



# ONTARIO MUSEUM ASSOCIATION MARKET RESEARCH

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ANKIT DHALL

# BACKGROUND

## Why Digitalization?

- Changing Technological Scene
- Adapting to Demographic Trend Changes
- Focus on Flexibility & Accessibility
- Create an Alternative Revenue Stream

How has digitalization of museums affected visitor engagement?

# RESEARCH GOALS

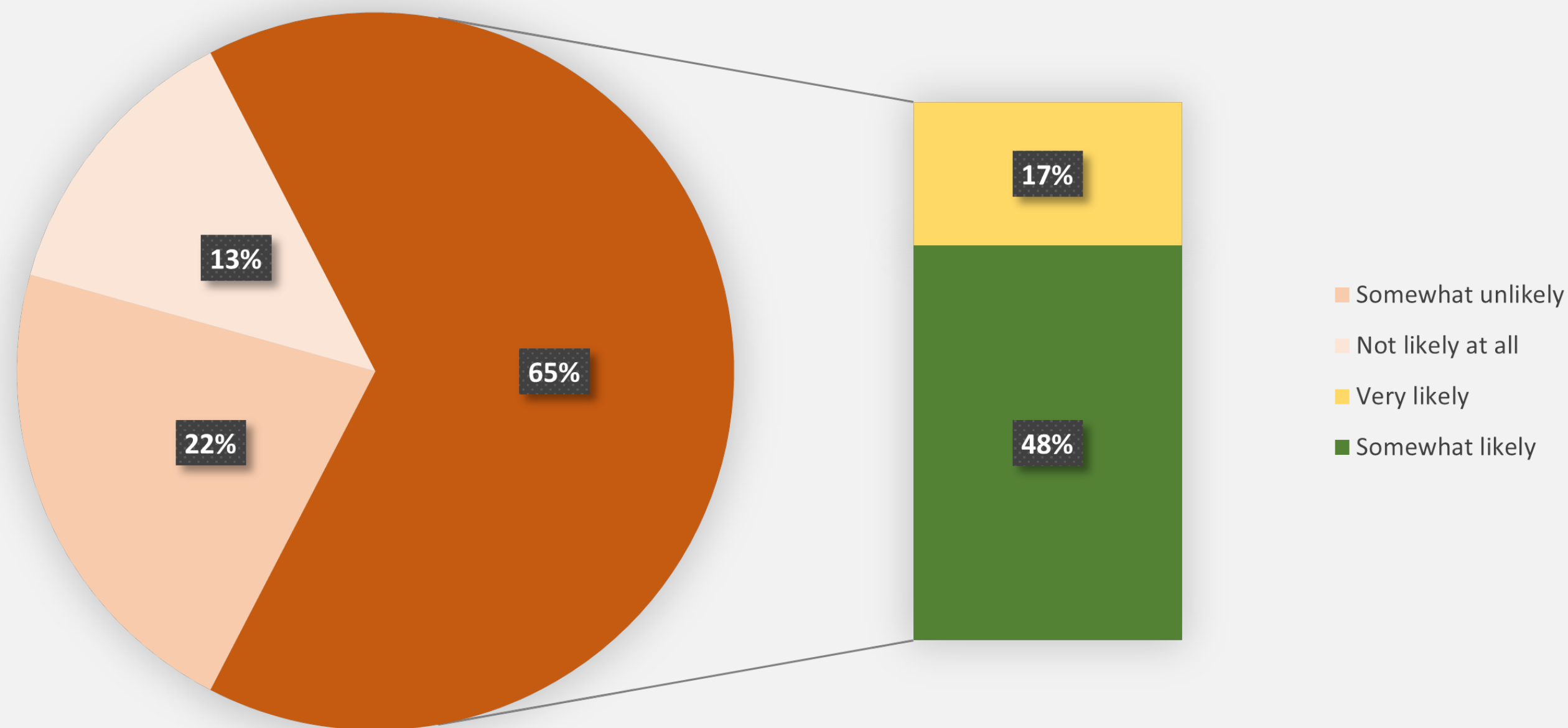
Evaluate the current percentage of the population in favor of a virtual museum experience.

Measure the number of times people are willing to engage with the digitized museum platforms.

Observe and rank the types of content most appealing to the population.



