

# Top Technology Trends: What You Need to Know Now

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In this tough economy, most of us have encouraged ourselves and others to look ahead to brighter times.

But, what exactly lies ahead in the next year for us? How can we make the most of our future? One thing is becoming clear—technology has something to do with it.

Last year, technology influenced our field tremendously. We saw ticketing software evolve, we saw organizations start to develop mobile apps, and the rise of crowd-funding with sites like Kickstarter, the list goes on.

Technology is moving at the speed of light, and innovation is around every corner. So here are some insider tips to get you ahead of the curve on the top trends poised to take off in 2011:

## ***Group Discounts and Pricing***

Group discount sites like Groupon and Living Social exploded in popularity in 2010. While many organizations have a group sales manager or special deals for groups, these sites allow people to opt in to a deal with people they're not connected with, and that will only be valid if a certain number of people sign up—encouraging people to sell the deal to their friends.

Arts organizations have also started implementing dynamic pricing similar to the way in which airlines price their tickets, increasing ticket prices as the event draws nearer or the closer the event becomes to selling out.

## ***Go Mobile***

In 2010, Wired reported that “the web is dead,” meaning that the way people use the Internet is shifting away from web access on a desktop or laptop computer to mobile applications on portable devices, meaning accessing and sharing information 24/7, on-the-go.

Arts organizations have started asking themselves if their website and e-mail campaigns or newsletters are mobile-friendly and, along with partner companies like InstantEncore have started to develop apps. CloudTix.com sells tickets in real time through mobile apps and allows users to download a scanable ticket to their device.

### ***Changing Media Consumption***

Just as moving images revolutionized photography, more affordable access to high-quality video and faster Internet speeds are revolutionizing online video. In the past several years, performing arts organizations have started taking their performances outside of the theater and concert hall with initiatives like the Met's Live in HD and L.A. Phil Live.

In 2010, we also saw a shift of focus to online streaming video. Websites like Tendu.tv and ClassicalTV.com are aggregating video of performances from many different organizations. Recently YouTube announced that it would offer live streaming to its content partners, several of which are arts organizations, ranging from the Museum of Modern Art to the Anaheim Ballet to Pilobolus Dance. Any organization can apply to become a content partner at [youtube.com/nonprofits](http://youtube.com/nonprofits).

### ***Rise of Location-Based Social Media***

Here's something to do right now. For free. Go to [places.google.com/business](http://places.google.com/business) and add your organization to appear on Google's maps of your area. Now that we're on the map, no discussion of current arts and technology trends would be complete without mentioning location-based social media platforms like FourSquare, GoWalla, Facebook Places, and Google Latitude.

Location-based social media usually involves a user "checking in" to a particular place, telling all their friends where they are, and, in some cases, winning promotions.

Arts organizations, most of which position themselves as serving local communities, are starting to understand the potential for hyper-local platforms like this. Additionally, location-based social media are increasingly attracting young, urban influencers with disposable income — precisely the audience many arts organizations are trying to attract.

What do you think are the biggest trends for technology in 2011?

#### *Sources:*

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