



# Seminar of Policies for the Financing in Performing Arts

The French experience

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- 1. The evolution of demand for performing arts in France
    - 2. The landscape of the supply of performing arts in France
      - 3. Revenues
      - 4. The cost disease

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# The demand side

- 5 main variables
    - Genre
    - Education
    - Place of living
    - Generation
    - Age
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# Attendance, dance performances

(%)		1981	1988	2003
All		5	6	8
Genre:	Men	4	5	7
	Women	5	7	9
Education:	High	3	5	6
	Low	12	15	13
Place:	+100,000 inhab	3	4	7
	-100,000 inhab	6	8	10
Generation	1	4	3	5
	4	5	8	9
	7	-	-	8
Age	15-24	5	9	8
	25-34	6	8	8
	35-44	6	8	9
	45-54	5	6	10
	55-64	4	4	6
	65-74	3	4	6
	75+	1	3	3

# Attendance, classical music concerts

(%)		1981	1988	2003
All		7	9	8
Genre:	Men	7	10	8
	Women	7	9	8
Education:	High	4	6	5
	Low	19	26	20
Place:	+100,000 inhab (except Paris)	4	6	6
	-100,000 inhab.	8	11	9
Generation	1	6	11	5
	4	7	9	10
	7	-	-	4
Age	15-24	5	6	4
	25-34	6	9	4
	35-44	6	12	6
	45-54	5	11	9
	55-64	4	12	13
	65-74	3	8	10
	75+	1	5	6

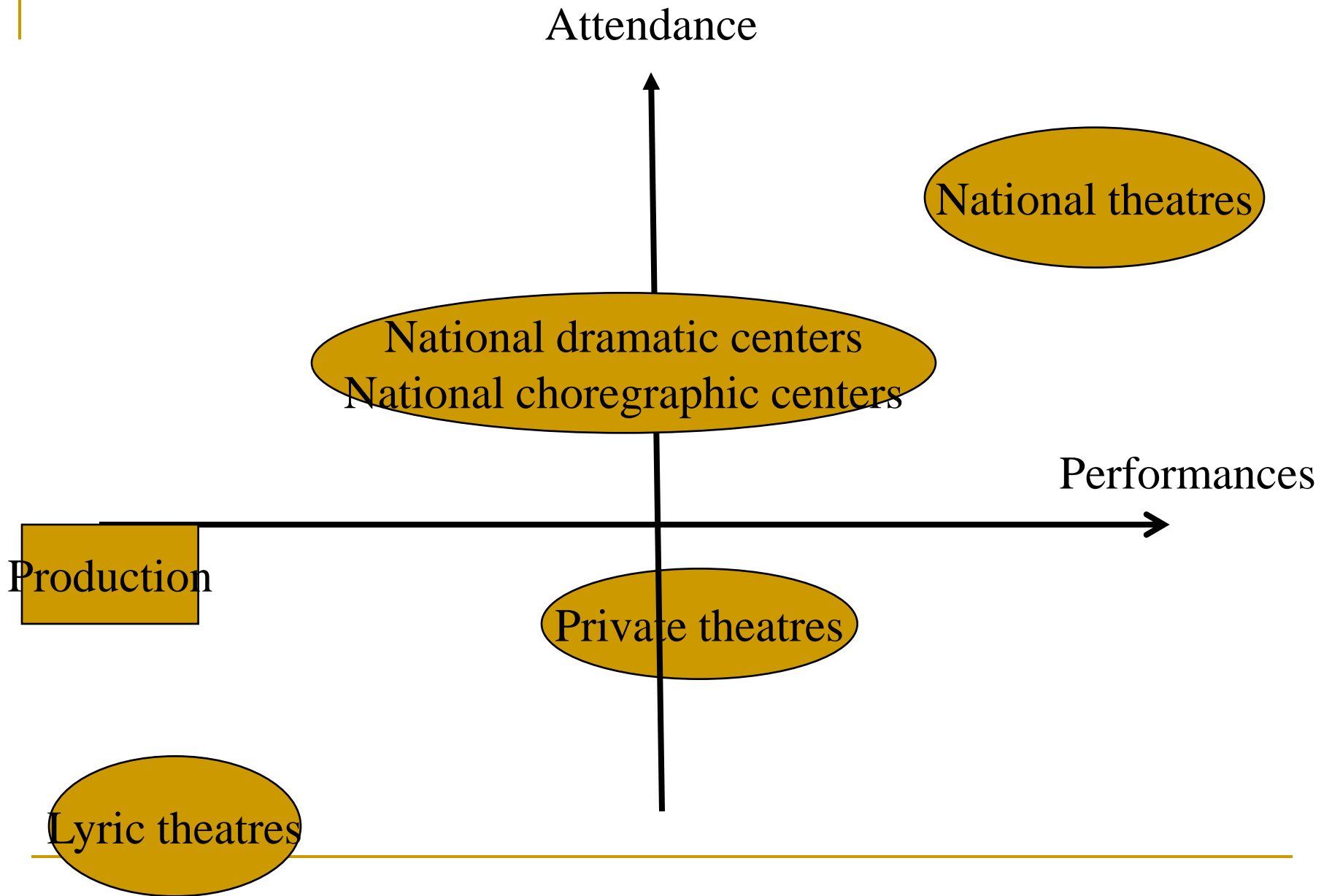
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# The landscape of the supply of performing arts in France

