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International museum statistics

Statistiques internationales des musées

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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation on the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the WTO principles in the Technical Barriers to Trade (TBT) see the following URL: [Foreword - Supplementary information](#).

The committee responsible for this document is ISO/TC 46, *Information and documentation*, Subcommittee SC 8, *Quality — Statistics and performance evaluation*.

Introduction

This International Standard provides guidance to the museum community on the collection and reporting of statistics

- for the purpose of strategic planning and internal management of museums,
- for reporting to stakeholders such as funding institutions, politicians, or the public,
- to promote the museums' role and value for learning and research, education and culture, social and economic life, and
- for comparing and aggregating results at a regional, national or international level.

[Clause 2](#) and [Clause 6](#) form the core of this International Standard. [Clause 2](#) provides definitions for most of the elements which constitute a museum or museum service; these are for statistical purposes only. [Clause 6](#) recommends how each of these elements should be counted. Users will need to consult both clauses for the complete information.

In order to show the setting in which the defined museum services appear, [Clause 3](#) describes the current structure and tasks of museums. [Annex A](#) gives a structure for differentiated collection counts.

Describing and publicizing museum activities consistently can only be realized if data collection in museums follows the lines of this International Standard. As far as possible, museums should collect all data named in this International Standard that concern their activities.

This International Standard will be maintained by a Working Group that will monitor developments and incorporate additional statistical measures as needed.

This International Standard has been developed in close cooperation with International Council on Museums (ICOM) and takes advantage of, particularly, the work of European Group on Museum Statistics (EGMUS) and of the Institute of Museum and Library Services (US).

International museum statistics

1 Scope

This International Standard specifies rules for the museum community on the collection and reporting of statistics. It provides definitions and counting procedures for all types of resources and services that museums offer to their users.

It is recognized that not all measures specified in this International Standard can be collected by museums of different type and size. The aim is to ensure that, where a particular statistic is collected, the same definitions and methods are used.

This International Standard is not intended to exclude the use of methods not specified in it. There are many different types of museums, with different tasks and audiences, having a range of unique characteristics (structure, funding, governance, etc.), and affected by a number of situational factors. Since there is such a wide variation around the world, it is important to understand that not all methods described in this International Standard may be required by or useful to all museums.

2 Terms and definitions

For the purposes of this document, the following terms and definitions apply.

2.1 General

2.1.1

archival records

record (2.8.11) of the same provenance accumulated by an organization or person in the course of the conduct of affairs, and preserved because of their enduring value

2.1.2

archives

organization or part of an organization responsible for selection, *acquisition* (2.5.2), *preservation* (2.8.9) and availability of one or more sets of archival documents

[SOURCE: ISO 5127:—, 4.2.3.01 — modified]

2.1.3

cultural heritage

legacy of physical objects and intangible attributes of a group or a society that are inherited from past generations, maintained and protected in the present and preserved for future generations

2.1.4

library

organization, or part of an organization, the main aim of which is to facilitate the use of such information resources, services and facilities as are required to meet the informational, research, educational, cultural or recreational needs of its users

Note 1 to entry: The supply of the required information resources can be accomplished by building and maintaining a *collection* (2.5.9) and/or by organizing access to information resources.

Note 2 to entry: These are the basic requirements for a library and do not exclude any additional resources and services incidental to its main purpose.

[SOURCE: ISO 2789:2013, 2.1.6]

2.1.5

museum

non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment

Note 1 to entry: Natural, archaeological and ethnographic monuments and sites and historical monuments and sites of a museum nature are included, if they maintain a *collection* (2.5.9) similar to museums.

Note 2 to entry: *Zoos* (2.2.17), *aquaria* (2.2.1), *arboreta* (2.2.2) and *botanic gardens* (2.2.5) are included, but should be reported separately.

Note 3 to entry: Collections in institutions of higher education that serve only the purposes of teaching and study are excluded.

