

The Tanks: Art in Action

Online audiences report

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Tate Online
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Contents

Introduction	2
Highlights and conclusions	2
Website	3
What's on pages.....	3
Videos	9
Blog	10
Articles	11
Social media	11
Shared website content.....	11
Facebook	11
Twitter	12
Visitors & social media	13
Twitter wall	16

Introduction

This report evaluates the reach and impact of the digital presence of *The Tanks: Art in Action* (18 July – 28 October 2012) on the website and social media, as well as the reaction of visitors to the Twitter wall. The main objectives of this research are:

- Measure how many people visited the programme pages and content related to The Tanks on the website
- Evaluate how online audiences arrived to the main event series page and the awareness of The Tanks before coming to the website
- Understand the users journey on the website
- Understand the social media buzz about The Tanks
- Evaluate the responses to the Twitter wall

Highlights and conclusions

- Huge reach online as the main event series page got 198K views, which is a very similar number to exhibition pages like Yayoi Kusama or Turner Prize. All the programme pages in the 'What's on' section got a total of 440K page views.
- Traffic sources were very diverse as visits came from Google, ebulletin, press articles, social media and related content on the blog and channel.
- The user journey and navigation was very successful as 70% of the users arriving to this page continued their visit on the website browsing the events or related content like blog or videos.
- There was a very positive reaction from visitors about digital interaction in the gallery.
- There were 13K tweets about The Tanks. Successful use of the hashtag for the Twitter wall and also by users talking about The Tanks on social media sites.

Website


The Tanks had a presence in different sections of the website. Apart from the programme pages on the 'What's on' section, content including videos, articles and blogs were also produced. The content was promoted across the different website sections with links in the text, see also links and promo panels on the right hand side of the pages.

This part of the report analyses how online visitors arrived to the main event series page, how many visits the event pages had and the reach of the content created about The Tanks.

What's on pages

The [event series page](#) was the main page for The Tanks. It included a list of all the events and links to the videos and blogs. This page was updated on a weekly basis highlighting the events coming up that week. It was promoted on the email bulletins, social media, Google ads campaign and on the most visited pages like the homepage, 'Visit Tate Modern' page and 'What's on' landing page. A promo panel was added to all the related blogs, articles and videos.

Event series page



Tate BritainTate ModernTate LiverpoolTate St Ives

[Register](#) [Log in](#)

HomeArt & artistsVisitWhat's onContext & commentJoin & supportLearnResearchAboutShop


EVENT SERIES

The Tanks: Art in Action

Tate Modern
A fifteen-week festival from 18 July – 28 October 2012

The Tanks: Art in Action
Full programme
Commission: Sung Hwan Kim
Collection displays: Lis Rhodes;
Suzanne Lacy
Live programme
Events

1 of 7



'These underground chambers are simply extraordinary spaces.'
The Guardian

Be a part of Tate Modern's new space, The Tanks. For 15 weeks these magnificent raw, industrial spaces offer a sensational line-up of performance and events. [View the full programme](#)

Coming soon, don't miss

11 November - 20 January 2013 [William Kentridge](#) *I am not me, the horse is not mine*

Commission

> [Sung Hwan Kim](#)

Collection displays

> [Suzanne Lacy](#)
> [Lis Rhodes](#)

Live programme


> [Anne Teresa De Keersmaeker](#)
> [Eddie Peake](#)
> [Anthony McCall](#)
> [El Arakawa](#)
> [Tania Bruguera](#)
> [Undercurrent](#)
> [Haegue Yang](#)
> [Jeff Keen](#)
> [Boris Charmatz](#)
> [Performance Year Zero: A Living History](#)
> [Aldo Tambellini](#)
> [Filmaktion](#)
> [Juan Downey](#)

Events

> [Inside/Outside: Materialising the Social](#)
> [The Tanks Summer School – Singles Night](#)
> [The Tanks Summer School – Five Years](#)
> [Marina Abramović Film Screening](#)
> [From My Institution to Yours: A Video Tribute to Mike Kelley](#)
> [Family Day: Sound and Performance](#)
> [Worlds Together](#)
> [Intermission: Learning Private View](#)
> [Misguided](#)
> [Boris Charmatz talk: Collecting the Performative](#)
> [Live Art Salon](#)
> [Performance Year Zero: A Living History](#)
> [Playing in the Shadows](#)
> [Patrick Staff](#)
> [Tina Keane](#)
> [Kerry Tribe](#)
> [Aura Satz](#)
> [Family Day: Film and Action](#)

The Tanks programme is supported by The Tanks Supporters Group and Sotheby's.


Part of the series: The Tanks: Art in Action



[Tweet](#) 530
[Like](#) 1.9k
[+1](#) 21

See also


> [Read The Tanks blog](#)
> [Watch all The Tanks videos](#)



[The Tanks: Art in Action programme](#)


Download The Tanks: Art in Action programme in PDF

[Download](#)



[Tate Modern Project](#)


A new development project to the south of the existing building which will transform Tate Modern



[Email bulletin](#)

Keep up to date with Tate events, exhibitions and news

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[Restaurant at Tate Modern](#)