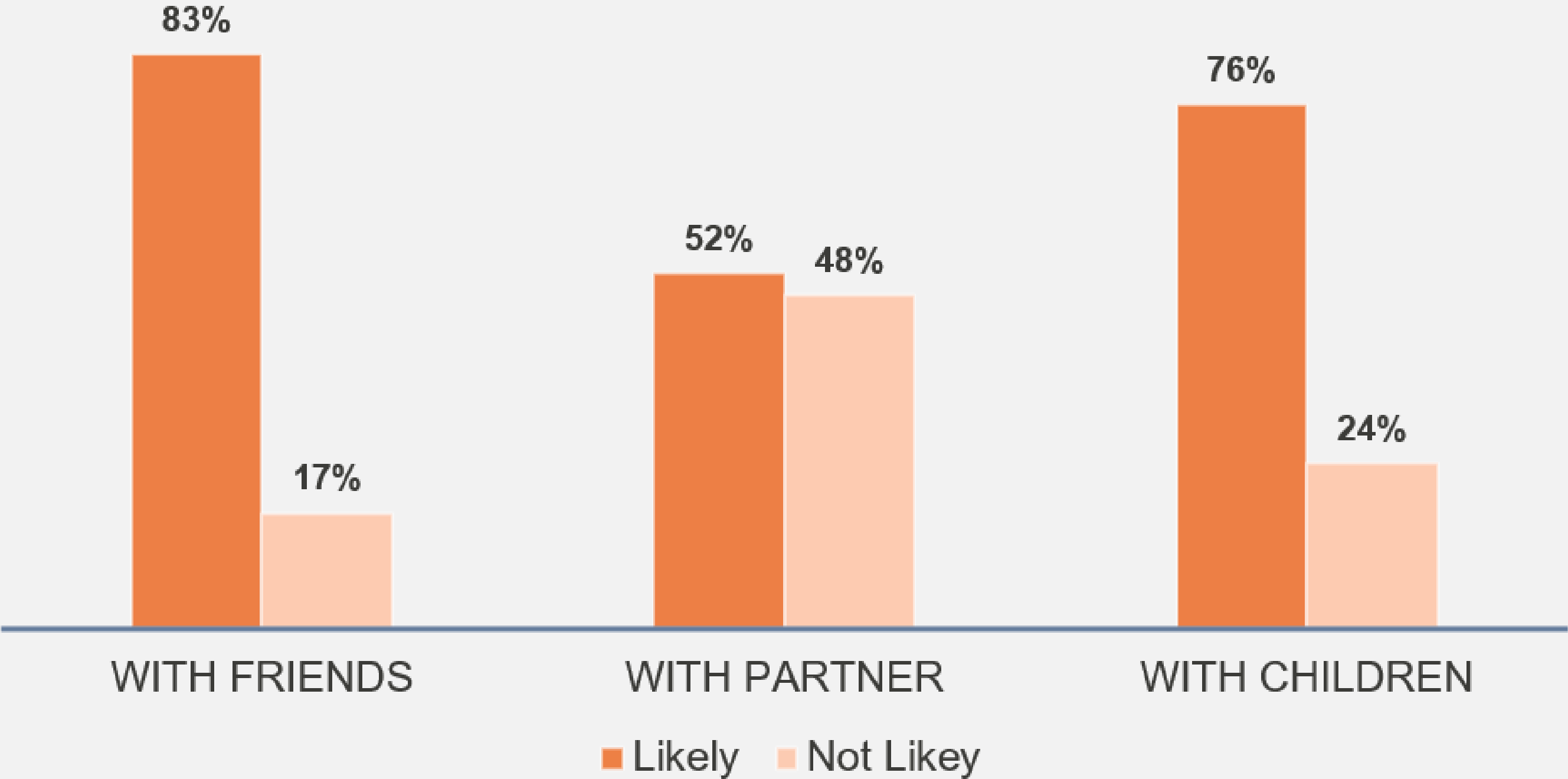
# Population in favor of a Virtual Museum Experience



Approximately 65% of the population is willing to engage with a digital museum experience



