

Professionals Involved and Audience Outreach – AFAC Funded Cultural Projects, 2007 to July 2015 (without 2015 grantees)

Total Number of Audience for Grantees Projects
We estimate that the largest tranche of AFAC grantee projects have resulted in an audience of about **3 million people**.

- Music 532k
- Theater 336k
- Cinema 372.4k
- Literature 205k
- Visual Arts 423k
- RTR 238k
- ADFP 389k
- ADP 128k
- ADPP 42k
- Crossroads 77.5k
- AFAC Express 93k
- ANWP 18k
- GCC 30k
- WCC 20
- Study 20

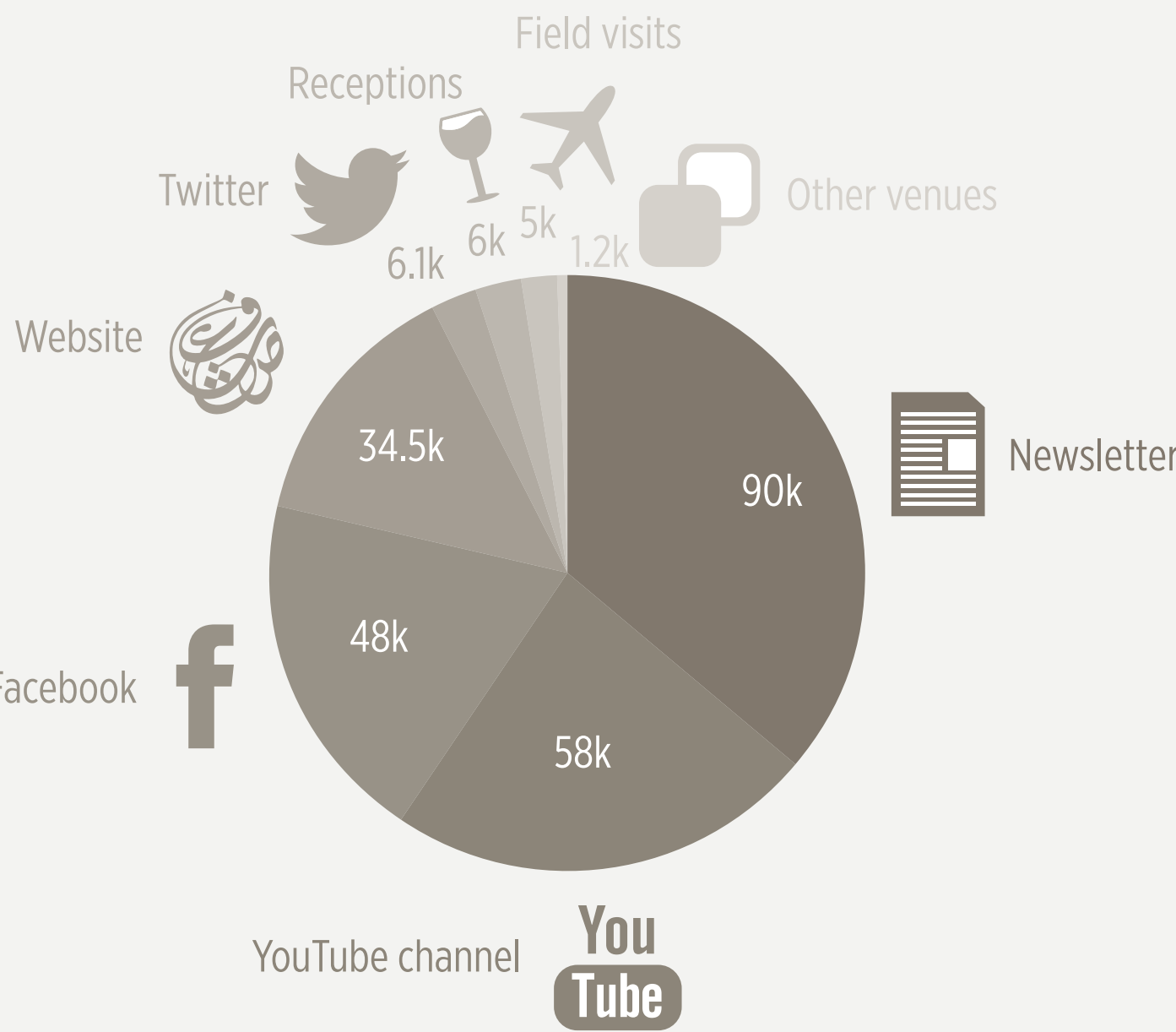
Total Number of Professionals for Grantees Projects
We estimate that AFAC grantees projects have resulted in the employment of more than **11,000 people** since 2007.



Total Number of Audience for Star Projects (35 from 750 or about %5)
We estimate that 35 projects or about %5 of the pool of AFAC grantees have resulted in an audience of about **6 million people**.

- Music 1080k
- Theater 30k
- Cinema 1735k
- Visual Arts 90k
- RTR 445k
- ADFP 750k
- ADP 500k
- ADPP 600k
- GCC 500k

Audience for AFAC Direct Promotional Work
We estimate an audience of **2.5 million people** for AFAC direct promotional work on social media, the website, field visits and events and receptions.



We estimate the **total audience** for AFAC’s work to be in the region of **9 million** over years 2007-2014 (mid-year 2015 without 2015 grantees).

We estimate that AFAC grantees projects have resulted in the involvement of more than **11,000 professionals** over years 2007-2014 (mid-year 2015 without 2015 grantees).

Grantees 2.8 million
AFAC Network 249 K
Star Projects 5.8 million

Key

Assumptions on the number of professionals and audience members by category		PROFESSIONALS		AUDIENCE		
		Individuals	Institutions	Low	Medium	High
Visual Art	4	20	1,000	3,000	8,000	
Performing Art	4	20	1,000	3,000	8,000	
Literature	3	20	1,000	3,000	5,000	
Music	10	20	3,000	8,000	15,000	
Research, Training & Regional Events (RTR)	20	20	1,000	3,000	5,000	
Cinema	20	Not Applicable	3,000	8,000	15,000	
Arab Documentary Program (ADP)	20	Not Applicable	3,000	8,000	15,000	
Arab Documentary Film Programs (ADFP)	20	Not Applicable	3,000	8,000	15,000	
Arab Documentary Photography Program (ADPP)	10	Not Applicable	3,000	8,000	15,000	
AFAC Express	4	20	1,000	3,000	5,000	
Why Culture Competition (WCC)	2	Not Applicable			5,000	
GCC Training Initiative	5	Not Applicable				100,000

Parameters for individual projects vary from those implemented by institutions.
Three sets of multipliers have been defined for the various projects, for various assumed levels of visibility.