

Online Audiences



- Reference made to some research which likened users of the internet in creative activity to behaviours in a playground. Can't find the research...(help)
- Windswept's recent Running Stag R and D stats crudely divided its online audience into passive and investigative though the true picture is much more complex. [More here](#)
- Key challenge – bringing your core audience with you on this journey (as you reach and develop new audiences). @sarahnellis
- What are the new rituals for digital culture?