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# Employment in the performing arts and audiovisual activities

Total (units)	Men (%)	Women (%)	Wage-earners (%)	Self-employed (%)	Long-time contracts (%)	Temporary contracts (%)
134,000	68	32	14	86	48	52



## A very wide range of institutions. Some examples

	Ensemble intercontemporain	Musiciens du Louvre Grenoble	Orchestre d'Auvergne	Orchestre national de Lyon	Orchestre philharmonique de Strasbourg
N° musicians	31	7	21	102	110
N° concerts	58	85	51	93	88
Revenues (,000€)	5,153	2,614	2,245	11,946	11,517
State subsidies %	65	21	31	16	11
Local subsidies %	2	29	52	59	78
Other revenues %	33	50	17	25	11

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# Revenues of the theatres

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Some examples

# Theatre de l'Odeon, 2006

	Spending		Revenues	
	Theatre	Artistic activities	Own	Subsidies
Total, €M	7.97	7.11	4.30	11.01
%	52.85	47.15	28.03	71.97

# National Opera, Paris

	2000/2001	2001/2002	2002/2003	2003/2004	2004/2005
N° productions	34	39	35	31	32
N° performances	419	438	441	428	417
Attendance	756,107	741,289	769,457	742,910	778,908
Subsidies (M€)	87,0	88,3	89,3	90,9	93,5

