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| **Public Culture Institution at a Glance** | |
| **Institution** | Sundance Film Festival – Park City, Utah |
| **Type** | Public Event |
| **Social Media Platforms** | Twitter – 915,000 |
| Instagram – 351,000 |
| Facebook – 891,149 |
| YouTube – 55,000 |
| Tumblr |
| Website |
| Online Workshops |
| **Best Practices** | Virtual festival utilizing;  -Online reality  -Digital screening room  -Augmented reality  -Online avatars  -Virtual backgrounds  -Online shop  -Documentaries |
| **Content: Synchronous or Asynchronous** | The website used one-to-many communication and other platforms two-way communication.  Blend of synchronous and asynchronous with recorded and live events. |
| **Digital Media Activity** | Combination of one or more digital media activity disseminated on various platforms.  -Audio visual  -Sound effects  -Graphics  -Text style |
| **Who is the audience?** | Film-Makers around the world  Emerging storytellers |
| **Do activities encourage international / intercultural conversations? Or create a new, larger, more representative community?** | Language subtitles on videos.  Digital festival open to international and intercultural because access is made available to those in different countries with internet availability.  The digital festival creates a new representation for the baby boomer generation. |