

IF YOU THINK
ARTISTS ARE USELESS
TRY TO SPEND YOUR
QUARANTINE
WITHOUT MUSIC, BOOKS
POEMS, MOVIES AND
PAINTINGS



Network of European
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Museums in Europe during COVID-19, or: ‘Never waste a good Crisis’



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NEMO Survey

‘Museums in Times of COVID-19’

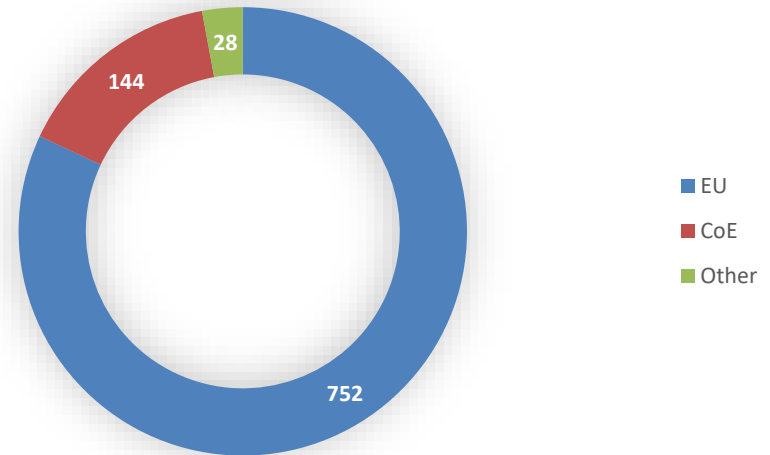
How many museums have responded?

961 museums

From how many countries?

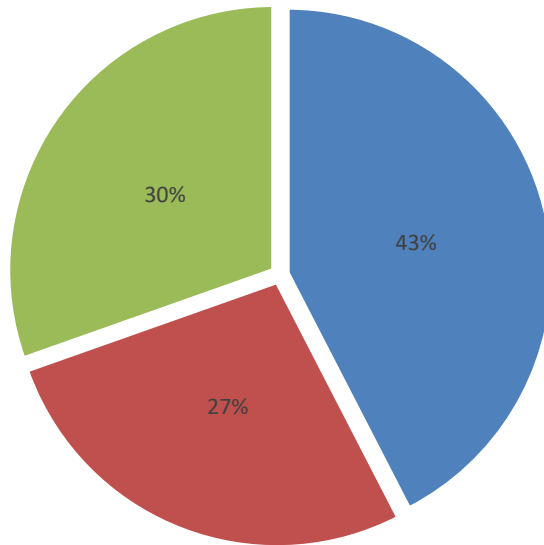
48 countries in total

Responding Museums per Region



About the responding Museums

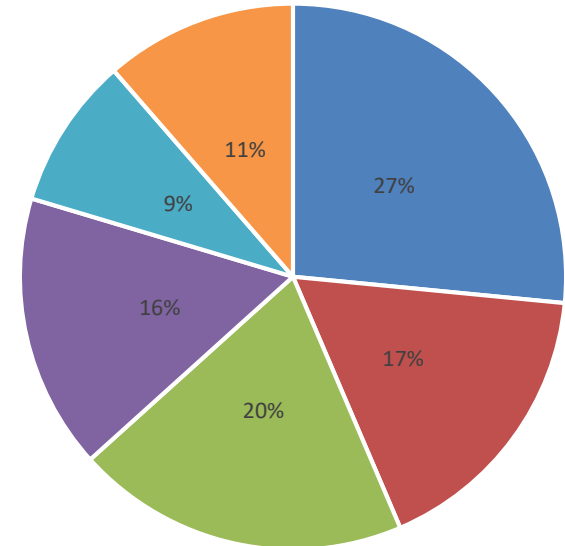
Location of Museums



- Urban
- Capital City
- Rural

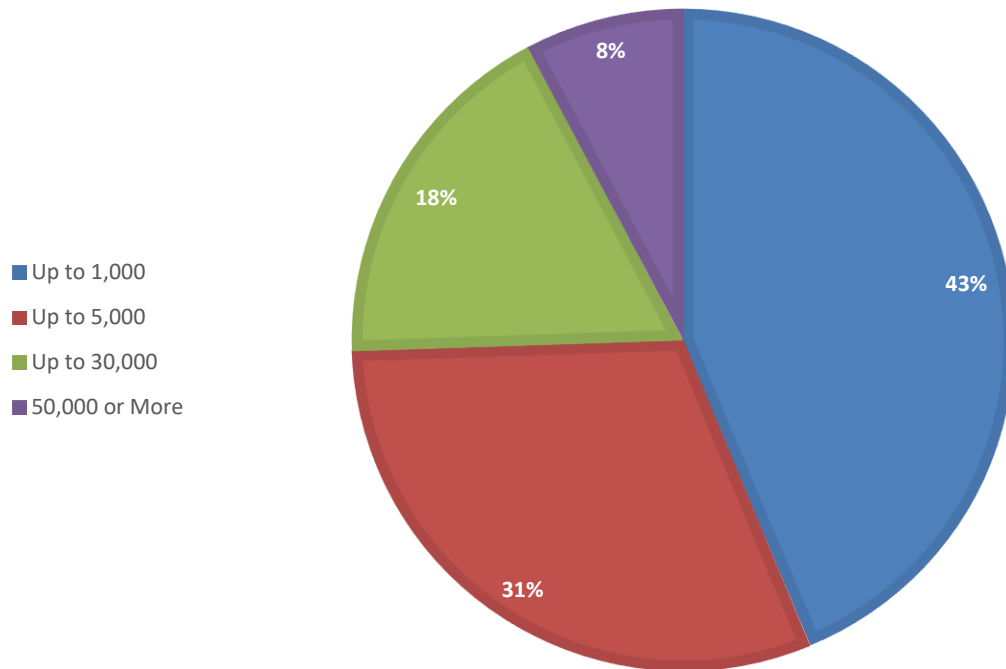
Size of Staff

- Less than 5
- Less than 10
- Less than 20
- Less than 50
- Less than 100
- More than 100