Source: Ministère de la Culture

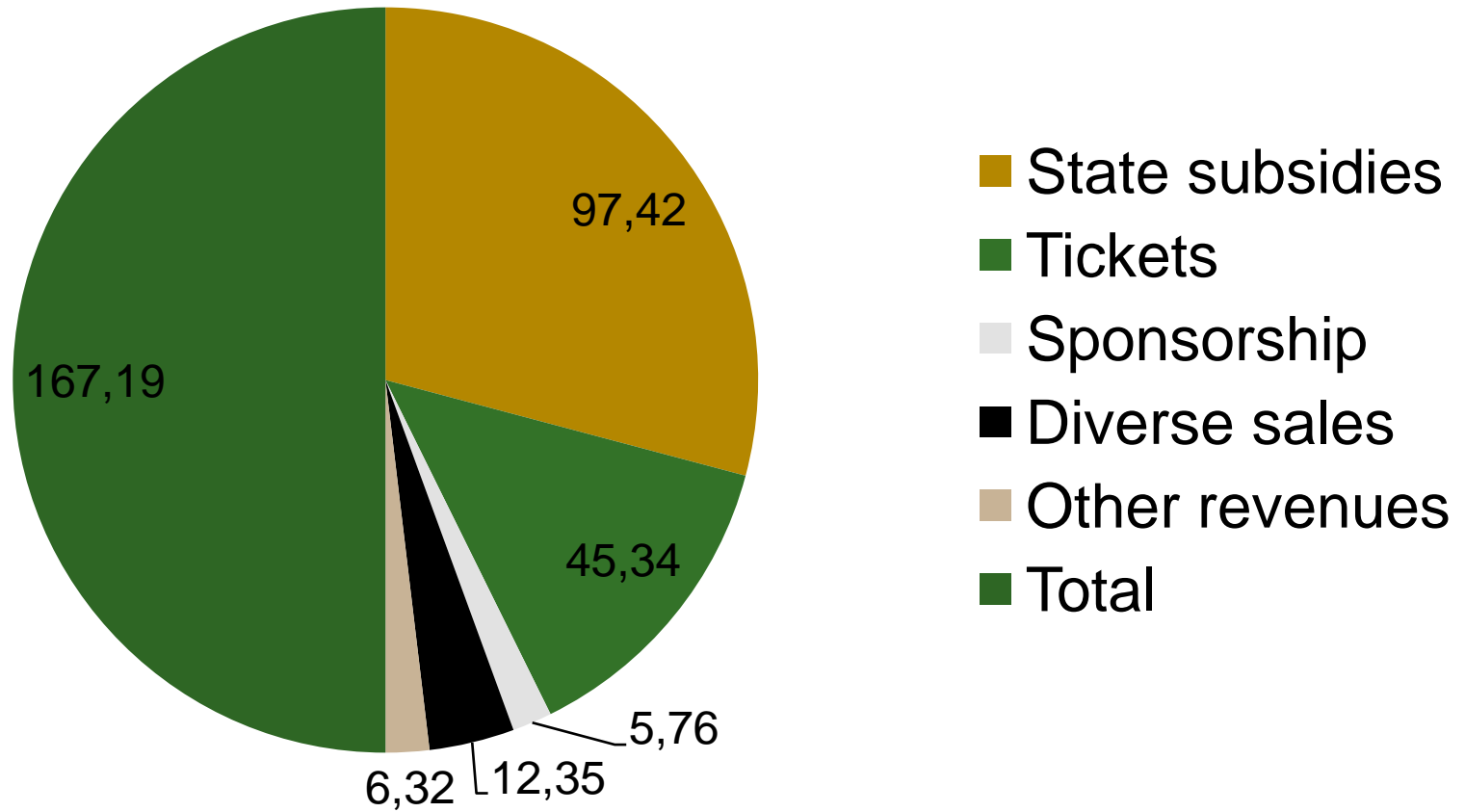
# Employment at the Opera de Paris, 2005

<b>Artists</b>	<b>485</b>
<i>Including Dancers</i>	<i>153</i>
<i>Musicians</i>	<i>169</i>
<i>Singers</i>	<i>108</i>
<i>others</i>	<i>55</i>
<b>Technicians</b>	<b>561</b>
<b>Managers</b>	<b>391</b>
<b>Administration</b>	<b>128</b>
<b>Total</b>	<b>1,565</b>

# Opera national de Paris, 2006

Expenses			Revenues		
	(€M)	%		(€M)	%
Wages	93.86	56	State subsidies	97.42	58
Performances	33.67	20	Tickets	45.34	27
Others	39.66	24	Sponsorship	5.76	3
			Diverse sales	12.35	7
			Other revenues	6.32	5
Total	167.19	100	Total	167.19	100

# Revenues of the Opera de Paris, 2006 (€M)



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# Direct subsidies

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# Repartition of public financing, all performing arts, 2002

