Digital Programming

By Reem Kassem - Co-founder of Basita.live &
Founder of AGORA for Arts and Culture

My Story

I am an Egyptian cultural manager, producer and researcher based in Abu Dhabi. In 2021, I was named one of 50 most inspirational women in Egypt, in recognition of my innovation in the field, efforts in empowering women, and my role in advancing gender equality.

I currently work as the head of Performing Arts at the Cultural Foundation (Department of Culture and Tourism. I have 20 years of work experience in the Cultural Sector, that include performing arts, community arts, arts for social, community and economic development, cultural policies and cultural diplomacy.

My work experience includes, head of performing arts at the Library of Alexandria (Egypt), Manager of Programming and Cultural Affairs at the Abu Dhabi Music and Arts Foundation - ADMAF, Manager of Community and Education at (ADMAF), Founding Director of AGORA for Arts and Culture, and co-founder of Basita.live.

My Story
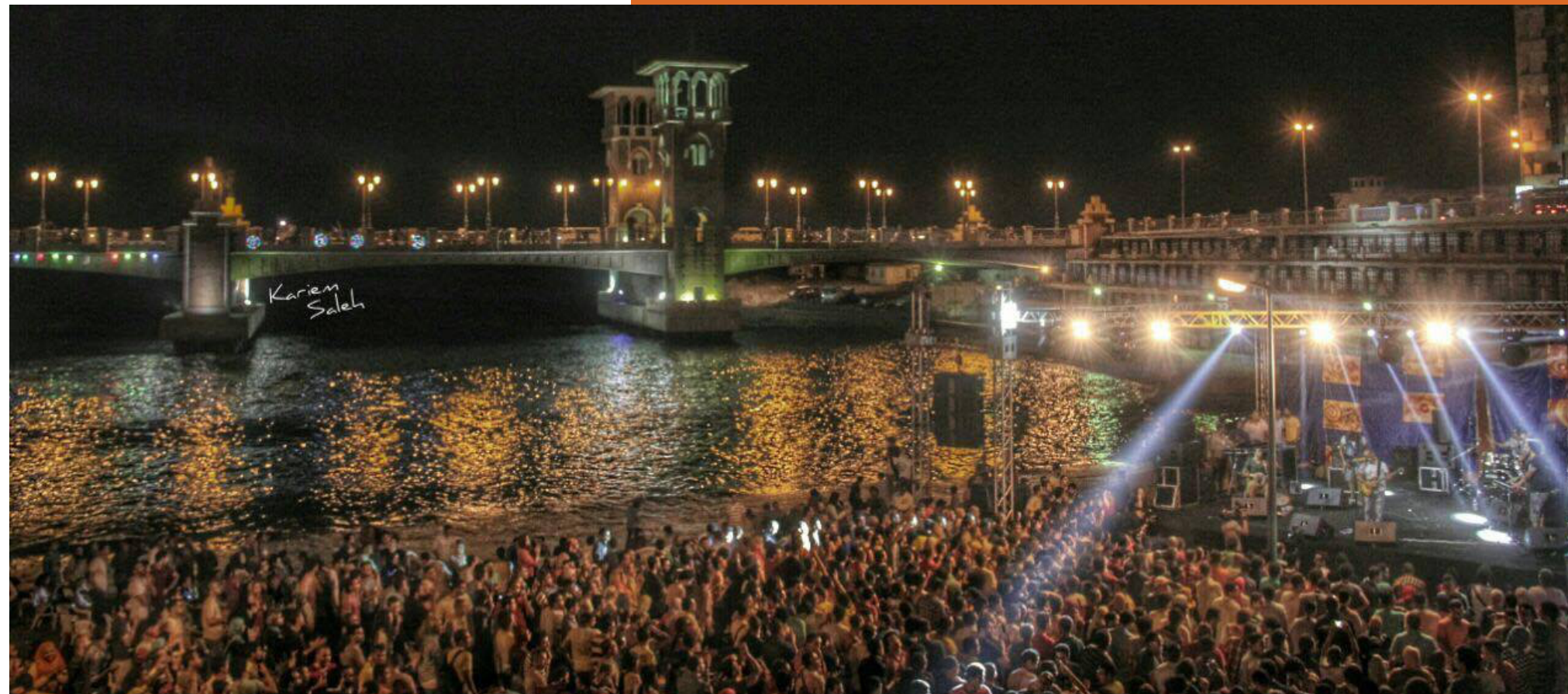
I am an international fellow of the <u>DeVos Institute of Arts Management</u>, a global fellow of the <u>International Society for Performing Arts</u>, a <u>Chevening Scholar</u> and a <u>Clore Cultural Leadership Fellow</u>, a <u>Tandem Shaml</u> and a Robert Bosch Stiftung Alumni.