(1) Income loss

REPORTED WEEKLY LOST INCOME (EUROS)



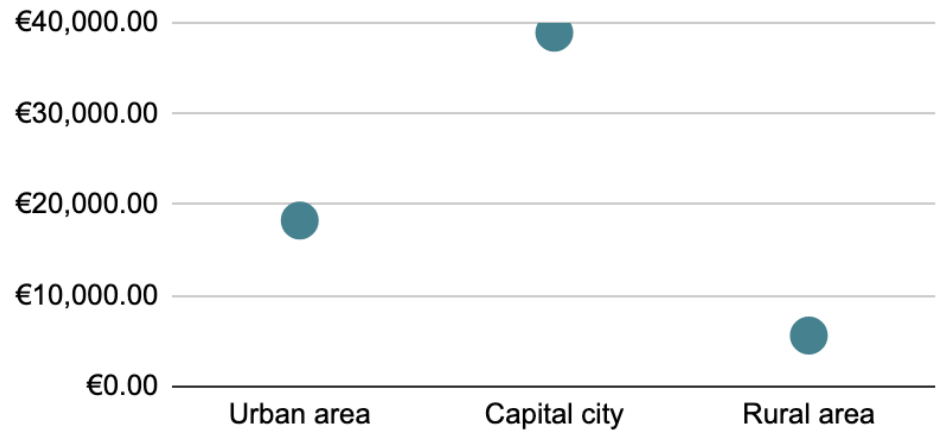
- **Museums in touristic regions** lose up to 75-80% of their income
- **Big museums** like Rijksmuseum, Kunsthistorisches Museum etc) lose up to 600.000 Euro per week



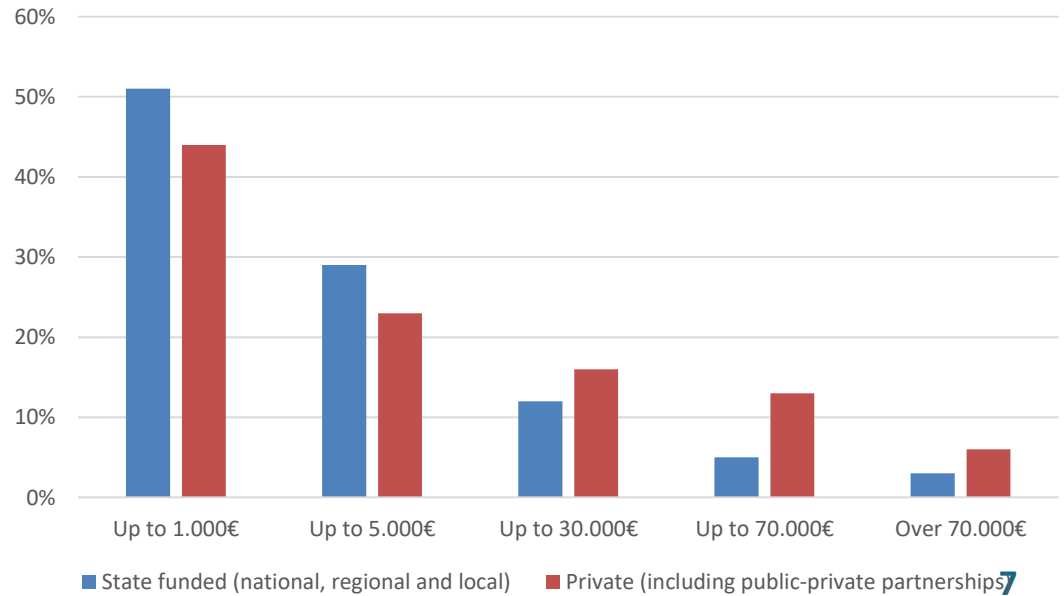
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Weekly losses