	Creation / production / performances	Training
State (€M) (%)	188,7 (32.4)	36.5 (81.5)
Local (€M) (%)	393.4 (67.6)	8.3 (18.5 )
<b>Total (€M)</b>	<b>582.1</b>	<b>44.8</b>

# State subsidies, €M

	1999	2004	Growth rate
Total subsidies for the perf. Arts	585	741	27%
Total budget of the Ministry	2,388	2,633	10.25%
% subsidies for the perf. Arts/total budget of the Ministry of culture	24%	28%	
			(Source: MCC)

# 5 National Theatres

	1998	1999	2000	2001	2002	Evolution 1998-2002
Attendance	698,522	627,733	528,907	513,843	580,966	-17%
State subsidies (€M)	50,9	52,1	54,4	57,4	57,9	14%
Subsidies /attendance (€)	73	81	99	106	99	36%
				Source: Latarjet, 2005		

# Other theatres, 1998 and 2002

	Theatres		« National scenes »	
	1998	2002	1998	2002
Attendance	1,729,514	1,377,336	1,735,970	1,873,798
N° performances	8,188	7,151	na	na
N° theatres	45	40	65	69
State subsidies (€M)	48.2	54.6	38.41	44.51
Local subsidies (€M)	na	37.19	72.51	84.94 (in 2000)
State subsidies /attendant (€)	28	40	22.10	23.0
Local subsidies /attendant (€)	na	65	63.90	72.80 (in 2000)

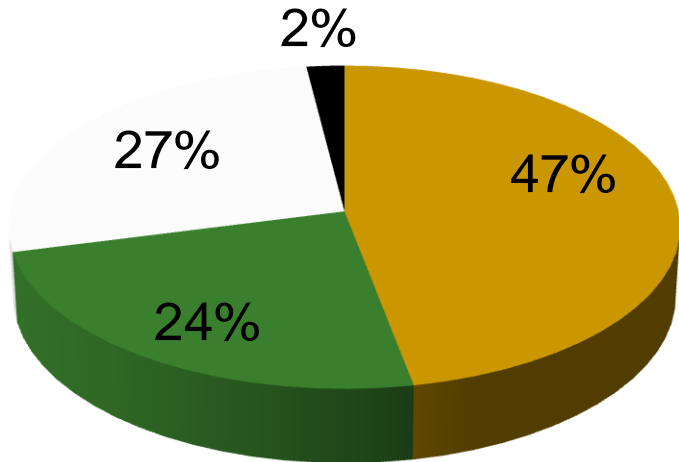
# Rock, jazz etc.

- A tax is levied on each ticket sold
- The revenues are reallocated to permanent structures involved in this field
- Two kinds of subsidies: automatic, selective