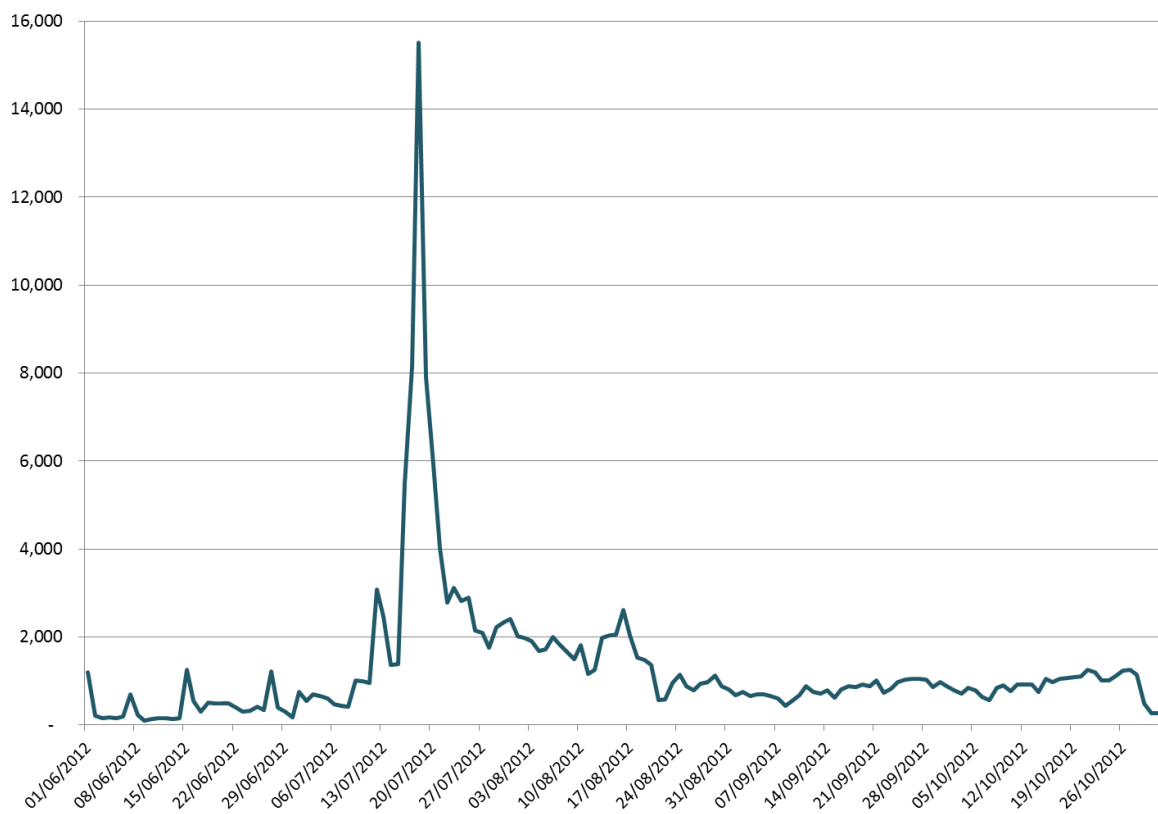
Enjoy one of the best views in London, great food and the legendary Tate wine list in the restaurant on level 6 at Tate Modern. Now taking Christmas bookings

Page views

The Tanks event series page got 197,858 page views in the period from 1 June to 31 October 2012. In comparison with other exhibitions, it received a similar number of views as the Turner Prize (192K) and Yayoi Kusama (196K). The highest peak corresponds to the opening of The Tanks on Wednesday 28 July 2012 when the page got 15.5K page views.

76% of these visits came from the UK and 24% overseas. This percentage is very similar to the average visits to the 'What's on' section (74%) but a higher proportion of UK visits compared to the average for the whole website (64%).

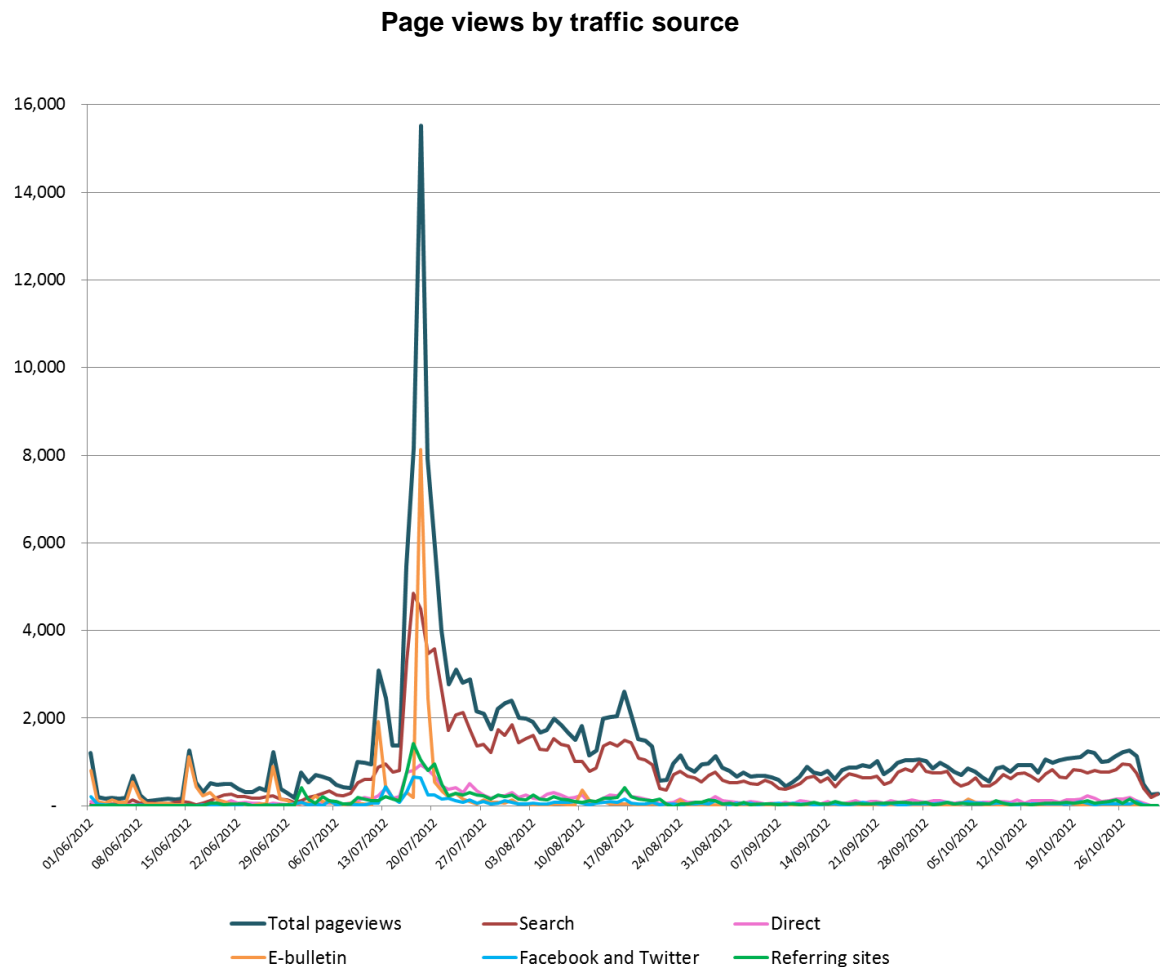
Page views – The Tanks event series page