Average by location

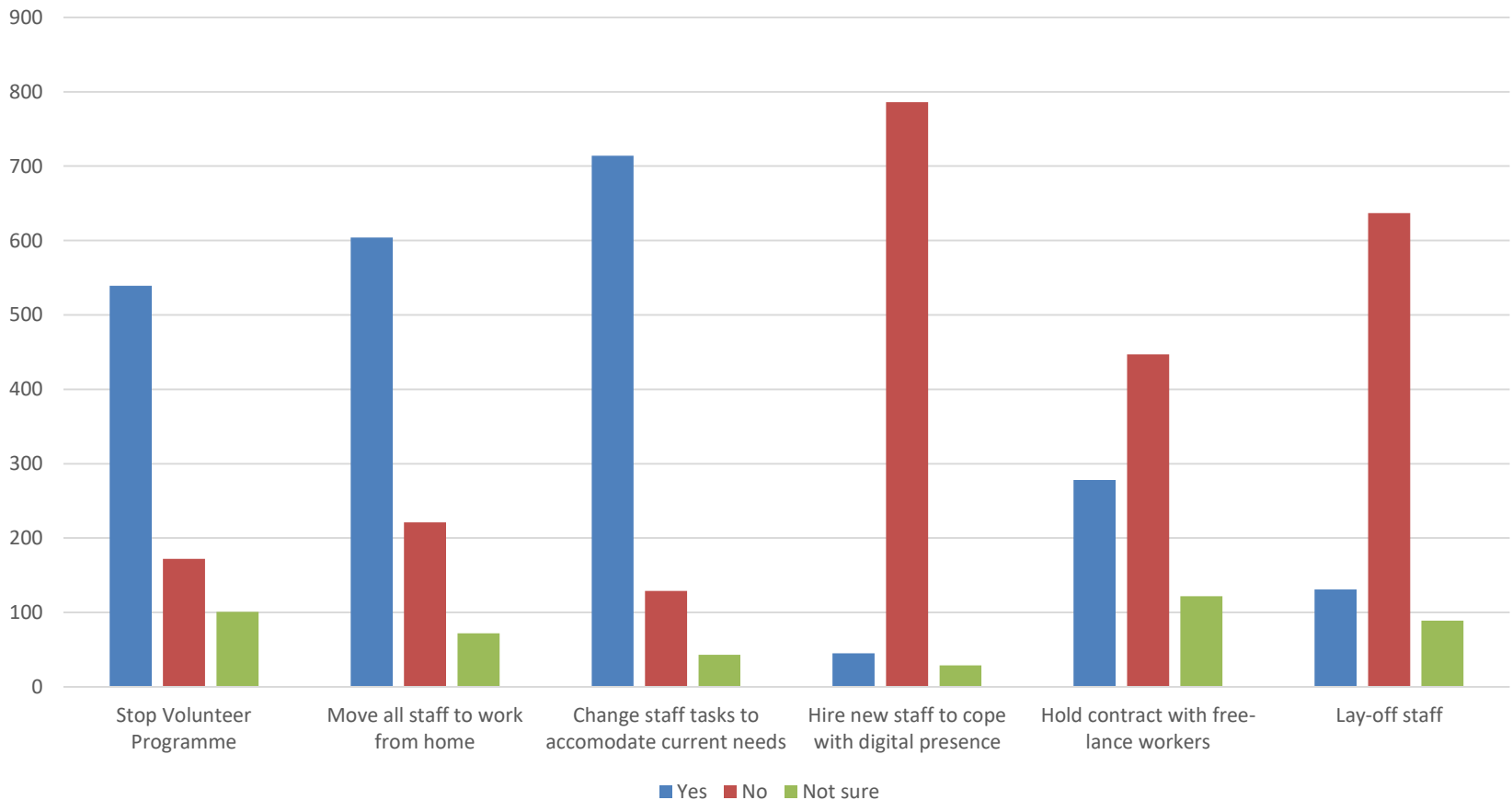


Weekly income loss



(2) Staff: Changes envisaged

What changes have you made/ expect to make in the short-term?

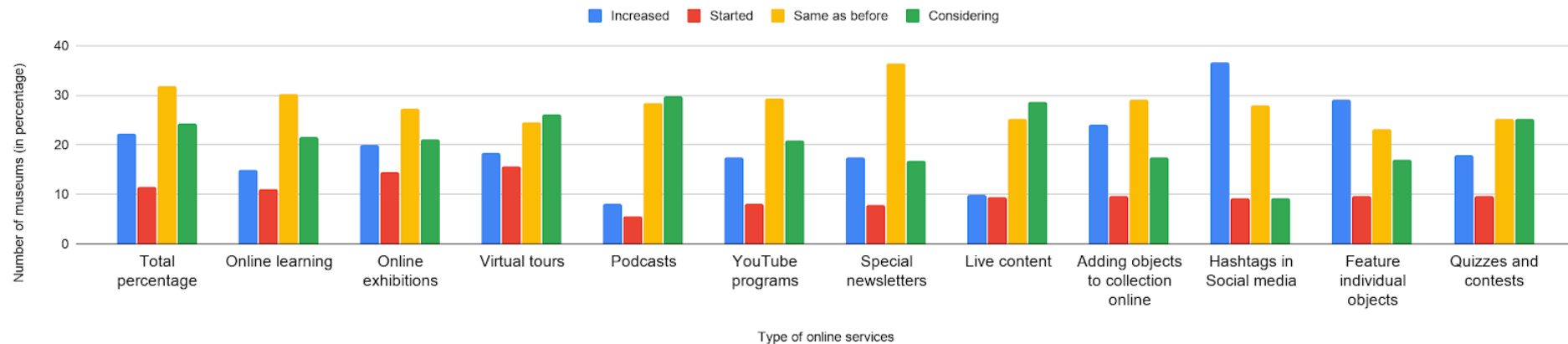


(3) Museum Online Services

More than **60%** of the museums have increased their online presence since they were closed.

More than **30%** of the museums have changed staff tasks to online activities, while **13%** have added resources.