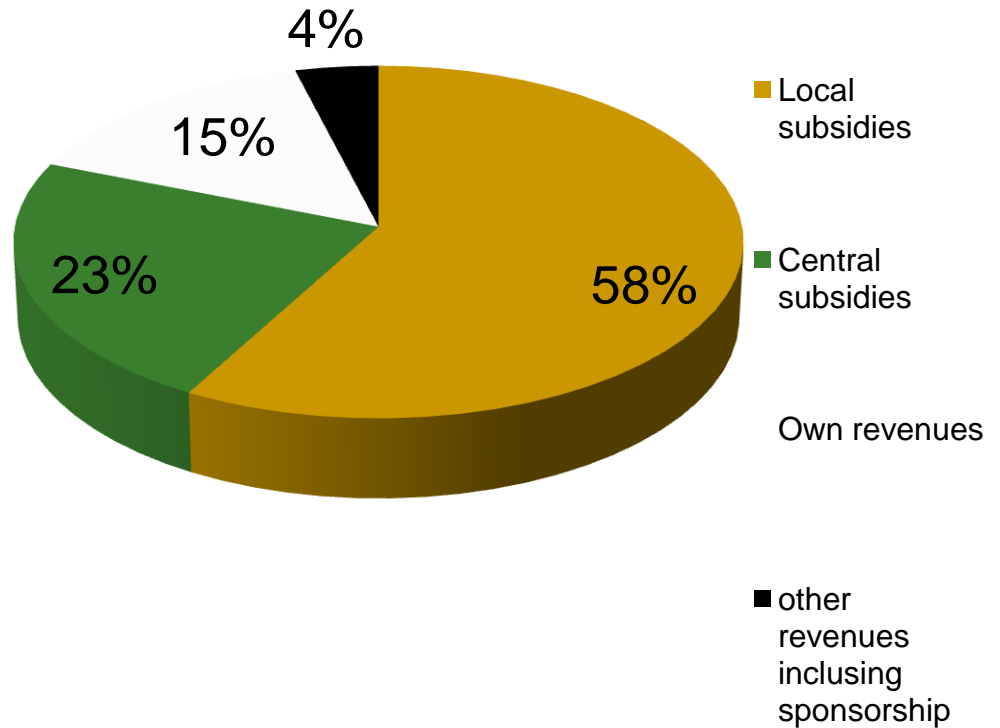
	2003	2005
N° of subsidised projects	572	420
Level of the subsidies (€M)	10.38	11.33
<i>Automatic</i>	6.77	7.08
<i>Selective</i>	3.61	4.25
N° of institutions that pay the tax	846	1,136

# Revenues of... (in 2002)

## *National Scenes*



## *Orchestras*



# Indirect Subsidies through *Intermittence*

- = The special French unemployment benefits system who are described for occasional performing art workers.
- This specific scheme in the performing arts (and the audiovisual industry) compensates for unemployment periods for artists and technicians who have worked a minimum of 507 hours since the last 10 or 10.5 months.
- Deficit = about 1 billion €. Covered by the general unemployment fund of the French social security

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# Sponsorship

*A high level of tax incentives*

- Law dating from 2003 :
  - Individual sponsorship : tax cut : 60%, with a ceiling of 20% of the total taxable revenue
  - Firms : tax cut : 60%, with a ceiling of 5/1000 of the turnover
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## *...But a low level of sponsorship*

- The case of the *Festival d'Avignon*
    - About forty new productions a year
    - An ever-growing audience (around 100,000).
    - A programme which, since 2004, has been determined with an associate artist.
    - The team is made up of 20 permanent staff and gradually increases in number until the month of July when there are about 600 people working for the Festival.
    - The Festival is a not-profit organization.
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- (The case of the *Festival d'Avignon*)
    - Several public bodies – the central government, the City of Avignon, the Vaucluse County Council, and the Provence-Alpes-Côte d'Azur Regional Council – subsidize the Festival and each one has a seat on the seven-member board.
    - About 60% of the Festival budget comes from government subsidies, 35% from ticket sales, and 15% from private funding.
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# The case of the festival d'Art lyrique, Aix en Provence

