Digital Skills demanded by employers in the Arts, Culture and Entertainment Sector

**Office software**
- Use a computer
- Use a computer
- Use creative suite software
- Adobe Photoshop
- Graphics editor software
- Office software
- Search engine optimisation
- Manage data, information and digital content
- Use spreadsheets
- Use a computer
- Social media management
- Wordpress

**Authors and related workers**
- Office software
- Use a computer
- Use a computer
- Use creative suite software
- Adobe Photoshop
- Graphics editor software
- Office software
- Search engine optimisation
- Manage data, information and digital content
- Use spreadsheets
- Use a computer
- Social media management
- Wordpress

**Photographers**
- Office software
- Use a computer
- Use creative suite software
- Adobe Photoshop
- Graphics editor software
- Office software
- Search engine optimisation
- Manage data, information and digital content
- Use spreadsheets
- Use a computer
- Social media management
- Wordpress

**Creative and performing artists**
- Office software
- Use a computer
- Use creative suite software
- Wordpress
- Agile project management
- Apply social media marketing
- E-commerce systems
- ICT infrastructure
- Use a computer
- Use creative suite software
- Web analytics
- Wordpress
- Work with e-services available to clients

**Broadcasting and audiovisual technicians**
- Office software
- Use a computer
- Use creative suite software
- Concepts of telecommunications
- Digital marketing techniques
- ICT networking hardware
- ICT system programming
- Manage ICT system deployment
- Office software
- Use a computer

**Stage and related directors and producers**
- Use a computer
- Office software
- Use creative suite software
- Use digital device operating systems

**Artists, Culture and Entertainment**

ACSOL is funded with support from the European Union’s Erasmus+ Programme. The views expressed within this report are those of the authors and not of the European Commission.
Digital skills required by the stakeholders in the Arts, Culture and Entertainment Sector

Digital skills for management tasks

- Use a computer
- MS office software
- Social media management
- Use digital device operating systems
- Plan digital marketing
- Basic digital skills (ability to write email, use MS-Office tools, search for information on the internet)
- Use communication tools (Microsoft Teams; Zoom) ability to use tutorials to further education independently
- Use digital platforms for internal accounting
- Use software to digitally process grant applications tools to send large amounts of data (e.g. WeTransfer,

Digital skills for product/service development

- Creative suite software
- Web development software such as WordPress
- Photo and video editing software such as Adobe
- Photoshop
- Music/video in streaming
- Online gaming
- Social media for contents (especially Instagram and Twitch)
- Auto edition techniques
- 3D printing
- Immersive technologies such as virtual reality and augmented reality to design and develop virtual performances, visits, tours.
- Interactive tools
- Avatars
- Crowdfunding techniques
- Blockchain
- Crypto-art
- Metaverse
- Snipping tools
- Visualisation tools (e.g. Miro)
- Ability to create videos (e.g. design guided tours online)
- New streaming services
- Tech skills in making the film and TV materials
- Intellectual property rights – and worker’s rights to their ‘own’ materials when working with artificial intelligence
- Sector specific software skills
- Understanding the impact of Artificial Intelligence
- How to digitise museum and art gallery collections

Source: Triple helix working groups' workshops carried out in Germany, UK and Spain in 2022