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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 worldEmerging 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.  |