I won the <u>Pioneer of Egypt award</u> from the Synergos Institute, the Nahdet Elmahrousa and Barkley's Bank award on social innovation for employment, and the <u>Anna Lindh Foundation Award for intercultural dialogue</u>. I am a member in some international networks among which is the <u>U40 global network</u> of the UNESCO, the <u>Cultural Innovators Network,</u>and the African Youth Advocacy Network.

COVID, Research period, RESILIART and developing Basita

BASITA.LIVE

Basita.live is a virtual venue for live music, theatre and performing arts created by Reem Kassem, an Egyptian cultural manager and a ResiliArt organizer. Through a series of dialogues with artists around the world, Kassem identified the lack of simple digital monetization mechanism as one of the most pervasive issues and missed opportunities for creators today. Based on this evidence, the cultural manager developed Basita.live, an online platform which allows performing and visual artists to live stream, share content, conduct live or pre-recorded sessions and charge fees.

The platform allows artists to set a price for viewing or participation, while giving them the option to maintain their content online and charge for the viewing of the performance at a later date. The organizers also have access to detailed audience reports, which capture audience demographics and their behaviour.

While Kassem started Basita.live with a focus on artists across the Arab region, the platform has the ambition to serve the artist community around the world under the slogan "one global culture sector."

'CRÉER EN AFRIQUE CENTRALE' CULTURAL AND CREATIVE SECTOR ASSISTANCE

A major ResiliArt debate convening artists, policymakers and industry leaders across Central African subregion from Angola, Burundi, Central African Republic, Chad, Congo, Democratic Republic of the Congo, Equatorial Guinee, Gabon, and São Tomé and Príncipe, took place in June 2020.

Following this debate, the Economic Community of Central African States (ECCAS), subregional decision-makers and financial partners came together to support the recovery of the cultural and creative industries in the ECCAS. As a result, a project titled "Créer en Afrique Centrale: Support to the Cultural and Creative Sectors" was conceptualized.

"Créer en Afrique Centrale" aims to provide targeted financial support for initiatives that revitalize the cultural and creative industries as an engine for economic and social development, as well as enhance access to national, regional, and international markets for cultural products and services. The project benefits artists, cultural operators, businesses, and civil society organizations alike, with priority given to women, youth and people from marginalized communities. The 40-month project concludes in 2024. ∎

> "THE CRISIS MADE THE CONCEPT OF BORDERS AND BOUNDARIES IRRELEVANT. THIS IS WHY OUR SLOGAN IS 'ONE GLOBAL CULTURAL SECTOR.'
>
> MY DREAM IS TO PROVIDE PEOPLE AROUND THE WORLD ACCESS TO DIVERSE CULTURE THROUGH BASITA.LIVE, REGARDLESS OF THEIR GEOGRAPHICAL LOCATION."

Reem
KASSEM

Co-Founder of Basita.live

Our quote from the **UNESCO** publication **#ResiliArt** 100, launching officially at MONDIACULT 2022, which is the culmination of 100 recommendations for the cultural and creative industries from crowdsourced, grassroots knowledge from 100 artists and cultural professionals.

What

We
- Provide a safe and secured virtual platform for the cultural sector to share its content

- Provide a tool for the cultural sector to maintain, be resilient, and self-sustained financially during turbulent times and beyond

- Provide a tool for the cultural sector to maintain relationships, and enable it to engage, with its audiences virtually and globally

- Provide the necessary actual data for the cultural sector to analyze audience behavior given the changing social dynamics, in order to create informed future strategic plans

Findings and New Audiences

1. **Reaching New Local Target Groups**
- Engaging the local youth who are not allowed to attend live events (due to parental restrictions - applicable only in certain contexts and countries)
- Engaging the senior citizens who can't attend live events or who have health risks
- Engaging the younger technology generation who prefer spending their time online
- Engaging families with low income who can't afford buying tickets for all family members but can buy one online ticket and watch the content together

2. **Global Reach**
- Engaging audiences from different regions
- Achieving institutional visibility

3. **Facilitating an additional revenue stream**
- Generating income from online content away from the dilemma of algorithms and discoverability
- Contributing to the shift in cultural habits and spreading awareness that online creative content should not be always free. This will help the Cultural and Creative Sector become more resilient and not face any drawbacks in case of any other future crisis.

