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KPI Examples

Performance management starts with figuring out what to measure.

Example KPIs for the Arts, Entertainment, and Recreation Industry

INSTITUTIONAL KPIS

Album publication over total submission

Average ticket price per season

Cost per broadcast hour

Cost per performing night

Cost per production hour

Cost per viewer/ listener

Donation percentage of total revenue

Donation increase / decrease over time

Employer satisfaction rate

Employment rate

Gallery showing over total submission

Graduation rate

Increase/decrease number of performance nights per year

Market share

Net surplus percentage

Number of kindergarten through 12th grade school tours per year

Occupancy rate

Percentage of broadcast hours by genre

Percentage of national content (broadcasting organizations)

Percentage of overhead against total expenditure

Profit percentage

Ratio of amateur versus professional performers

Revenue

Seating efficiency

Special/guest appearance cost per revenue

Television show rating

Utilization rate (recording studio, concert hall, art studio)

Viewers/listeners for each medium as a percentage of total population

PERSONAL KPIS

Number of awards

Number of gallery showings per year

Number of public appearances per year

Number of published recordings

Number of renowned awards (e.g., Billboard, Oscar, etc.)

Ratio of won competitions over participated

See what it does

A short overview showing how Scoreboard
can help your organization.

WATCH VIDEO (/TOUR/?1#SCOREBOARD-TOUR)

Schedule live demo

An interactive session to explore more and
answer your questions in real-time.

SCHEDULE DEMO (/VIP-TOUR/)

Take test drive

Experience Scoreboard on your own,
at your own speed.

TRY IT FREE (/TEST-DRIVE/)

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