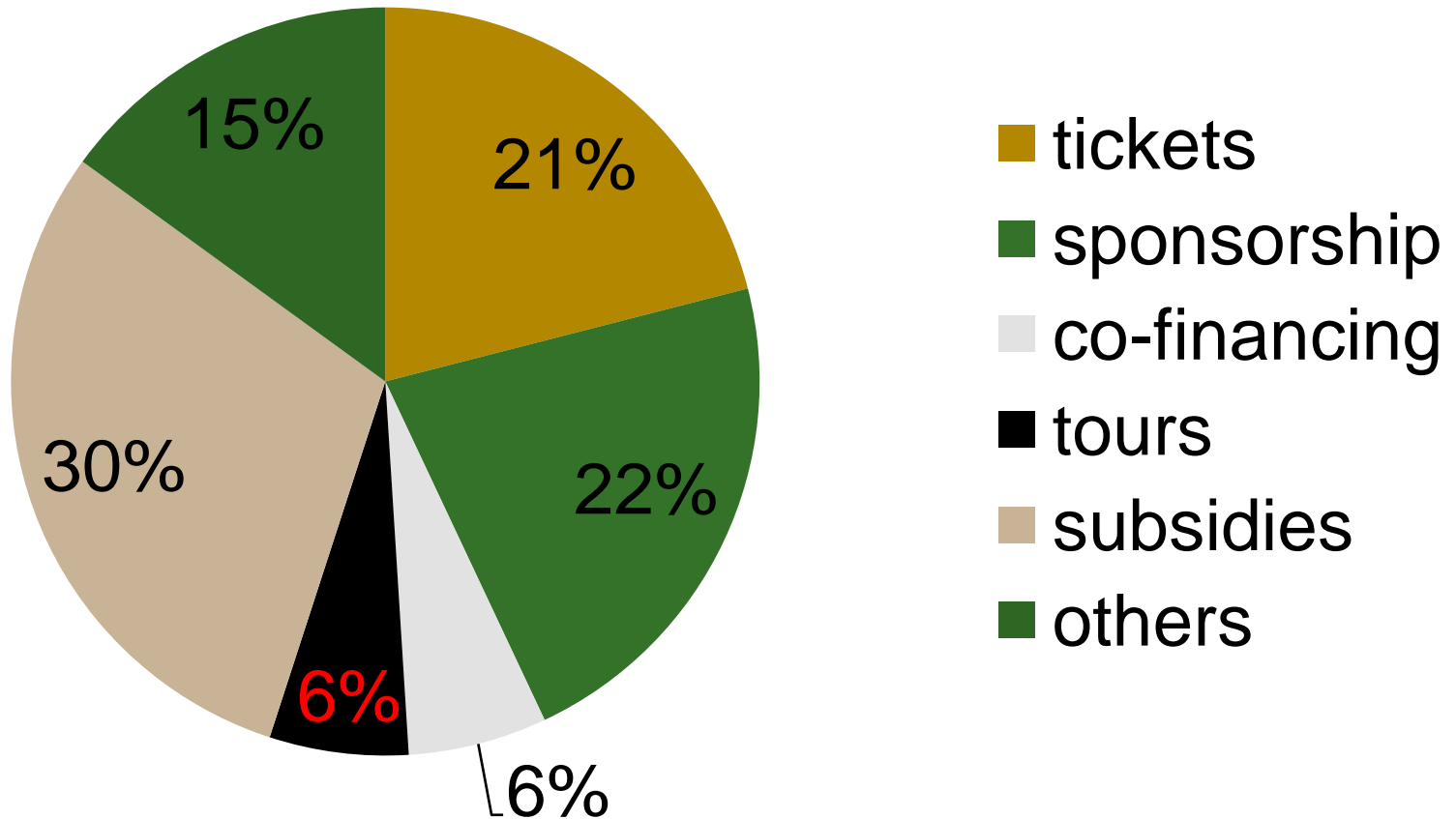
## ■ Attendance:

- ❑ 80,636 in 2007
- ❑ % of tickets sold: 97% for the lyric performances, 90% for the concerts

## ■ Budget:

- ❑ 21 Million € (57% for the artistic activities)
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# Budget of the festival d'Aix, 2006



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# Festival d'Aurillac, arts de la rue (popular outdoor performances)

- Budget 2006 :  
860.620 €
  - Public subsidies : 78%
    - Ministère de la culture, city of Aurillac, Conseil régional, Conseil général, city of Arpajon
    - Other subsidies: ADAMI and ONDA
  - Own revenues: 22%: tickets and sponsorship
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# A cost disease?

## Evolution of prices 1990-1999

	%
Museums	34.7
Concerts and theatres	21.0
Cinema theatres	4.1
Records	2.3

# Relative prices

	1990	1995
General price index	86.2	96.2
Theatre tickets	72.0	92.6