Event **Reports & Statistics**

Creative Users have access to downloadable visual reports that include the following statistics:

1. Event Overview
- Total Comments
- Total Income and Earned Income
- Event Page Views

2. Audience Demographics
- By Age
- By Gender

3. Audience Geography
-Detailed statistics per Nationality and per Country of Residence

4. Revenues
- Revenue flow per day (to evaluate marketing effectiveness)
- Revenue per Country of Residence and per Nationality

5. Audience Details
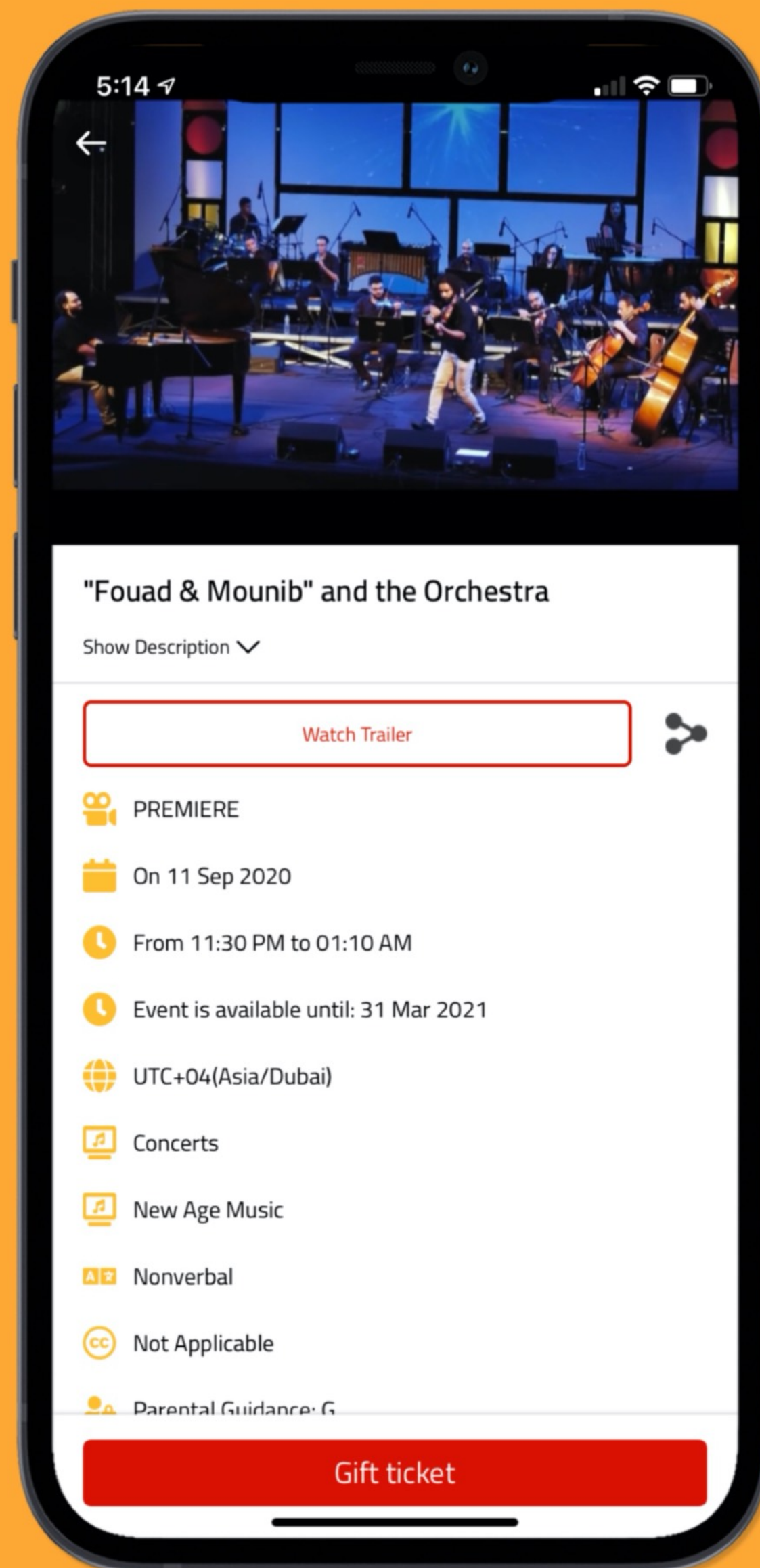- Contact details
- Raw user data (excel sheet)
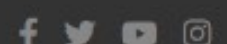
Watch
Your favorite performances & events

Security & Content Safety

Basita.live ensures that all information collected will be safely and securely stored.