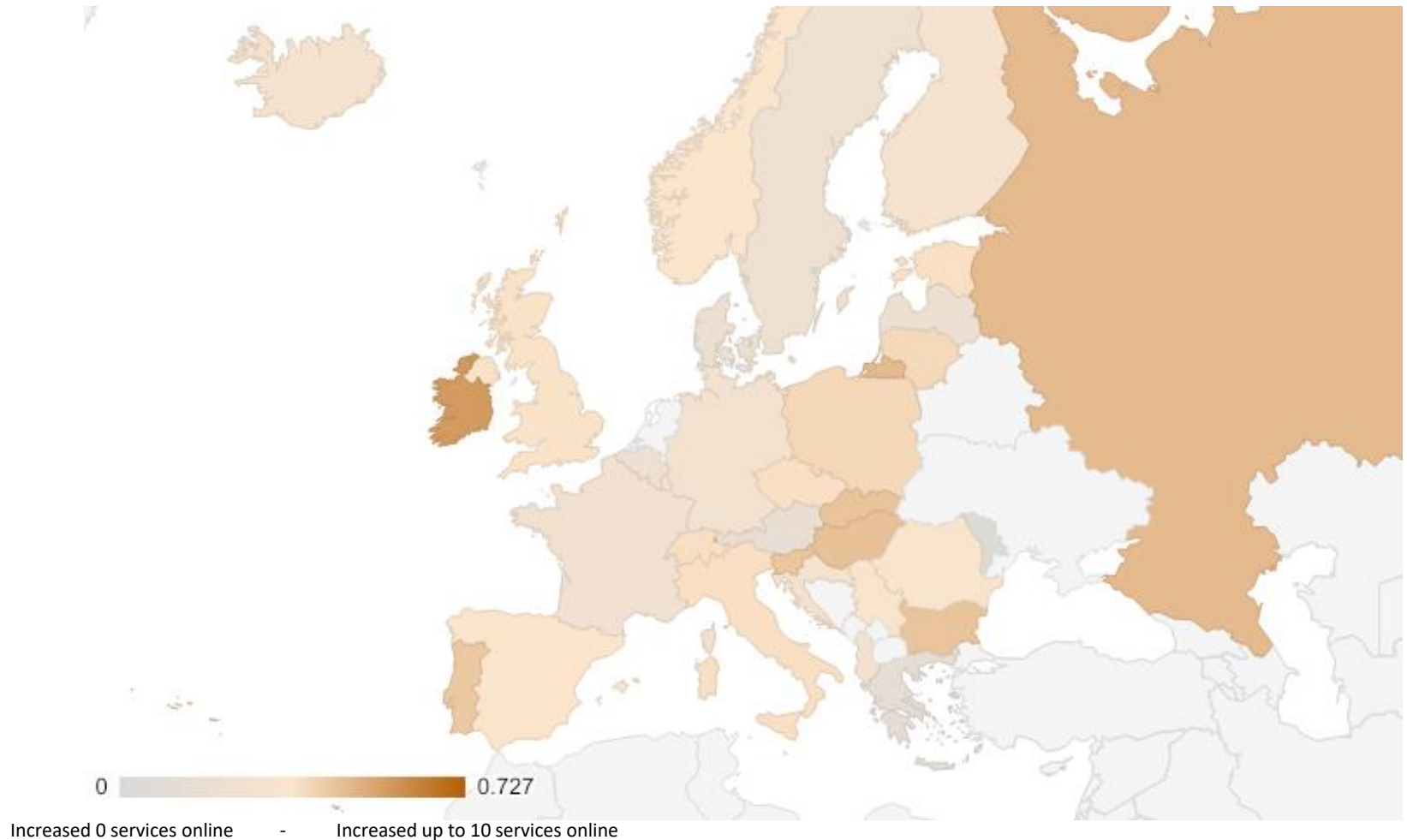
Online service activity: Increased, Started, Same as before or Considering





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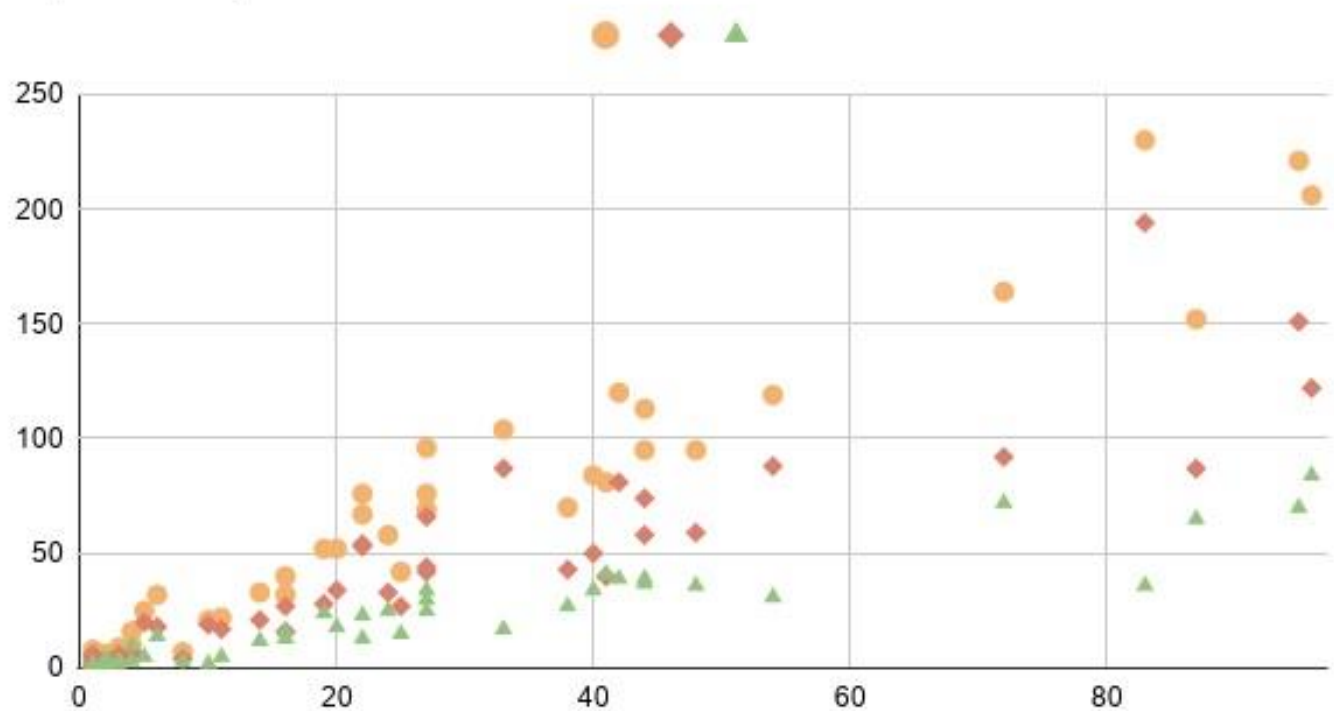
How many online services have been started/increased?