Note 4 to entry: Conservation institutes and exhibition galleries in libraries and archives centres are included if they conform to the definition of museum.

Note 5 to entry: To conform to the definition it is not necessary that an institution be called a museum, but that it has the role and function of a museum.

[SOURCE: ICOM, Museum definition, 2007]

2.1.6

museum site

location of a *museum* (2.1.5)

Note 1 to entry: Only sites operated by the museum itself are included.

2.2 Types of museums

2.2.1

aquarium

establishment that maintains a *collection* (2.5.9) of live aquatic animals and plants for display to the public, study, and conservation

2.2.2

arboretum

botanic garden (2.2.5) devoted to trees

2.2.3

archaeology museum

museum (2.1.5) owing all or a part of its *collections* (2.5.9) to excavations

[SOURCE: UNESCO classification]

2.2.4

art museum

museum (2.1.5) concerned with works of visual art

Note 1 to entry: Includes museums of sculpture, picture galleries, museums of photography and cinema, and museums of architecture.

Note 2 to entry: Commercial art galleries are excluded.

2.2.5

botanic garden

establishment where plants are grown for scientific study and display to the public

Note 1 to entry: *Arboreta* (2.2.2), *herbaria* (2.2.9), etc. are included.

2.2.6**ecomuseum**

museum (2.1.5) which is managed by local communities and aims to showcase and protect important elements of an area's cultural and natural heritage

2.2.7**ethnography and anthropology museum**

museum (2.1.5) concerned with subjects relating to culture, social structure, beliefs, customs, traditional arts, etc.

Note 1 to entry: Adapted from the UNESCO classification.

2.2.8**general museum**

museum (2.1.5) which has mixed *collections* (2.5.9) and cannot be identified by a predominant field

Note 1 to entry: "Universal museums" are considered "general museums".

Note 2 to entry: Adapted from the UNESCO classification.

2.2.9**herbarium**

establishment that maintains a *collection* (2.5.9) of dried plants for display to the public, study and conservation

2.2.10**history museum**

museum (2.1.5) concerned with the history of a defined geographic area or a cultural group of people over a limited period or over the centuries

Note 1 to entry: Includes museums with *collections* (2.5.9) of historical objects, commemorative museums, military museums, museums on historical persons, etc.

Note 2 to entry: Adapted from the UNESCO classification.

2.2.11**living history museum**

museum (2.1.5) which recreates historical settings to simulate past time periods

2.2.12**natural history museum**

museum (2.1.5) concerned with subjects relating to one or several disciplines such as biology, geology, botany, zoology, palaeontology and ecology

Note 1 to entry: Adapted from the UNESCO classification.

2.2.13**open-air museum**

museum (2.1.5) that exhibits buildings and objects out-of-doors, often in archaeological sites, past industrial or mining heritage sites and settings of recreated landscapes of the past, and which includes the site around the buildings

2.2.14**science and technology museum**

museum (2.1.5) concerned with exact sciences or technologies such as astronomy, mathematics, physics, chemistry, medical science, computing, engineering, and applied sciences

Note 1 to entry: Planetaria and science centres are included.

Note 2 to entry: Adapted from the UNESCO classification.

2.2.15

specialized museum

museum (2.1.5) concerned with all aspects of a single subject

Note 1 to entry: Examples for single subjects are “cats” or “Jonathan Swift”.

Note 2 to entry: Adapted from the UNESCO classification.

2.2.16

virtual museum

online-only *museum* (2.1.5) without physical building or physical *collection* (2.5.9)

Note 1 to entry: Physical museums with online presence are excluded.

Note 2 to entry: Virtual museums can also be denoted as online museum, hypermuseum, digital museum, cybermuseum or web museum.

2.2.17

zoo

establishment that maintains a *collection* (2.5.9) of live animals, typically in a park or in gardens, for display to the public, study, and conservation

2.3 Governing authority of museums

2.3.1

governing authority

body with legal and fiduciary responsibility for the *museum* (2.1.5) and for approving museum policy

Note 1 to entry: The governing authority can be represented by a Board of Trustees.