The number of page views to other event or display pages is as follows:

Page	Page views
Event series page	
The Tanks	197,858
Commission	
Sung Hwan Kim	17,194
Collection displays	
Suzanne Lacy	17,536
Lis Rhodes	16,327
Live programme	
Anne Teresa De Keersmaecker	22,134
Eddie Peake	10,780
Anthony McCall	5,989
Ei Arakawa	16,100
Tania Bruguera	13,930
Undercurrent	10,438
Haegue Yang	7,429
Jeff Keen	11,553
Boris Charmatz	5,997
Performance Year Zero	3,875
Aldo Tambellini	7,208
Filmaktion	5,365
Juan Downey	5,393
Events	
Inside/Outside: Materialising the Social	8,269
The Tanks Summer School – Singles Night	2,469
The Tanks Summer School – Five Years	1,633
Marina Abramović Film Screening	4,027
From My Institution to Yours: A Video Tribute to Mike Kelley	1,814
Family Day: Sound and Performance	3,561
Worlds Together	9,510
Intermission: Learning Private View	2,252
Misguided	716
Boris Charmatz talk: Collecting the Performative	5,997
Live Art Salon	1,139
Performance Year Zero: A Living History	6,595
Playing in the Shadows	8,280
Patrick Staff	1,508
Tina Keane	1,047
Kerry Tribe	1,024
Aura Satz	1,265
Family Day: Film and Action	3,680
Total page views	439,892

Traffic sources

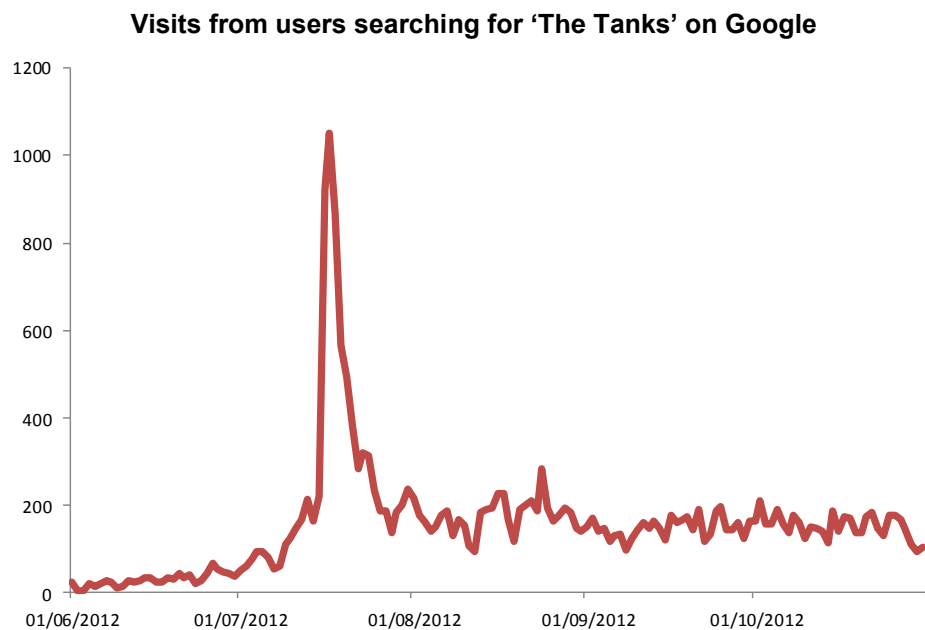


There was a great variety of traffic sources to The Tanks series page. During the 6 weeks before the opening the page got 28K views. Most of the traffic came from email bulletins and Google, because from the end of June promos were added to the most visited pages. The review on the [Guardian](#) and the first posts on social media also brought a significant amount of visits to the page before The Tanks opening.

There was a huge peak in visits during the first two weeks that The Tanks were open. Apart from Google search, the majority of traffic came from other websites such as the [Guardian](#), [Telegraph](#), [BBC](#), [Timeout](#) and social media sites. The ebulletin 'Open today: The Tanks at Tate Modern' brought a lot of traffic to the website.