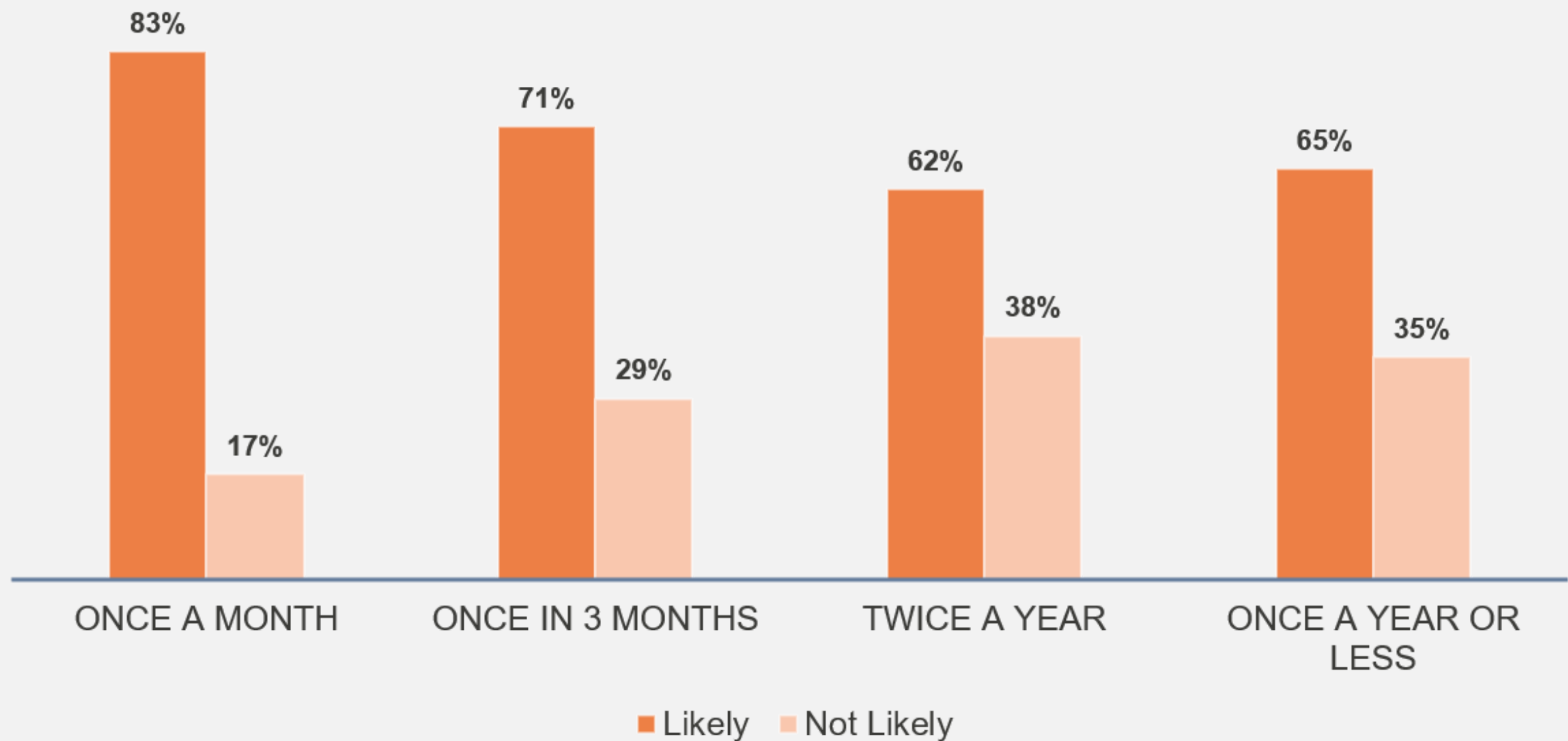
# Population in favor of a Virtual Museum Experience



People who previously visited with either friends or children are more likely to engage with a digital museum offering



