

MUSEUMS IN THE NEW GOLDEN AGE

Museums have entered an age where patrons expect to learn in more ways beyond what is printed on a card next to an exhibit. Fortunately, cheap or free mobile technology is now also available to visitors of cultural institutions worldwide. Demand and supply happily coexist,

Cultural institutions are investing in technologies to make the museum experience more interactive for visitors. Museums also benefit, because by interacting with visitors on the platforms that matter most to them, they become more discoverable. Giving visitors the ability to share their experiences on social media will also increase the reach of cultural institutions.

The question becomes how best to tell compelling stories about the cultural institutions and their exhibits, and using those stories to drive attendance and engagement. Read this infographic, brought to you by Guide by Cell, about how some of the biggest museums in the world are using mobile technology to remain relevant.

Google favors mobile-friendly websites and pages in its search rankings.

Museums that do not have mobile-friendly sites risk reduced discoverability.

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Museum patrons expect to: Learn

- Be entertained
- Engage with the institution
- and feel invested in it on a personal level Share their personal museum experiences socially

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69% of visitors to museums

in 2014 brought a smartphone with them Of those... 63% took photos

- 40% communicated with others
- 21% used social media in relation to their museum visit
- 17% researched museum content 8% accessed museums' additional digital content
- took notes on their experience
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A majority of museum

visitors indicated they

would use mobile for: Customizable tour guide App for info on the museum or its exhibits.

- Interactive audio of information or music
- Interactive app used during

or following a visit

Interactive app used before

2.600

Audio messages available at

the Met's audio guide

Technologies added by museums and other cultural institutions

Interactive mobile-friendly content with no required app downloads

Audio Guides

Mobile Tours

Text messaging with docents

and exhibit experts Mobile apps

Games and scavenger hunts

Other primary uses for analytics:

- Scheduling Fundraising
- Evaluating campaign performance

content decisions

 Staffing Collections management and

Understanding pain points



new mobile users added globally every day

Mobile devices capture of daily online time for 16-to-24 year-olds

SMARTPHONES account for the PRIMARY INTERNET Young adults **Minorities** Lower-income populations

produced by museums can: Heighten visitor experiences Provide comprehensive

Mobile content

- educational content
- Offer critical interpretations, stories and contextual
- information.



52% of visitors who brought a mobile device

said an interactive app or digital empowerment tool would have improved their experience

MOST HELPFUL FEATURES TO

IMPROVE A MUSEUM VISIT:

Audio related to a topic or object Location-aware app that activates special content in certain areas **Audio narration** Games and scavenger hunts

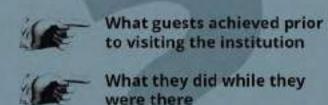
35 HOURS

Audio content available at the

Louvre in Paris as of 2012.

KEY METRICS NEED TO BE

MEASURED TOGETHER:



their visit

Interactions both online, mobile and in-person

How they engaged following

MUSEUM DATA COLLECTION IN THE ANALOG AGE

Lengthy surveys

(Engage by Cell can cost-effectively automate):

Clicker-counting people at the door