



With a strong new research team, DDP has increased verification and collection protocols on all Season Overview reports. These methodologies will also be applied, as appropriate, to other upcoming research reports and Data Bytes.

What we did for the 2024-2025 Season Overview:

- **Four-pass verification:** This is an increase from three last year (incidental) — each pass is undertaken by a different team member. Verification isn't done until every field is confirmed against a source and blanks have been actively researched.
- **Followed a documented collection protocol:** This way, the process is consistent regardless of who collects the data. Each researcher logs the source type (website / press release / social / news) with a link on every data point, and signs off with an initial-and-date checklist for each company.
- **A flag-and-escalate step:** Anything that appears ambiguous is highlighted and tagged for a senior researcher instead of answered by the verifying researcher with a guess.
- **Defined "Unknown" as an attribution status:** This status is now reported separately from the gender categories, so readers know it reflects missing info rather than an identity.
- **Systematized source recovery:** DDP uses the Wayback Machine for programming from wiped company sites, and social media to fill information gaps (especially from smaller companies that update Instagram before their websites).
- **Sharpened the report's definitions:** DDP added Mainstage vs. Other Venues, clearer mixed-gender vs. unknown program rules, and clearer premiere-counting rules.
- **Tightened the scope:** Festivals are now excluded (they were included last year), keeping the analysis to each company's main season in its home location. Tours, galas, outreach, and second-company work are recorded separately.
- **Made the workbook mirror that scope:** Out-of-scope programming lives in dedicated tabs (Tour, Gala, Second Company, Special Events), separate from the ranked tiers but catalogues.

What's next — the new template for 2026-2027 and beyond:

- **Dropdown menus on every categorical field:** (Company Model, Company Category, Gender, Choreographer Category, Program Mix, Work Type, Premiere Type, Production Type, Season Type, Stage, Co-production) so there's one canonical value per category.
- **Automated calculations:** The old manual 1/0 gender columns have been replaced. Master Calculations and Choreographer Calculations now tally counts and gender shares automatically from the standardized entries, eliminating hand-counting errors.
- **Company Model classification:** Resident, Multi-City Resident, Project-Based, Touring-Based, with the Main Season defined by *ownership* (what a company produces as its own season) rather than by venue.
- **Production Type tracking:** Original / Restaging / Reimagining, capturing the source choreographer and gender on reimaginings (e.g., Bourne's *Swan Lake*), which lets us finally study who gets to reinterpret the classics.
- **New fields:** DDP has added additional fields to the report, including stager/repetiteur (and gender), co-productions and partners, and a Season Type deep-dive tab that recalculates for tours, festivals, and galas on demand.
- **A built-in guidelines-and-legend tab:** Everyone reads and signs off on the guidelines before entering data. We have also added a shared color-coding key (review, conflict, verified, awaiting outreach) so highlighting means the same thing to everyone.
- **Automated year-over-year comparison:** Longitudinal data is now automated, including a performance-weighted share option.