From the opening to the end of October most of the traffic to this page came from Google. Almost 24K visits to the website came from visitors searching specifically for The Tanks. The following graph shows the distribution of those visits and the

awareness of The Tanks before coming to the website. During this period, traffic from blogs, articles and videos also brought over 4K visits to this page.

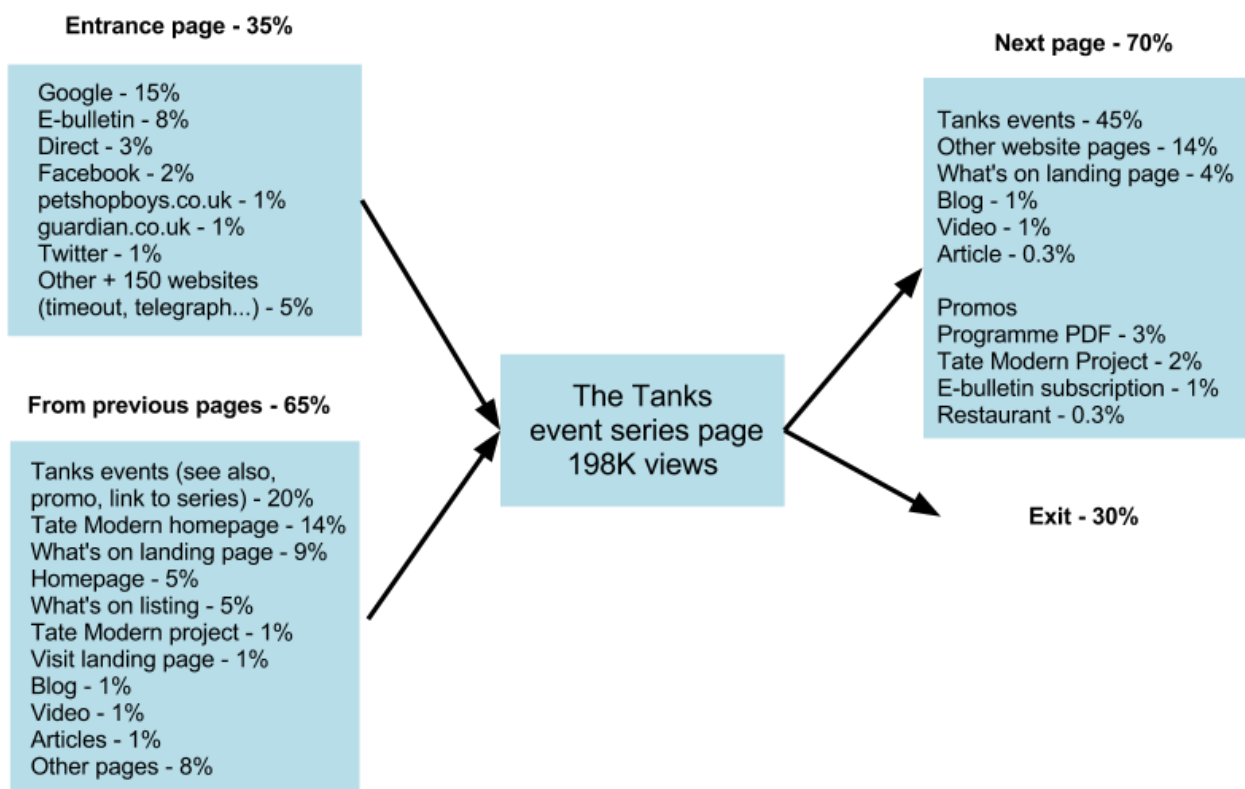


Online user journey

The following graph shows how visitors arrived to The Tanks series page and the pages they visited after this.

The event series page was the entrance page (meaning the first page seen in the visitor's session) for 35% of the visits. The other 65% of the visits came from other pages on the website. These came from clicks on promos added on the most visited pages of the website (Homepage, Tate Modern homepage, 'What's on' landing page), visitors browsing the listings on the 'What's on' section and from the content (video, blogs, articles) related to The Tanks where there were see also links and promo panels on the right hand side of those pages.

An elevated percentage (70%) of the visitors that got to this page continued their journey on the website to mainly browse the events of the programme.



Videos

The videos were uploaded to the [Channel](#) on the website, to YouTube and also embedded in the event pages. The total number of views at the end of November is 69,188.

Video	Tate website views and embeds	YouTube	Total views
Tate Tanks: 30 seconds	13,704	0	13,704
The Tanks: Sung Hwan Kim Preview	4,666	5,095	9,761
TateShots: Anne Teresa De Keersmaeker	478	5,231	5,709
The Tanks: Lis Rhodes	2,387	2,765	5,152
The Tanks: Opening Party with Adrian Searle	1,790	2,185	3,975
The Tanks: Anne Teresa De Keersmaeker	772	2,697	3,469
The Tanks: Suzanne Lacy	1,906	1,513	3,419
The Tanks: Highlights	3,025	0	3,025
The Tanks: Sung Hwan Kim	1,283	1,649	2,932
The Tanks: Art in Action	196	2,216	2,412
The Tanks: Haegue Yang	662	1,732	2,394
The Tanks: Eddie Peake Preview	270	2,093	2,363
The Tanks: Ei Arakawa	259	1,649	1,908
The Tanks: Aldo Tambellini	85	1,707	1,792
The Tanks: Tania Bruguera	498	1,189	1,687
The Tanks: Jeff Keen	466	876	1,342
The Tanks: Boris Charmatz	173	1,138	1,311
The Tanks: Undercurrent	343	682	1,025
TateShots: Eddie Peake	808	108	916
The Tanks: Performance Year Zero	107	785	892
Total	33,878	35,310	69,188

Blog

In the run up to the show we began a series of in-depth [blog](#) posts exploring key moments in performance or live art history. With an informal tone and popular culture references, the posts aimed to introduce those who might not have specialist knowledge of performance art to some of the themes artists might be working with in The Tanks programme. As we did not necessarily have supporting material available on the Tate website, we provided many links to online resources: articles, interviews, documentation images, video and audio, for further reading. It was discussed in several meetings that in the future we could increase the promotion in the gallery of the blogs, videos and other content available on the website.