Adding resources / Increasing services

Input / Output relation

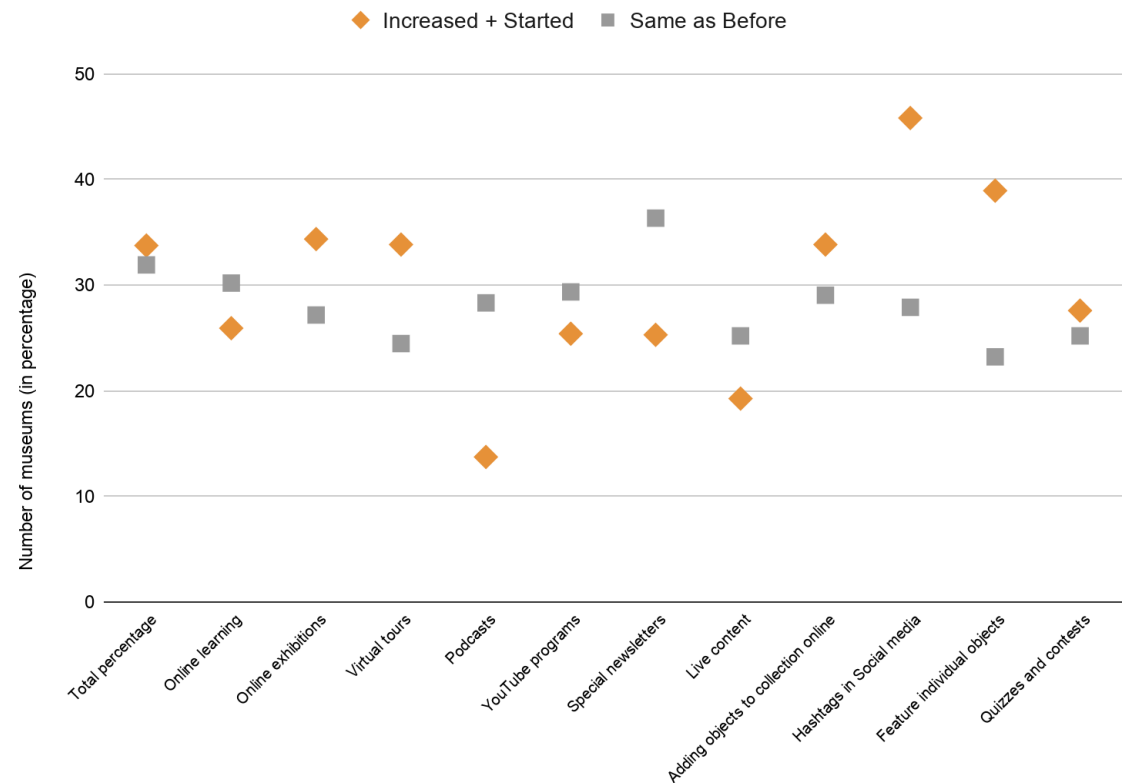
- Adding resources, reallocating staff tasks
- ◆ Increased online activities
- ▲ New online activities



Which online services are increased?