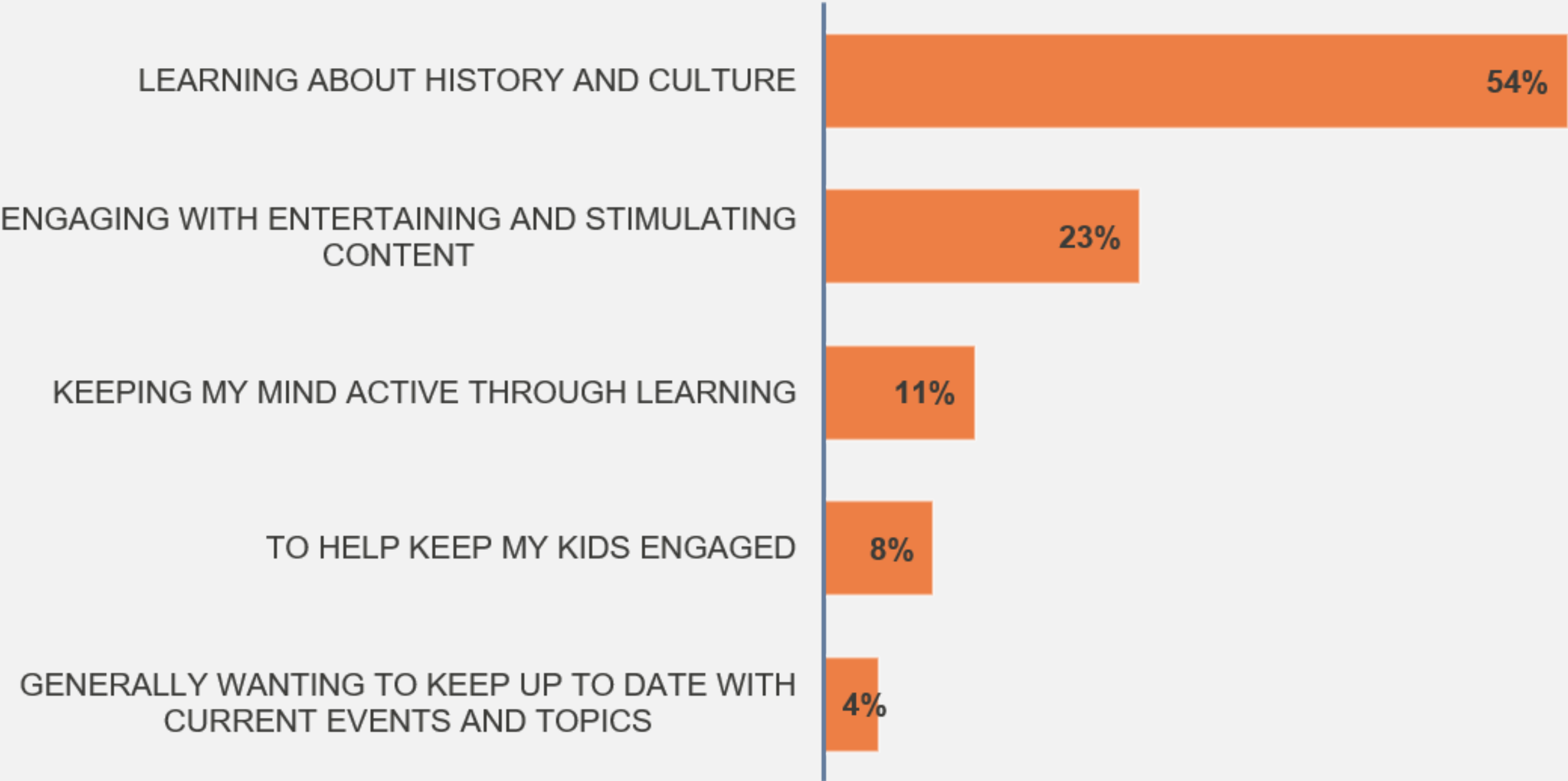
# Population in favor of a Virtual Museum Experience



Irrespective of their frequency of visit to a physical museum, people are likely to engage and visit a digital museum.