The blog post 'Performance Art 101: The Angry Space, politics and activism' was the 4th most read article of the website this year and viewers spent three times longer on this article than the average time spent in the rest of the blog. Approximately a 6% of those readers clicked on the external online resources.

The number of blog post viewed by the end of November is as follow:

Blog post	Pageviews
Performance Art 101: The Angry Space, politics and activism	4232
Tate Modern Director Chris Dercon on The Tanks	3235
Work of the Week: The Crystal Quilt by Suzanne Lacy	3216
Performance Art 101: Painting and Performance	2594
Work of the week: Fase: Four Movements to the Music of Steve Reich by Anne Teresa de Keersmaeker	2539
Performance Art 101: Dance Magic Dance	1823
Performance Art 101: The Happening, Allan Kaprow	1551
Performance Art 101: The Black Mountain College, John Cage & Merce Cunningham	1161
Performance Art 101: Rebellion, destruction, ritual and taboo	1153
Performance Art 101: The Swinging Sixties, Pop, film, and Fluxus	711
Undercurrent in The Tanks	406
Events for families in The Tanks	113
Sally O'Reilly on Anne Teresa de Keersmaeker in the Tate Tanks	95
Total	22,829

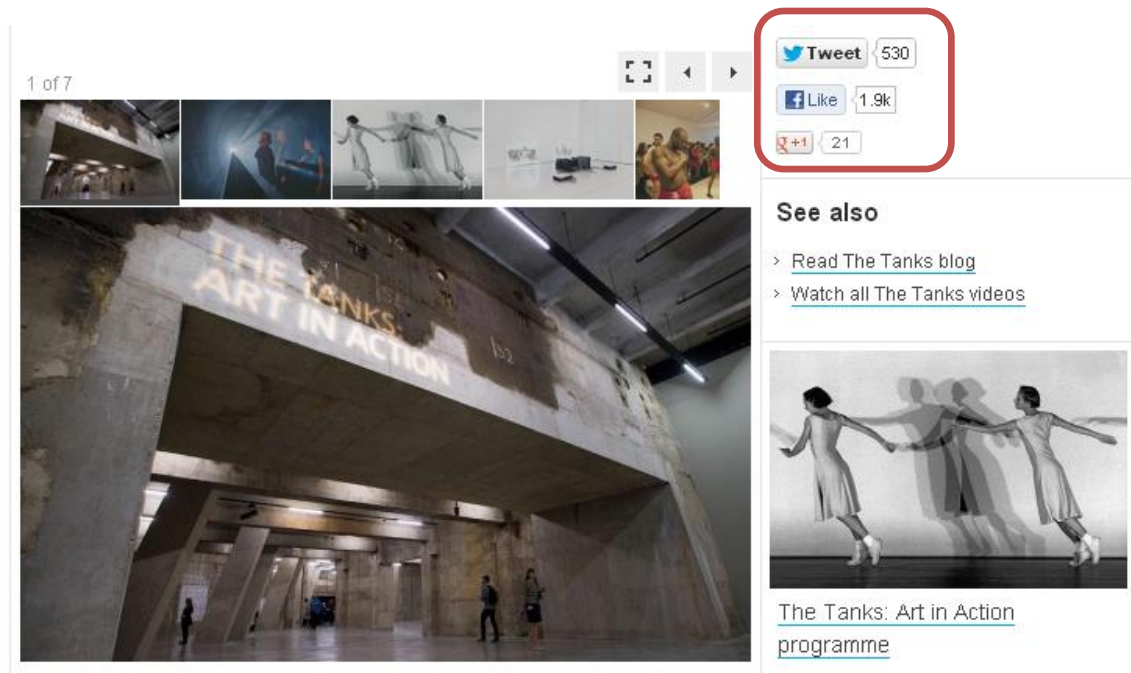
Articles

Article	Pageviews
See inside the Tanks at Tate Modern	1,175
New Spaces for Art	1,218
Jacques Herzog reflects on the Tate Tanks	1,573
Tate's curators reveal their vision for The Tanks	1,554
The small body in the large Tanks	244
Total	5,764

Social media

Shared website content

The page has been shared on social media through the buttons on the events, video and blog pages. The main event series page was shared by 530 users on Twitter, 1,9K on Facebook and 21 on Google+.