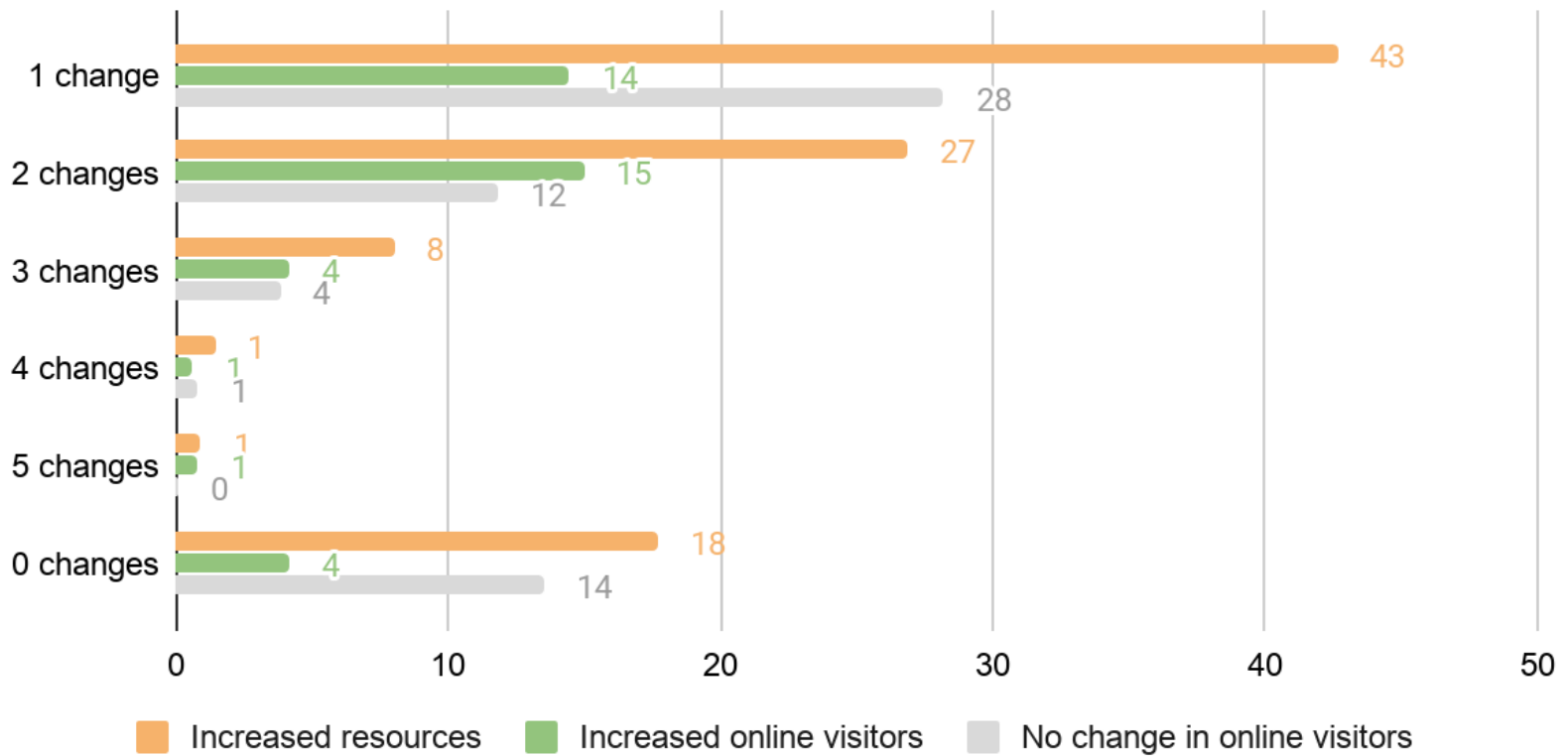
- Services that do not require additional financial resources and/or experience and skills are the ones increasing most

Online Service Activity



Change in input and resulting outcome

Increased resources and increased visits

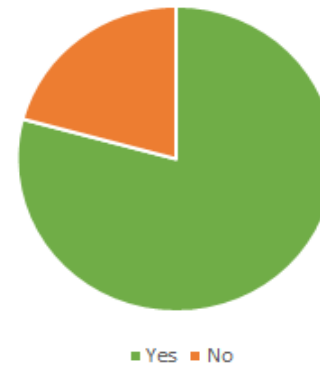




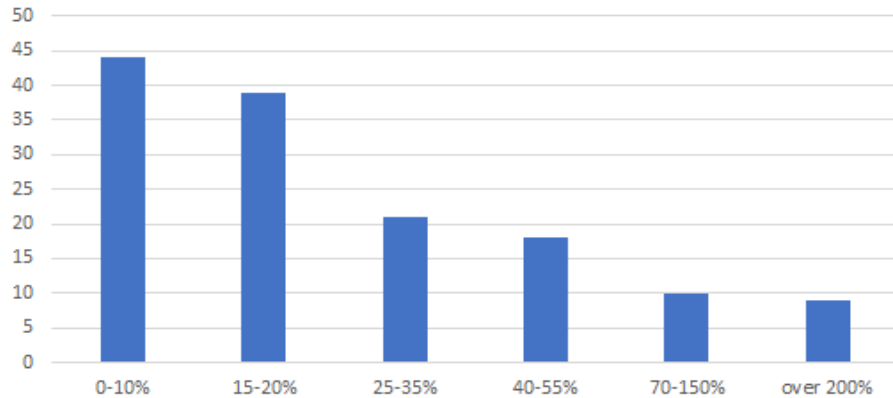
Increased online activity since closing
24 March - 3 April



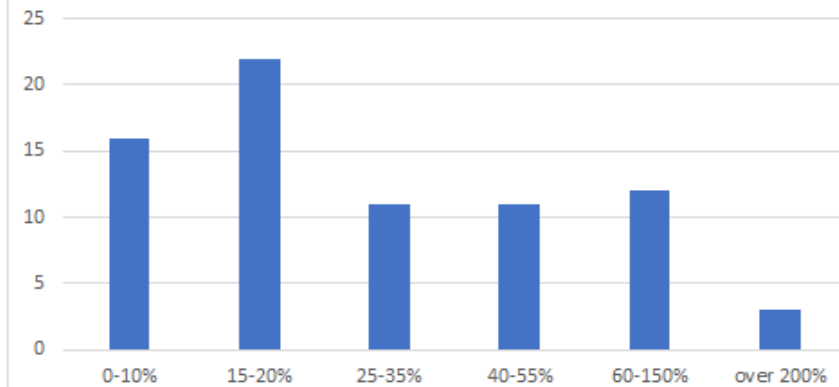
Increased online activity since closing
4 April - 30 April