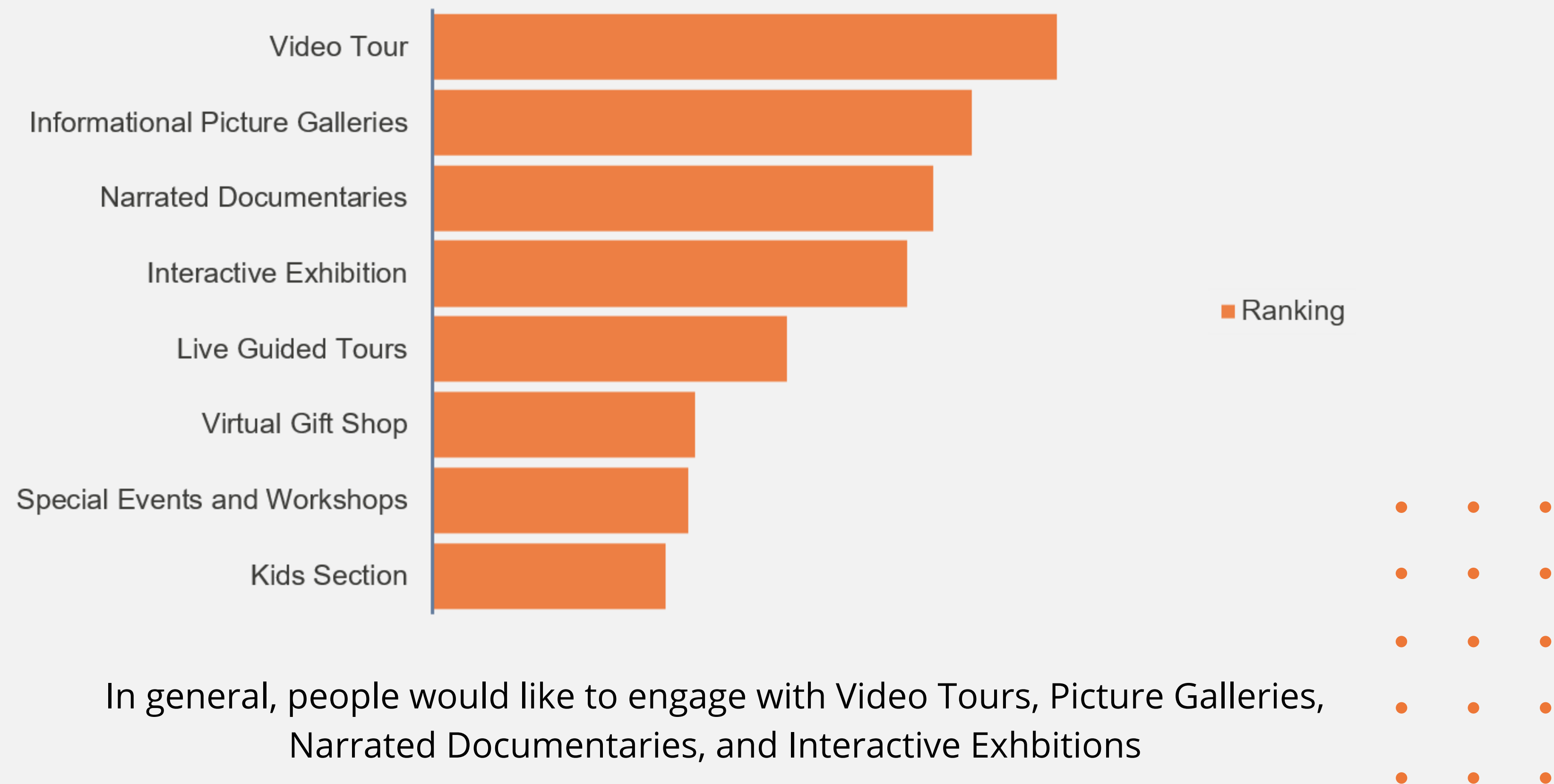
# Types of Content Appealing to the Population



People visit museums to mainly learn about history and culture or engage with different kinds of content



