

Digital Strategy Services for Art Market Professionals Solutions for the Digital Art Market



In today's ever changing digital world, is your strategy and online presence right?

- How do we engage in the digital environment? How is digital innovation being used in the art market?
- Are we achieving the optimum level of return from our digital investment?
- What do our customers want and what are our competitors doing?
- How can technology help us offer a better service and reach new customers?
- What are the latest trends in social media – what are “Tweets”, “Likes” and “Pins”?

These are just some of the questions being asked by today's art market professionals.

New technologies and digital innovations have forced the television, film, music and literary industries to re-think their business models – as art becomes accessible to new audiences and revenue streams, now is the time for today's art businesses to evolve too.

- **Consumer demand**

There is a clear desire from consumers to experience, consume and buy art online – websites are not just publishing channels; they can be interactive platforms allowing your customers to engage with art in unique ways.

- **A lucrative, thriving market**

The past decade has seen major growth in the online art market – in 2011, online art sales in the US totalled more than \$280 million. There are now more than 300 established global players in the digital art market covering a wide range of industries including:

- Information hubs & data providers
- Sales

- B2B art consultancy
- Culture / museum / art tourism and experience
- Creative crowd funding
- Social Media for art taste and art community

- **Understanding your customers and their needs better**

Through social media, today's consumers now have a platform to create, distribute and aggregate their opinions – a true “game changer” that is shifting power away from the structure previously monopolized by arbiters of taste, such as mega-dealers and auction houses.

- **Embracing digital technologies**

Investment in digital technologies can accentuate business performance and help promote your brand and services thereby increasing loyalty with your existing customer base and attracting new customers.

How Deloitte can help

Whether “going digital” is new to you or you are a “digital native”, our expertise in the art market, digital strategy and customer practice can assist your digital transformation.

- **Strategy**

Our dedicated digital practitioners can work with you, from a quick assessment to a complete strategy formulation, to bring your digital strategy to life, helping you meet the realities of today... and tomorrow.

- **Web & Mobile**

From strategy and development through to implementation, we can help you to realise

innovative and bold web and App solutions to help deliver a powerful online and mobile presence to boost your business.

- **Social**

It's time to embrace the power of relationships and the impact of social networks on decision making, information sharing, and business as usual. Deloitte can develop your understanding of how using social platforms across your business can engage users, cultivate interactions, and ultimately deliver revenue.

Having a digital strategy is a business imperative

Contacts



Vincent Gouverneur
Partner | A&F Leader
+352 451 452 541
vgouverneur@deloitte.lu



Adriano Picinati di Torcello
Directeur
+352 621 230 057
apicinatiditorcello@deloitte.lu



Petra Hazenberg
Partner | Customer & Market Strategy
+352 451 452
phazenberg@deloitte.lu



Kevin Harris
Director | Deloitte Digital
+44 20 7303 3377
kevharris@deloitte.co.uk

Deloitte is a multidisciplinary service organisation which is subject to certain regulatory and professional restrictions on the types of services we can provide to our clients, particularly where an audit relationship exists, as independence issues and other conflicts of interest may arise. Any services we commit to deliver to you will comply fully with applicable restrictions. Due to the constant changes and amendments to Luxembourg legislation, Deloitte cannot assume any liability for the content of this leaflet. It shall only serve as general information and shall not replace the need to consult your Deloitte advisor.

About Deloitte Touche Tohmatsu Limited:

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee, and its network of member firms, each of which is a legally separate and independent entity. Please see www.deloitte.com/lu/about for a detailed description of the legal structure of Deloitte Touche Tohmatsu Limited and its member firms. Deloitte provides audit, tax, consulting and financial advisory services to public and private clients spanning multiple industries. With a globally connected network of member firms in more than 150 countries, Deloitte brings world-class capabilities and deep local expertise to help clients succeed wherever they operate. Deloitte has in the region of 200,000 professionals, all committed to becoming the standard of excellence.

© 2013 Deloitte General Services

Designed and produced by MarCom at Deloitte Luxembourg