



engage by cell

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.

150,000



new mobile users added globally every day

Mobile devices capture

50%

of daily online time for

16-to-24 year-olds

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

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



SMARTPHONES account for the **PRIMARY INTERNET** use for:

Young adults
Minorities
Lower-income populations

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

Mobile content produced by museums can:

- Heighten visitor experiences
- Provide comprehensive educational content
- Offer critical interpretations, stories and contextual information.

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
- 5% took notes on their experience

52%

of visitors who brought a mobile device said an interactive app or digital empowerment tool would have improved their experience

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 a visit
- Interactive app used before or following a visit

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

2,600

Audio messages available at the Met's audio guide

35 HOURS

Audio content available at the Louvre in Paris as of 2012.

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

KEY METRICS NEED TO BE MEASURED TOGETHER:

- What guests achieved prior to visiting the institution
- What they did while they were there
- How they engaged following their visit
- Interactions both online, mobile and in-person

Other primary uses for analytics:

- Scheduling
- Fundraising
- Evaluating campaign performance
- Staffing
- Collections management and content decisions
- Understanding pain points

MUSEUM DATA COLLECTION IN THE ANALOG AGE

(Engage by Cell can cost-effectively automate):

Lengthy surveys

Clicker-counting people at the door