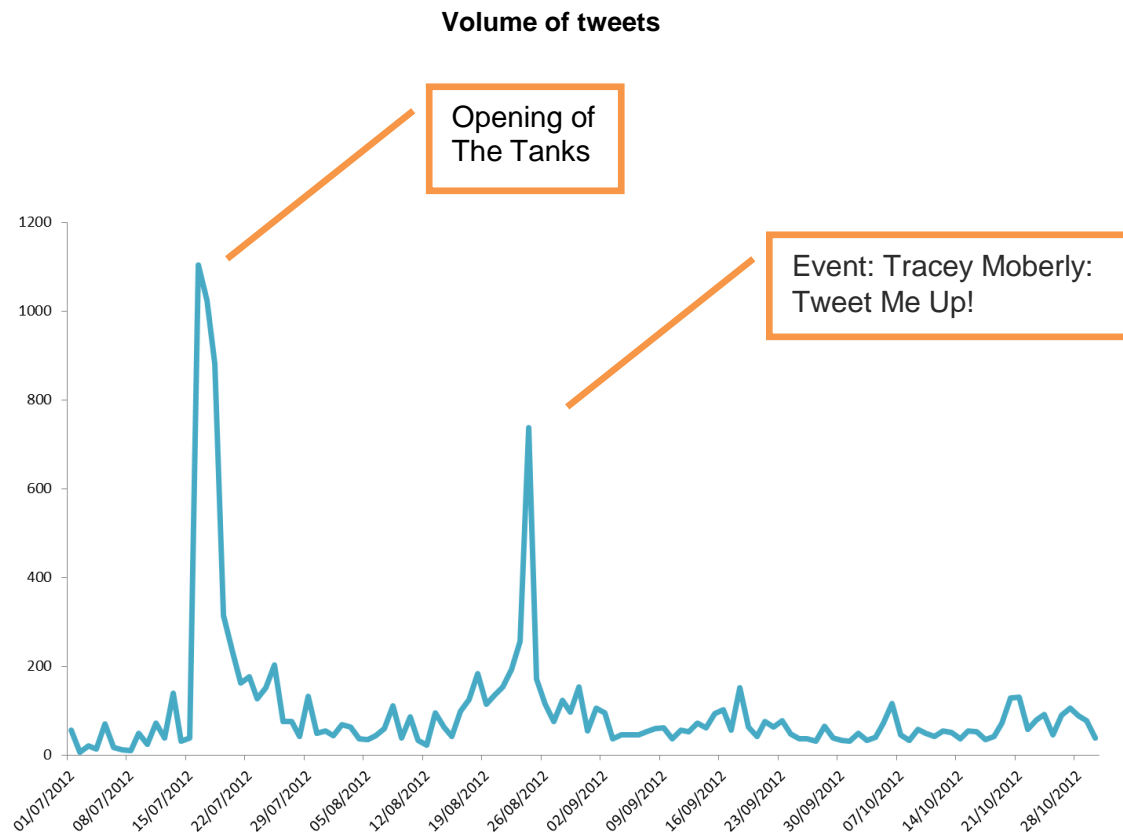
The screenshot shows a social media sharing interface. At the top, there is a row of five small thumbnail images. Below them is a large image of a gallery space with the text 'THE TANKS ART IN ACTION' projected onto a wall. To the right of the thumbnails, there are social media sharing buttons: 'Tweet' with 530, 'Like' with 1.9k, and '+1' with 21. These buttons are enclosed in a red rounded rectangle. Below the sharing buttons, there is a section titled 'See also' with two links: '> Read The Tanks blog' and '> Watch all The Tanks videos'. At the bottom right, there is a small image of two people in a gallery, with the caption 'The Tanks: Art in Action programme' below it.

Facebook

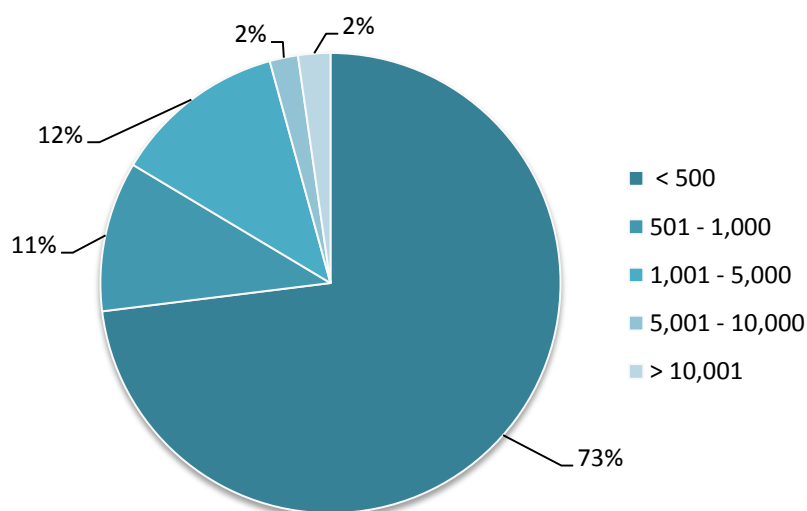
There were 37 posts on Facebook promoting The Tanks programme and linking to the related content. All the posts got a total of 2,147,365 impressions, 725 comments, 9,446 likes and 1,679 shares. The [post](#) that asked to users about their opinions of The Tanks got 55 responses, most of them positive.

Twitter

The total number of tweets about The Tanks from 1 July to 31 October was 12,910 (note: these are the total number of tweets tracked that included “tanks + tate” and/or the hashtag #thetanks).



