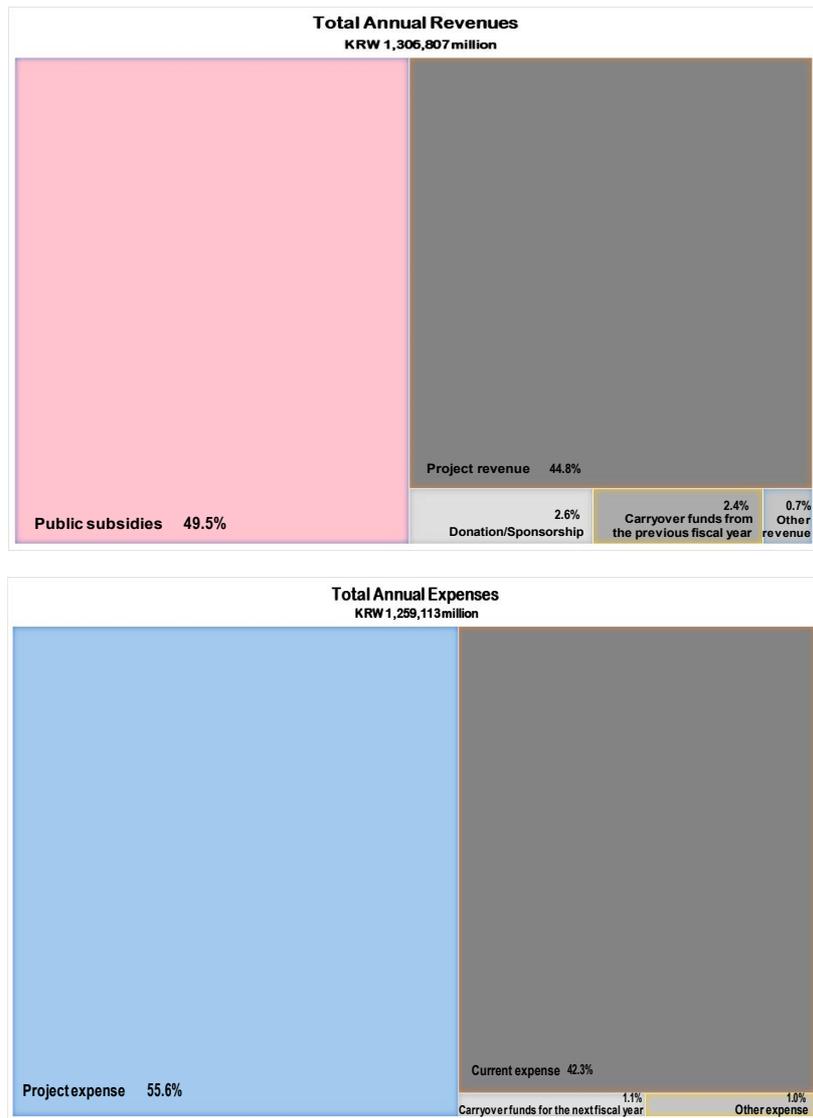


#### 4) Performing Arts Organizations States in 2022

Figure 10. Percentage of Performing Arts Organizations by Characteristics



**Figure 11. Financial State of Performing Arts Organizations in 2022**



**Figure 12. Financial Independence Rate by Organization Characters in 2022**