We protect your personal information by:

- Restricting access to personal information

- Maintaining technology products to prevent unauthorized computer access

- Securely destroying your personal information when it is no longer needed for any legal or business purpose

- Basita.live uses 1256-bit SSL (secure sockets layer) encryption technology when processing your financial details. 256-bit SSL encryption is approximated to take at least one trillion years to break, and is the industry standard

- Basita.live uses the latest technologies to protect its content

- Basita.live accepts payments online using Visa, MasterCard credit/debit card , PayPal, Apple Pay, in all currencies.

- All credit/debit cards details and personally identifiable information will not be stored, sold, shared, rented or leased to any third parties

Challenges

Through the platform we are trying to facilitate the ecosystem for a "ONE GLOBAL CULTURAL SECTOR" to emerge and develop. The platform will allow artists, performers, and institutions and theatres to reach beyond their physical attendance, and still sell their tickets to their audiences world-wide. To achieve this goal, we are aware that there are a number of challenges that we work on addressing.

1- The Culture of Paying for Online Creative Content
We understand that in many countries, audiences are not used to the culture of paying for online creative content. In other countries, cultural and artistic events are not part of some people's life yet, and hence they are not used to paying for performances or cultural events.

2- Support to Young and Emerging Artists
We understand that at the beginning, major users and beneficiaries of this platform will be artists and institutions who have the audience base that is willing to pay for online content and is large enough to generate income for those artists and institutions. Young and emerging artists and institutions will face some challenges in building an audience base that is willing to support them online.
To overcome this challenge, **Basita.live** has introduced the following support mechanisms:

- "**Host Partner**" refers to Cultural Organizations, Theatre, Independent Spaces or Government Venues who act as a liaison between "**Basita.live**" and artists in their community to offer them logistical, technical, and administrative support, such as, but not limited to:
    - Offering their venue for recording or live streaming their creative content / performances
    - Offering their technical support to organize the technical production of the creative content
    - Offering administrative support such as organizing payments, and cross-promotion of the events

Other
Platforms

-Aratok:
https://www.aratok.com

- Livaat:
https://livaat.com/about-livaat/ar

-Event X:
https://www.eventx.io

-Twitch Studio:
https://www.twitch.tv/broadcast/studio

-Vimeo Livestream
https://shop.thestreamingguys.com.au

-StageIT
https://www.stageit.com

-Dacast
https://www.dacast.com

-Stream Lab
https://streamlabs.com

- Brand Live
https://www.brandlive.com/streams
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Among many such as:
-UScreen
-On Jam
-Crowd Cast
-Bright Cove
-Stram Shark

Other
Projects
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CAIROTORNICA

Cairotronica is a Symposium of Electronic and New Media arts in Cairo, Egypt. Planned to be held biennially. It includes a program of activities, exhibitions, talks, workshops and screenings by local, regional, and international artists as well as academics, and technology experts. Cairotronica aims to inspire, educate, and challenge students and audiences from across the region.

For two weeks, audiences are exposed to the latest in electronic arts installations in an interactive environment, as well as attend exhibitions, screenings and out-door performances.

All to encourage participants to improve, re-imagine, and develop unexpected but useful ideas and collaborations, that could lead to spreading awareness and knowledge about the possibilities, challenges and side effects that new digital technologies offer, to creating a new international hub and platform for electronic art in the Middle East.

Website: www.cairotronica.com

Metaverses: Realities in Transition

From September 22 to January 29, 2023

The Center for Contemporary Creation Matadero Madrid presents Metaverses: Realities in Transition, a selection of virtual environments proposed by and for artists, as a compilation of new spaces of creation and resilience, mainly developed during the COVID19 international crisis and promoted by several international cultural institutions.

Project X

Project X

Recommended Readings & Resources

About Streaming:

- Top 22 Live Streaming Platforms: Everything You Need to Know [2022 Update]: https://www.dacast.com/blog/10-best-live-streaming-platforms-for-pros/

- Virtual Performing Arts Academy: https://www.virtualperformingartsacademy.com/about-us

-Best Platforms and Apps for Virtual Performances and Events: https://blog.fracturedatlas.org/best-platforms-apps-virtual-performances-events

-12 Best virtual concerts platforms the music industry must know: https://www.eventx.io/en-sg/blog/best-virtual-concert-platforms

Books about Performance and New Media:

- Digital Performance: A History of New Media in Theater, Dance, Performance Art, and Installation, By Steve Dixon, DOI: https://doi.org/10.7551/mitpress/2429.001.0001

Useful Platforms:

Digital Meets Culture: https://www.digitalmeetsculture.net/tag/performing-arts/

THANK YOU