# Types of Content Appealing to the Population





# Types of Content Appealing to the Population

Video Tours

Picture Galleries

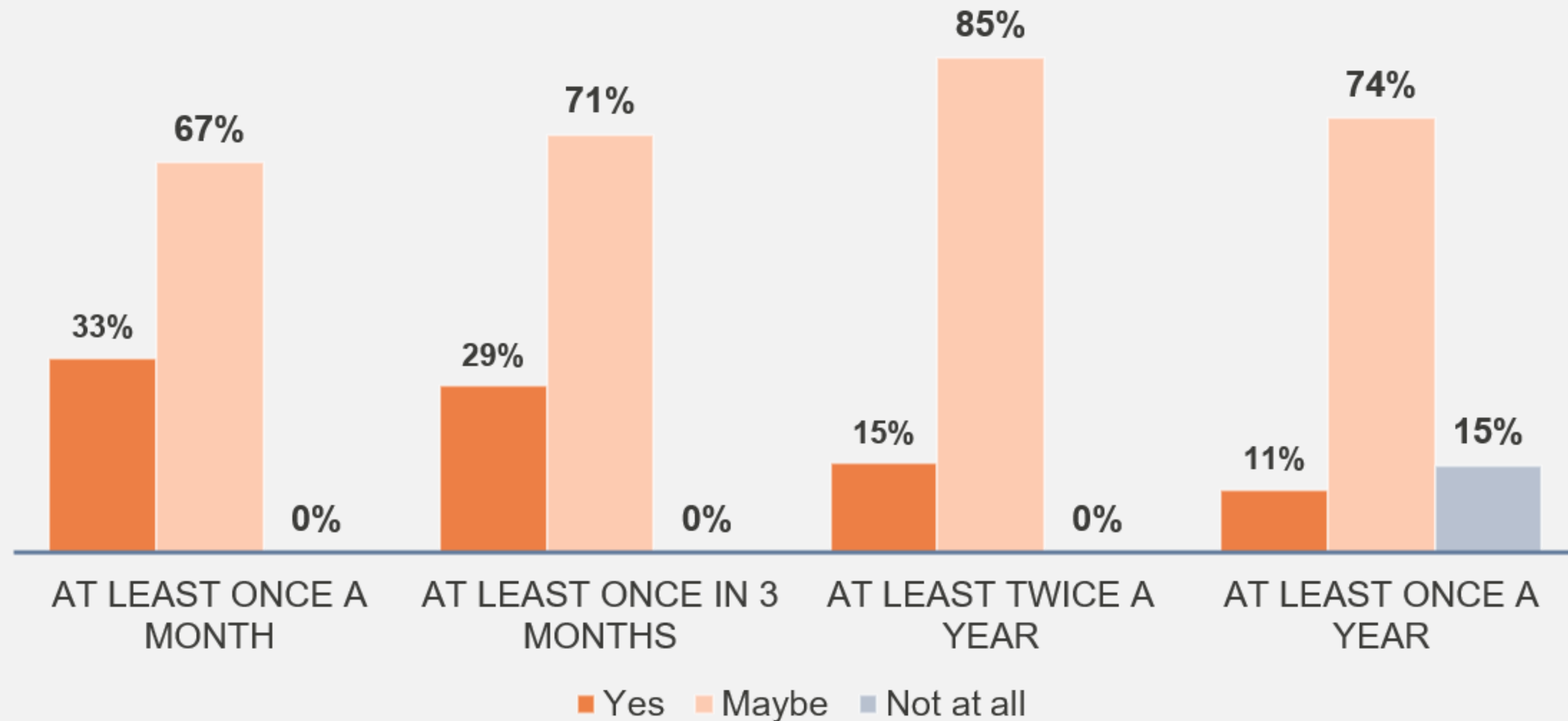
Narrated  
Documentaries

Interactive  
Exhibitions

- Consistent Pattern across parameters such as Reasons for Visit & Accompanying Party
- Those who visited at least once a month preferred Narrated Documentaries and Picture Galleries over Video Tours

