

Public Culture Institution at a Glance	
Institution	National Centre for the Performing Arts of China (NCPA)
Type	Public Event (Anniversary); NCPA also as public space and public art.
Social Media Platforms	Website - Chinese
	Weibo - 2,442,328 Followers - Chinese
	WeChat Official Account - 80,000 Followers (Estimated) - Chinese
	Bilibili - 326,000 Followers - Chinese
	DouYin (TikTok's Chinese Version) - 656,000 Followers - Chinese
	KuaiShou - 3,651,000 Followers - Chinese
	Multiple Platforms - Chinese
	Facebook - 97,129 Followers - English
	YouTube - 374 Subscribers - English
Best Practices	Bilibili - inspired a lot of many-to-many communication, expanded the audience, followers constantly increasing
Content: Synchronous or Asynchronous	Both. Synchronous - offline shows to the online shows and the live broadcasting. Asynchronous - the trailer and the recordings
Digital Media Activity	One-way communication - the website. Two-way communication - WeChat, Facebook, and YouTube. Many-to-many communication - Weibo, Bilibili, DouYin, KuaiShou and other video platforms for the live broadcasting.
Who is the audience?	Chinese people → global art lovers (as its own definition)
Do activities encourage international / intercultural conversations? Or create a new, larger, more representative community?	International - Yes, but just a little. (more likes but seldom interactions on Facebook.) Intercultural - Yes, but only between different groups within China. (from people with disposable income to all social classes, from the middle-aged generation to the "young generation", from classic lovers to pop lovers.)