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BY JORDI BALTÀ PORTOLÉS  
15 SEP 2016

# New Report on Digital Transformation in Museums



Axiell Group AB, in conjunction with

**Museums & The Web**, has recently released a report entitled "**Digital Transformation in the Museum Industry**". Drawing on the views of more than 70 professionals working in museums across the world, **the report explores the digital strategies of today's museums** and how they link visitor engagement plans and focus areas for investment. Interviewees included staff involved in technical and digital-related tasks, members of senior management and leadership teams, curators, educators, advisors and other staff. Digital transformation can take many forms, from **enabling museum visitors to use smartphones or tablets** throughout the site to enhance their experience, to **digitising the collection** and making it available online, to **engaging with people before or after their visits** via online channels. The report includes:

- Audience engagement strategies: online and onsite
- The start of B.Y.O.D. (Bring Your Own Device) in museums
- Evaluating mobile tours at: Tate Modern, UK; The Met, USA; and Bristol Museums, Galleries & Archives, UK
- Making the most of digitalisation
- Case study: J. Paul Getty Museum, LA

On the basis of its findings, the final section suggests a set of **strategies that can be considered** in order to make the most of digitisation in museums. Axiell Group AB is a leading provider of IT solutions for archives and museums, and the third largest supplier of IT solutions for libraries. The report "**Digital Transformation in the Museum Industry**" can be downloaded for free at <http://alm.axiell.com/digital-transformation-museum-industry>

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## Digital Access to the New Museum

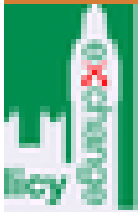
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