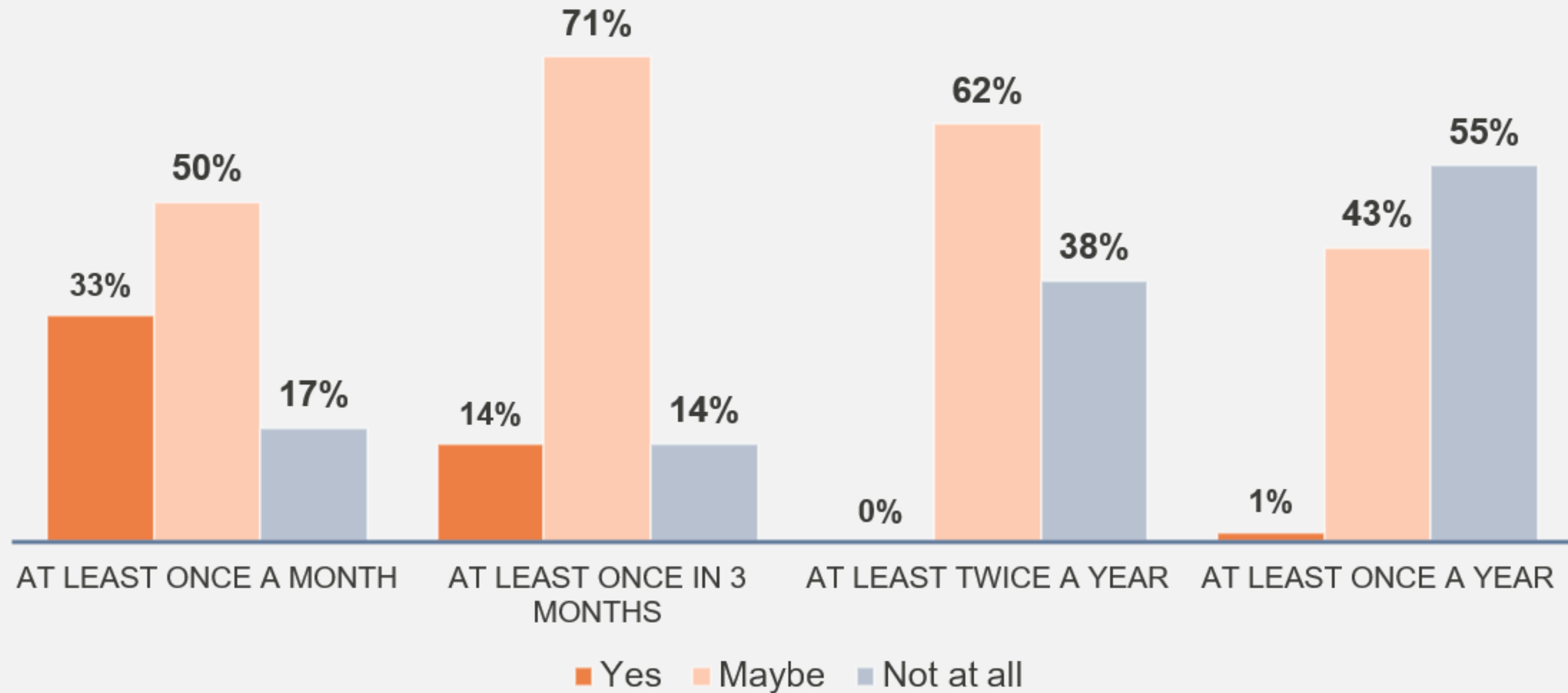


# Are People Willing to Engage Repeatedly?



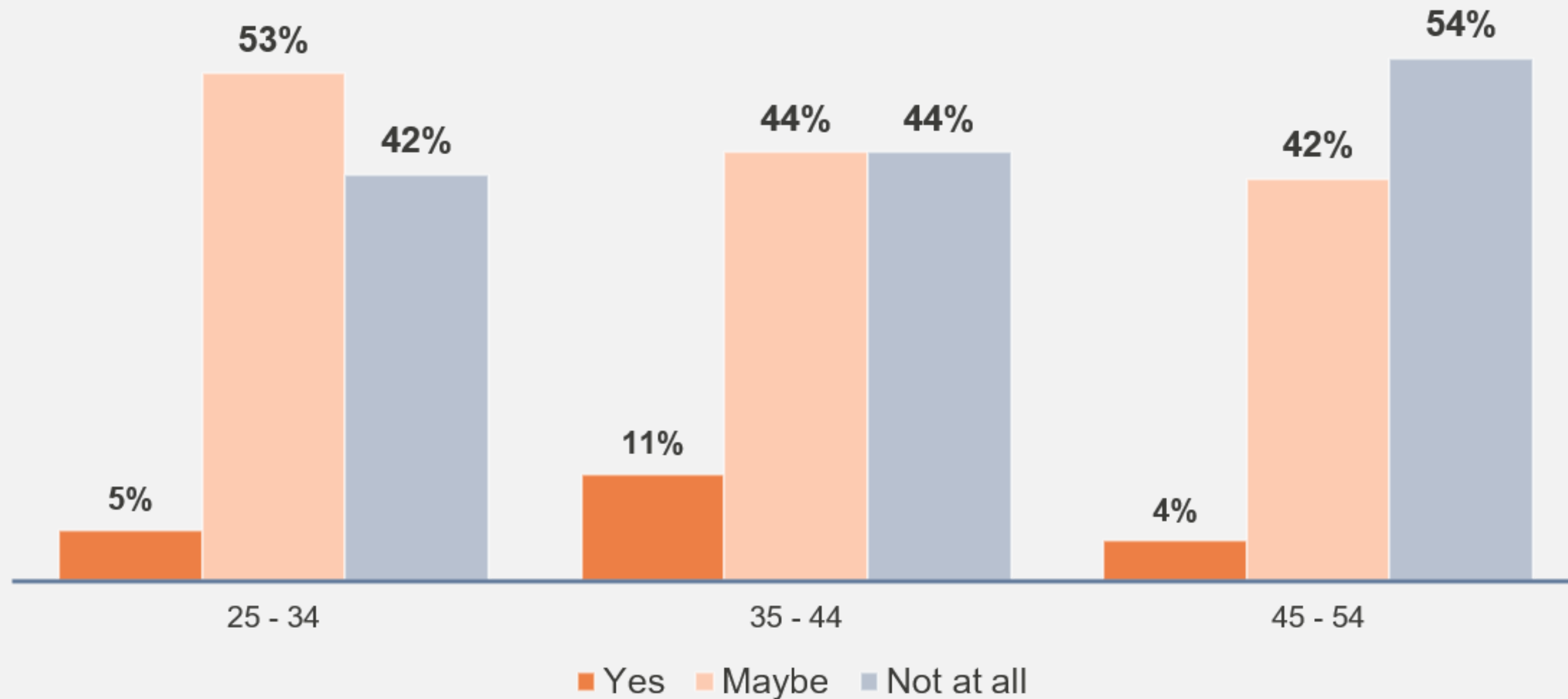
Those who previously visited once in 3 months or more, are twice as likely to come back to the platform repeatedly if given incentive

# Are People Willing to Pay?



Frequent visitors are more likely to purchase a pass  
Those who visited twice a year or less are not willing to pay

# Are People Willing to Pay?



In general, only people between 25-54 years of age may purchase a pass  
However, the likelihood to do so remains low



# SUMMARY

- Despite of their frequency of visit to physical museums, people are largely willing to visit digital museums.
- Content variety is essential to attracting the target audience repeatedly.
- People who visited museums with friends, or children are more likely to visit digital museums as compared to individuals.