Percentage of Twitter users by the number of followers



The tweets about The Tanks came from different types of users, from our Tate accounts, visitors and media accounts among others. Some of these accounts have a huge impact on the reach of the message as they have a large number of followers and are influential in their field. 2% of the users that tweeted about The Tanks had over 10,000 followers. Some examples of the accounts that tweeted about The Tanks with high number of followers (in brackets) are:

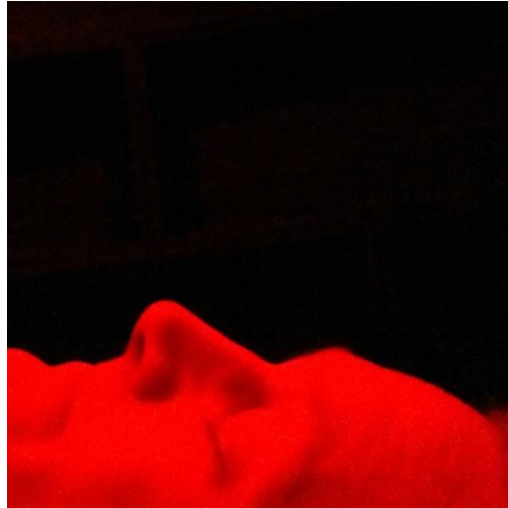
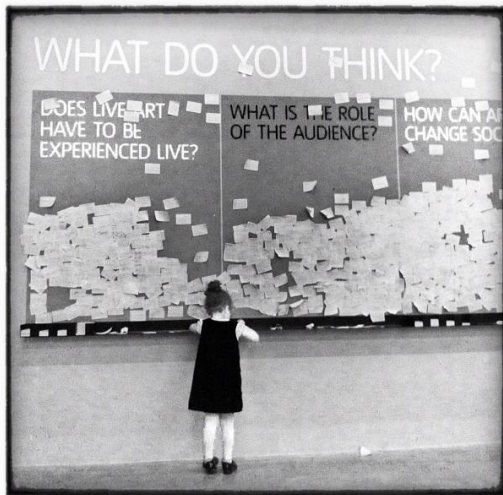
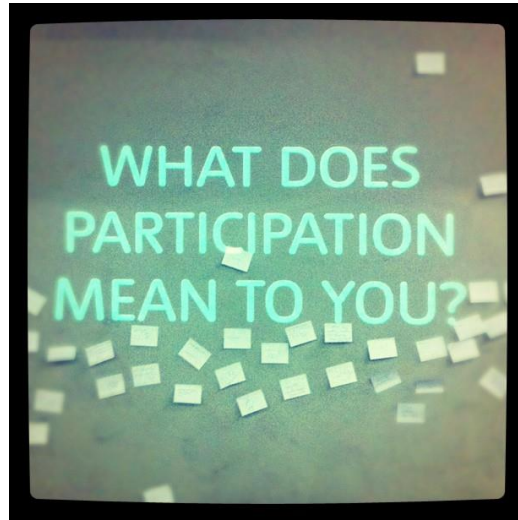
- Tate accounts: There were 402 tweets coming from the different Twitter accounts, mainly from, the main Tate account, Tate Collectives, Stuart Comer and the recently created account Tate Live.
- Magazines: Wallpaper magazine (723K), Eye magazine (475K), Frieze (56K).
- Newspapers: The Telegraph (119K), El País cultura (106K), The Independent (82K), Metro UK (39K).
- TV: BBC News (816K), Channel 4 news (111K), BBC Culture show (25K)
- Journalists: Polly Toynbee (48K), Miranda Sawyer (32K), Rick O'Shea (21K), Jonathan Haynes (21K).
- Art venues: Barbican Centre (62K), Southbank Centre (49K), National Museum of Contemporary Art, Korea (45K), Sadler's Wells (21K).
- Travel/Events: Condé Nast Traveller (234K), Time Out (136K), BBC Travel (59K), Visit London (51K).
- Architecture: Dezeen (85K), Architects' journal (38K), Architizer (37K), RIBA journal (12K).
- Celebrities: Yoko Ono (2,6 million), Reffie Watts (74K), Elle Macpherson (47K), Bonnie Wright (47K).

The hashtag was promoted on the website, Twitter wall, programme guide and messages sent on social media. The result is that almost half of the tweets tracked included the hashtag.

Visitors & social media

Tate's presence on social media channels does not only come directly from its own online activity, but also from everyday visitors who post in their profiles on social media platforms, sharing content about the gallery and expressing their opinions, feelings and experiences of their visit. They shared photos taken in the gallery on different social media platforms like [Instagram](#), [Foursquare](#) or [Twitter](#) among others.

Photos taken by visitors and shared on Instagram



Visitors used Twitter before, during and after their visit. In order to get some insights of visitors' reactions about The Tanks 200 tweets expressing opinion or feelings about The Tanks were analysed. 88% of the twitter users were positive about their experience at The Tanks.

Lovin #thetanks exhibition at the tate, lovely mix of creativity combined with real art in action

Went to #thetanks at Tate Modern, and they were an amazing. The dark enclosed rooms showed the artists use of light and sound to the full!

Checked out Tanks at @Tate today. Genius to have transient performance space to compliment fixed objects. Wanna make installations now!

Worth visiting the Tanks @Tate - fantastic new (old) spaces, dedicated to participative art and performance.

Loved The Tanks @Tate Modern. Felt like I was part of the art. Loved how it made me feel.

The Tanks = awesome new underground gallery space at Tate Modern

Sung Hwan Kim's experimental films in The Tanks at Tate Modern are amazing, music and art to complete the whole exhibition is mesmerising

The Iis Rhodes is breathtaking. Love the newly uncovered smell at #thetanks #subculture

Visited #TheTanks too, incredible space. Worth mentioning: Suzanne Lacy's The Crystal Quilt 1985-7.