2.3.2

locally/regionally governed museum

museum (2.1.5) governed by local or regional authorities (province, county, city, town, etc.).

2.3.3

other public-governed museums

museum (2.1.5) governed by other public authorities

Note 1 to entry: Foundations or associations registered under private law but governed by the state are included.

Note 2 to entry: Museums governed by state universities are included.

2.3.4

private-governed museum

museum (2.1.5) governed by private entities (such as non-profit organisations registered under private law), families or individuals

Note 1 to entry: Foundations or associations registered under private law but governed by the state are excluded.

2.3.5

public/private partnership museum

museum (2.1.5) governed jointly, in partnership of a public and a private institution

Note 1 to entry: Museums governed by private universities are included.

Note 2 to entry: Museums governed jointly by governmental and local/regional authorities are included.

2.3.6

state-governed museum

museum (2.1.5) governed by governmental authorities above local or regional level

2.4 Museum services and use

2.4.1

audio guide

hand-held device providing recorded audio information for visitors touring a *museum* (2.1.5), gallery, or other place of interest

2.4.2

deposit

DEPRECATED: permanent loan

transfer of objects to an institution without change of ownership or legal title, or the objects acquired by such a transfer

[SOURCE: ISO 5127:—, 4.6.2.2.09 — modified]

2.4.3

download

successful request of a content unit from a museum-provided online service or other Internet service

[SOURCE: ISO 2789:2013, 2.2.6 — modified]

2.4.4

electronic interactive service

museum (2.1.5) service with social software that facilitates a bidirectional exchange of information among users or between users and the museum

Note 1 to entry: Examples are blogs and wikis.

[SOURCE: ISO 2789:2013, 2.2.15 — modified]

2.4.5

event

pre-arranged singular activity having an intent within the mission of the *museum* (2.1.5)

Note 1 to entry: The activity would usually be of a cultural, educational, social political or scholarly nature, and would take the form of lectures, film screening, theatre performances, round table discussions, etc.

Note 2 to entry: Events can be organized inside or outside the museum premises.

Note 3 to entry: Events inside the museum premises organized by institutions outside the museum without the museum's participation should be counted separately.

Note 4 to entry: Guided tours, programmes, *exhibitions* (2.4.6) and *virtual events* (2.4.21) are excluded.

2.4.6

exhibition

curated display of *museum* (2.1.5) objects or other items of *cultural heritage* (2.1.3) on a clear concept and communicating a message

Note 1 to entry: Exhibitions can take place inside or outside the museum premises.

Note 2 to entry: Exhibitions can be temporary or permanent.

Note 3 to entry: *Virtual exhibitions* (2.4.22) are excluded.

Note 4 to entry: Exhibitions inside the museum premises organized by institutions outside the museum without the museum's participation should be counted separately.

[SOURCE: ISO 2789:2013, 2.2.10 — modified]

2.4.7

loan

lending of an object in the *museum's* (2.1.5) *collection* (2.5.9) to, or borrowing an object from, other collecting organisations, private collectors, or agencies

Note 1 to entry: *Deposits (permanent loans)* (2.4.2) are counted separately.

2.4.8

mobile device

portable computing device, typically having a display screen with touch, pen and/or keyboard input and Internet connection

[SOURCE: ISO 2789:2013, 2.2.20 — modified]

2.4.9

museum website

unique domain on the Internet consisting of a *collection* (2.5.9) of web pages that is published by a *museum* (2.1.5) to provide access to the museum's services and resources

Note 1 to entry: The pages of a website are usually interconnected by the use of hypertext links.

Note 2 to entry: Excludes documents that fit the definitions of "digitised collection" and "free Internet resources" that are linked from the museum website.