Increased online visits
4 April - 30 April



Increased online visits
4 April - 30 April





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Best Practice Example

Spain

The Museo Nacional Thyssen-Bornemisza

Online Tour of the temporary
Rembrandt exhibition

18.02
-24.05
2020

Rembrandt





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Increase of online services at Museo Thyssen-Bornemisza

Use of online services (March 13 - April 13, 2020):

- 283,500 users on the web
- 380,900 sessions (virtual tours, apps)

Use of online services (same period in 2019):

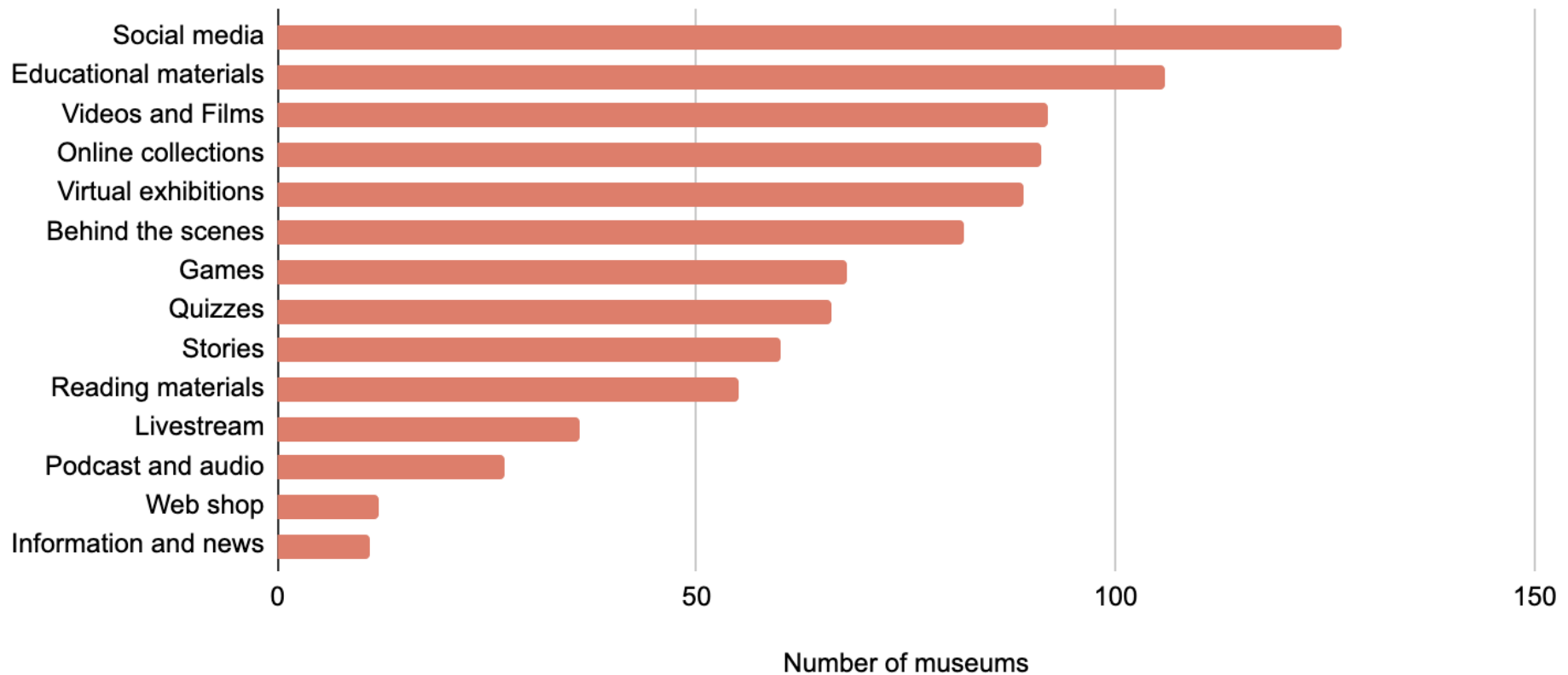
- 181,200 users
- 237,100 sessions (virtual tours, apps)