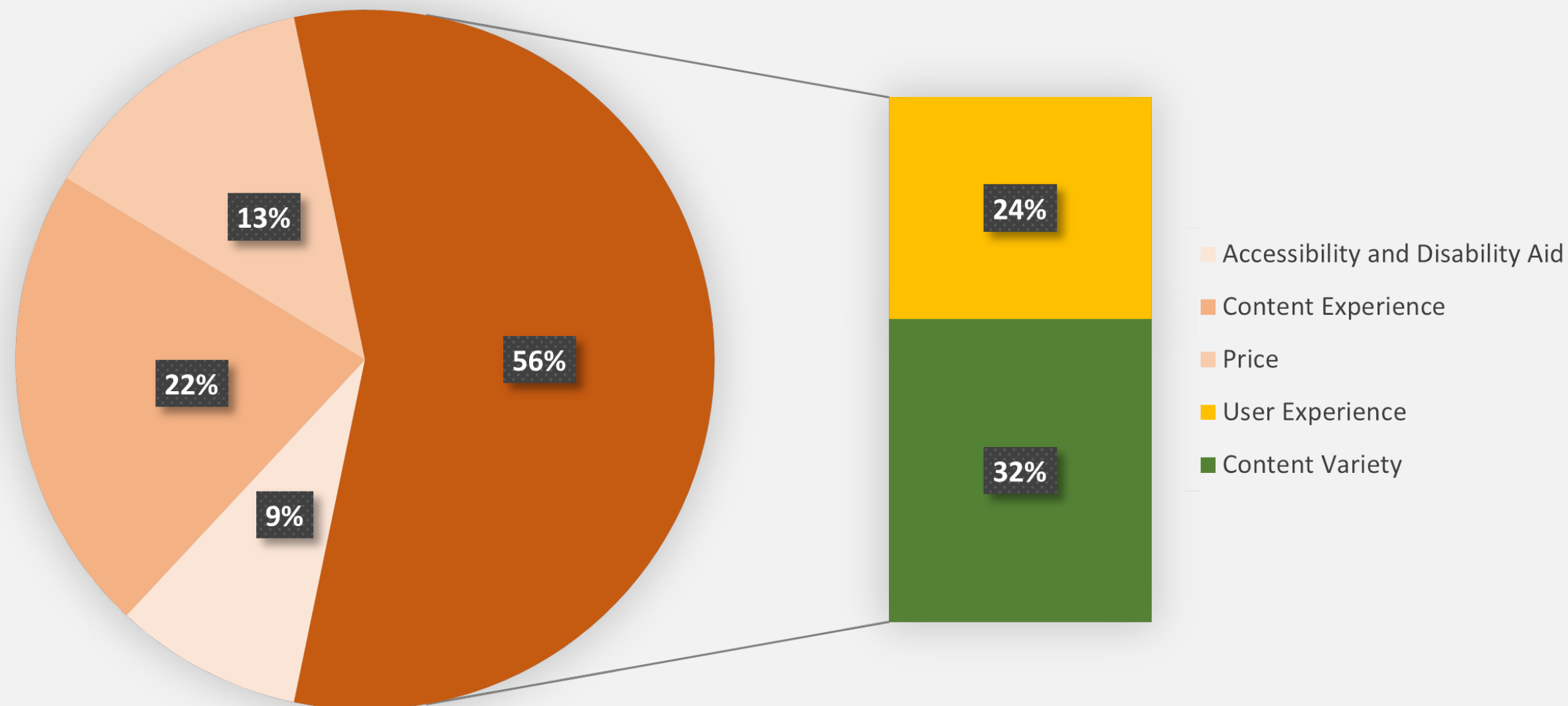
# RECOMMENDATIONS

Developing digital content is a key factor in acquiring customer base.



# RECOMMENDATIONS

Most Important Aspect of Digital Museum Experience



User Experience and Content Variety should be the key focus at this phase of digitalization



# RECOMMENDATIONS

A subscription model is not a favorable at this time.

The digitalization process may explore other forms of monetization of the website, but should maintain free content at this time, to increase its reach.







THANK YOU