The words used to describe The Tanks and the programme by the users who tweeted positively were:

amazing awesome beautiful
bemused breathtaking brilliant cool crazy different excellent exciting
extraordinary fantastic fascinating genius gorgeous great haunting impressive
incredible innovative inspiration inspirational inspiring
interesting magic mesmerising phenomenal powerful provoked shady spectacular street stunning
stunningly surreal tankfastic touching unbelievable unusual weird wonderful

The negative tweets about The Tanks were from visitors that did not feel comfortable in the space or did not understand the work on display. Some of the visitors did like the space but not the art. Some examples of these tweets are:

Just visited the Tank at Tate Modern and I don't think I understand any of the creepy arts yet.

Totally agree with The Guardian's description of the Performance Tanks at Tate Modern as 'incomprehensible'

#thetanks far too ambiguous and edgy for me! Can't understand anything - am i ignorant?

The Tanks @Tate Modern are a bit creepy. #easilyscared

The Tanks at the Tate Modern is really disappointing. The space is fantastic, but the art is insufferably pretentious and soulless.

Modern Art #idontgetit #thetanks

#thetanks great concept, love the space but unfortunately full of nonsense work by pret... (at The Tank, Tate Modern) — <http://t.co/qlpTkSAb>

The words used to describe The Tanks and the programme by the users who twitted negatively were:

ambiguous boring **creepy** disappointing edgy
'incomprehensible' nonsense pretentious soulless uneasy

Twitter wall

The comments that appeared on the wall included those sent by the users from the gadget and those sent by social media users using the hashtag #thetanks. The total number of messages that appeared on the wall was 2,602 (93 from the widget and 2,509 from social media sites, mainly twitter).

The hashtag was promoted on the wall and many users added it to their comments on Twitter. It was very effective to have one hashtag that everyone could use. It was a nice way to create conversations in both the digital and physical spaces. This experience invited people to comment and share views with other visitors.

'Excellent installations and videos from Suzanne Lacy and Sung Hwan Kim at #thetanks @Tate - what a great addition to #London #art scene'

'If you haven't already been to #TheTanks at Tate Modern yet drop everything your doing and go immediately or asap. Mind blowing.'

'This place is so crazy #thetanks'

'Just been stunned into silence at the experimental video works from Aldo Ambellini + Lis Rhodes at Tate Modern. #aweinspiring #thetanks'

'Not entirely sure I get it tbh #TheTanks but thats probably the point right? Just playful exploration.'

Visitors responded very positively to the wall. The twitter wall made the space feel alive. People found it exciting and engaging.

'How cool! Look my tweet's here! #thetanks'

'Awesome! Live tweets on the wall at the Tate Modern. #thetanks @ Tate Modern <http://t.co/ovKdumaB>'

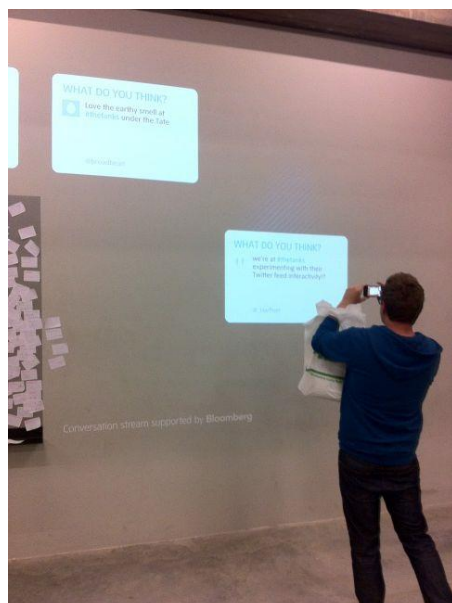
'Love to stay here and read my post on the wall at #Tatemodern #thetanks'

*'Look the Twitter interactivity works at #TheTanks! What joy that brings!
<http://t.co/rNGQTqTq>'*

'Yay got on the wall!!! #TheTanks'

'Nice way to collect visitor opinions with post-it's and twitter #thetanks '

Many users also uploaded images of the wall to Twitter and Instagram.



The users could also respond to specific questions and each one had a specific hashtag.

Question	Hashtag
Do you prefer to collaborate or work alone?	#collab
What subculture are you part of?	#subculture
What did you create or change today?	#today
How do you imagine tomorrow's museum?	#tomorrow
Does participating enhance your experience?	#participate
Who tells you what you're seeing in the museum?	#who
How can destruction be creative?	#creative
Is performance "art of the present tense"?	#perform
Is film in the gallery different from film in the cinema?	#film
How can art change society?	#society
What is the role of the audience?	#audience
Does live art need to be experienced live?	#live

'We shape our art, and then our art shapes us #theTanks #society'

'I don't imagine a museum; it seems a dead word. I imagine a shared living space for thoughts of both past and present #thetanks #tomorrow'

'The #audience shapes the art by how they interact with, define and digest the work. They cannot be mutually exclusive #theTanks'

'#thetanks #live xperience of art must help audience to spiritually develop him/herself.'

'Film in the gallery repositiones the audience phisically and thus symbolically #thetanks #film #tate'

There were 150 responses to these questions, mainly to the last three questions as these were permanently on the widget. The number of responses did not reach the expected target and the main barrier identified was that people did not like to log in through the gadget with their own social accounts possibly as the questions would not be visible to rest of their social network, and therefore the message could feel less relevant. This analysis is supported by the fact that a far higher proportion of people responded to the prompt questions on the sticker response wall where the audience was clearly other visitors who had also experienced The Tanks. Twitter users were more open to use this platform than Facebook or Google+. However, the number of total comments with users telling their feelings and opinions from the whole experience was very high and the opportunity to comment in this way was perceived as very valuable by the visitors.

For any questions about this report please contact elena.villaespesa@tate.org.uk.