[SOURCE: ISO 2789:2013, 2.2.18 — modified]

2.4.10

online access

successful request of a museum-provided online service

Note 1 to entry: An online access is one cycle of user activities that typically starts when a user connects to a museum-provided online service and ends by a terminating activity that is either explicit (by leaving the database through log-out or exit) or implicit (timeout due to user inactivity).

Note 2 to entry: Online accesses to the *museum website* (2.4.9) are counted as *virtual visits* (2.4.23).

Note 3 to entry: If possible, requests by robots/web crawlers should be excluded.

[SOURCE: ISO 2789:2013, 2.2.1 — modified]

2.4.11

online catalogue

database of records and images describing objects of one or more *museums* (2.1.5) presented for public access

2.4.12

online image library

image *collection* (2.5.9) with an interface for *downloading* (2.4.3) and/or purchasing images

2.4.13

permanent exhibition

long-term exhibition

exhibition (2.4.6) showing, over a long period of time, objects which are in long-term custody of the *museum* (2.1.5)

2.4.14

physical visit

act of entering into one or all of the parts of the *museum* (2.1.5) premises

2.4.15**programme**

pre-arranged ongoing and repeatable activity having an intent within the mission of the *museum* (2.1.5)

Note 1 to entry: The activity would usually be of a cultural, educational, social political or scholarly nature, and would take the form of workshops, travel programmes, courses for school classes, etc.

Note 2 to entry: Programmes can be organized inside or outside the museum premises.

Note 3 to entry: Programmes inside the museum premises organized by institutions outside the museum without the museum's participation should be counted separately.

Note 4 to entry: *Events* (2.4.5), guided tours, *exhibitions* (2.4.6) and *virtual events* (2.4.21) are excluded, but are counted separately.

Note 5 to entry: Virtual programmes are included, but should be counted separately.

2.4.16**social network service**

electronic service designed to allow users to establish a personal or organizational profile and contact other individuals for the purpose of communicating, collaborating, and/or sharing content with them

Note 1 to entry: Users can be individual persons or institutions such as *museums* (2.1.5).

Note 2 to entry: Most services allow members to restrict the visibility of their profile information to registered service members only, people on an established list of contacts, or particular groups of service users.

[SOURCE: ISO 2789:2013, 2.2.33 — modified]

2.4.17**target population**

groups of actual and potential users appropriate to a *museum* (2.1.5) as the object of a specific service or as the primary users of specific materials

Note 1 to entry: Such target groups can e.g. be children, schools, researchers, or educators.

[SOURCE: ISO 11620:2014, 3.49 — modified]

2.4.18**temporary exhibition****short-term exhibition**

exhibition (2.4.6) shown during a limited period of time

Note 1 to entry: A temporary exhibition is counted only once, in the year it is started.

2.4.19**travelling exhibition**

exhibition (2.4.6) that is shown consecutively in several locations

2.4.20**user**

recipient of *museum* (2.1.5) services

Note 1 to entry: The recipient can be a person or an institution, including *museums* (2.1.5).

Note 2 to entry: Museum services include electronic services, physical services and visiting the museum premises.

[SOURCE: ISO 2789:2013, 2.2.36 — modified]

2.4.21**virtual event**

event (2.4.5) in electronic format, specially designed for use via the Internet

[SOURCE: ISO 2789:2013, 2.2.38 — modified]

2.4.22

virtual exhibition

exhibition (2.4.6) in electronic format, specially designed for use via the Internet

2.4.23

virtual visit

one continuous cycle of user activities on the *museum website* (2.4.9), regardless of the number of pages or elements viewed

Note 1 to entry: A virtual visit typically starts when a user accesses the museum website after visiting an external page, and ends if no activity has been recorded for a defined period of time (a maximum of 30 min). Another access after a longer interval initiates a new visit.

Note 2 to entry: A virtual visitor should at least be identified by a unique cookie and/or by a unique combination of the user's IP address and browser string (user agent). Known web spiders and harvesters should be excluded.