Increase in % of online services

- Users on the web: + 56%
- Sessions: + 60%



Popularity of museum online services



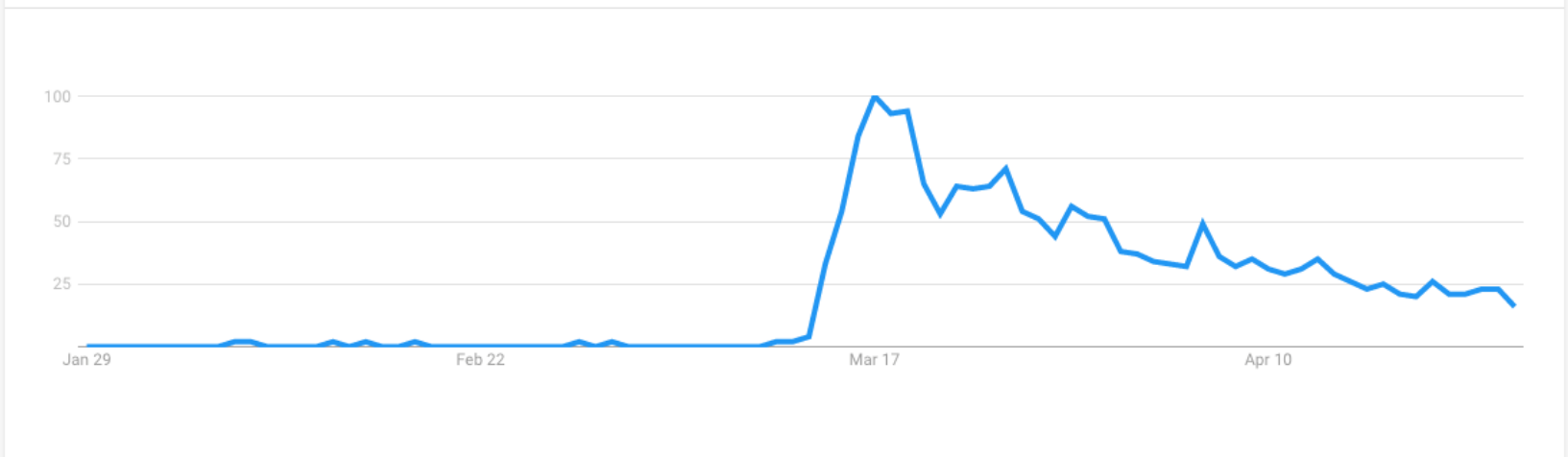


virtual museum tours
Search term

+ Compare

Worldwide Past 90 days All categories Web Search

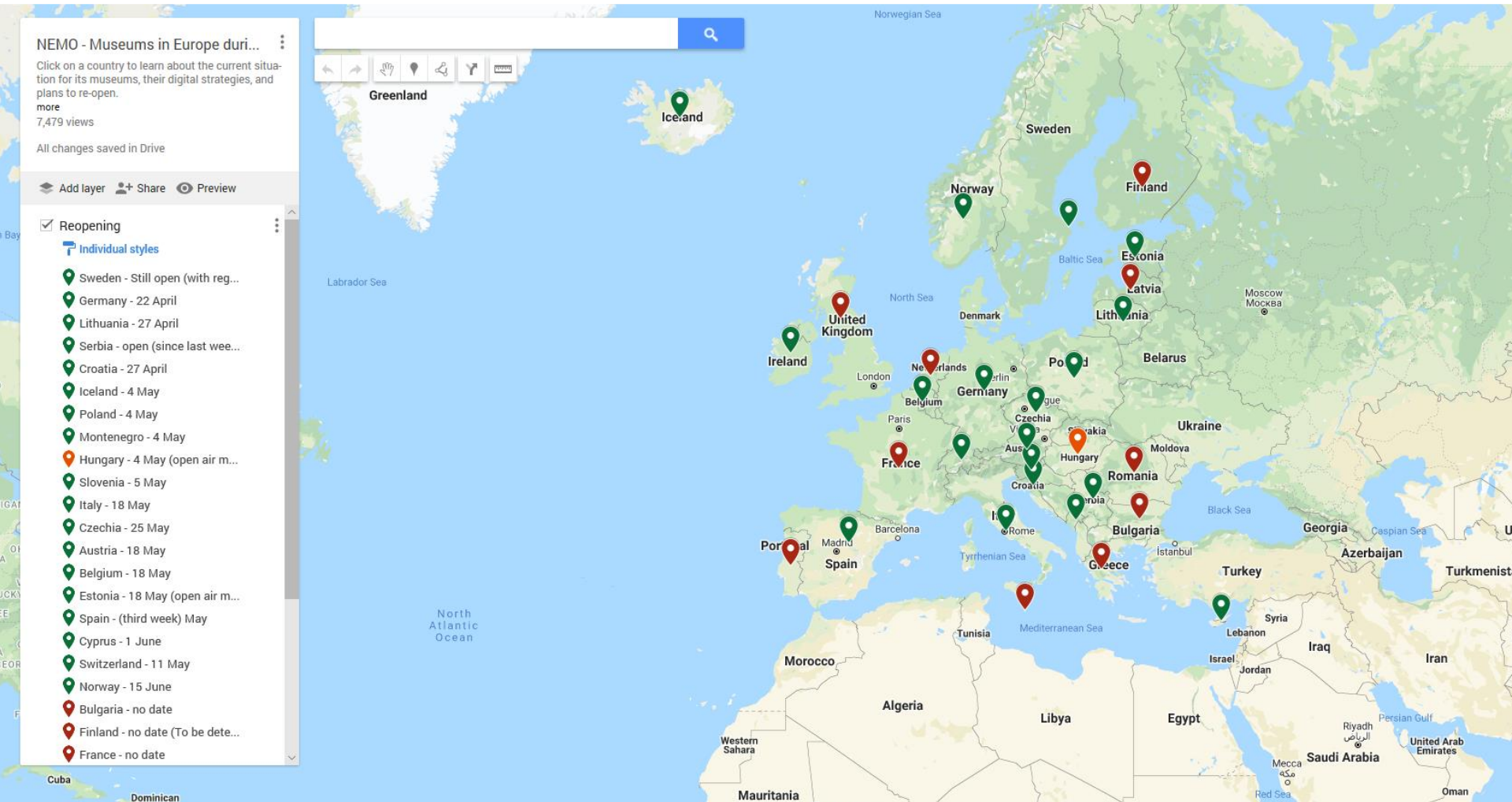
Interest over time





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Next Step: The new Normal





Future digital museums: Survey implications

- **allow for investments in museums' digital offers, services, skills and infrastructures in the future.**
- Museums need additional resources to be more active in the information society (“without input, no output”).
- Museums need a harmonized metric to track and benchmark their online visits and usage to optimize their services.



Thank you!
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