

# Embracing Digitalization in the Culture Sector: The Case of Cultural Crowdfunding

**Natalia Maehle**

Western Norway University of Applied Sciences

**Anders Rykkja**

University of Agder

**Rotem Shneor**

University of Agder

**Ziaul Haque Munim**

University of South-Eastern Norway

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## **Abstract**

Despite increasing digitalization in the culture sector and growing interest in crowdfunding as alternative funding, there are still few studies looking on how artists embrace this new digital tool. There is also limited insight into cultural crowdfunding in Norway. Seeking to address these gaps, the current study explores current position of cultural crowdfunding in Norway and characteristics of the Norwegian artists using cultural crowdfunding compared to the ones without crowdfunding experience. The results indicate that the use of cultural crowdfunding in Norway is still marginal. To enable greater adoption, efforts need to be directed towards improving communication about the benefits of crowdfunding for artists, as well as the promotion and profiling of success cases. Finally, endorsement of crowdfunding by cultural authorities and policy makers (e.g., through match-funding) may further boost its uptake and unlock additional resources for Norwegian cultural workers and artists.

**Subject Areas:** *Electronic Commerce and Internet Marketing, New Product Development and Launch*

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