[SOURCE: ISO 2789:2013, 2.2.39 — modified]

2.4.24

visitor

person (individual) entering the *museum* (2.1.5) premises

[SOURCE: ISO 2789:2013, 2.2.40 — modified]

2.5 Collections and processes relating to collections

NOTE For certain collection management procedures, detailed instruction and advice is given in "SPECTRUM The UK Museum Collections Management Standard" which is also available in several national language translations.

2.5.1

accession

addition

formal act of entering an object into the *collections* (2.5.9) of a *museum* (2.1.5)

Note 1 to entry: Once an object has been accessioned, it has a status beyond that of merely being the property of the organization and can only be disposed of by referring to the governing body of the organization, e.g. the trustees or director.

2.5.2

acquisition

process of gaining legal possession of an object for a *museum* (2.1.5) *collection* (2.5.9), through purchase, *donation* (2.5.17), bequest, transfer or fieldwork

2.5.3

art object

object made with an artistic intention or considered of artistic value

2.5.4

artefact

object made or shaped by a human, such as a tool or an *art object* (2.5.3)

Note 1 to entry: Objects created for their aesthetic value are considered art objects.

Note 2 to entry: Replicas are excluded.

2.5.5**audiovisual document**

document (2.5.16) in which sound and/or pictures are prominent, and which requires the use of special equipment to be seen and/or heard

Note 1 to entry: This includes audio documents such as phonographic records (2.5.27), tapes, cassettes, audio compact discs, DVDs, files of digital audio recordings; visual documents such as slides, transparencies; and combined audiovisual documents, such as motion pictures, video recordings, computer games, etc.

Note 2 to entry: Microforms are excluded.

[SOURCE: ISO 5127:—, 4.3.3.07 — modified]

Note 3 to entry:

2.5.6**book**

non-serial printed *document* (2.5.16) in codex form

Note 1 to entry: Handwritten or typescript documents in codex form are called manuscripts.

[SOURCE: ISO 2789:2013, 2.3.4 — modified]

2.5.7**born digital object**

object that has been created originally in digital form

Note 1 to entry: Documents are included.

2.5.8**cartographic document**

conventional representation, on a reduced scale, of concrete or abstract phenomena which can be localized in space and time

Note 1 to entry: This includes *documents* (2.5.16) such as two-dimensional and three-dimensional maps, globes, plans, topographic models, tactile maps and aerial representations, but excludes atlases and any other cartographic documents in codex form that are counted as *books* (2.5.6).

[SOURCE: ISO 5127:—, 4.4.7.58 — modified]

2.5.9**collection**

body of acquired objects held in title by a *museum* (2.1.5)

2.5.10**collection management**

all practices and procedures implemented by a *museum* (2.1.5) in acquiring, documenting, handling, accessing, cataloguing, storing, securing, lending, conserving and disposing of collection objects

2.5.11**collection policy**

museum's (2.1.5) scope and its aims, practices and procedures of *collection management* (2.5.10)

Note 1 to entry: The collection policy also identifies the kinds of objects a museum will collect, the terms and conditions governing *acquisitions* (2.5.2) and the *deaccession* (2.5.12) policy.

2.5.12**deaccession****withdrawal**

object withdrawn from the *museum* (2.1.5) *collection* (2.5.9) during the reporting period

Note 1 to entry: Withdrawals can be affected, for example, by discarding, transferring, selling or, in the case of electronic resources, by deletion of files.

Note 2 to entry: Losses and thefts are included, but should be counted separately.

[SOURCE: ISO 2789:2013, 2.3.51 — modified]

2.5.13

digital collection

all objects in digital form in the *museum* (2.1.5) *collection* (2.5.9), whether born digital or digitized

Note 1 to entry: Documents are included.

2.5.14

digital object

object that has been digitally created or digitized by the *museum* (2.1.5) or has been acquired in digital form

Note 1 to entry: Documents are included.

2.5.15

digitized object

digitally reproduced object

Note 1 to entry: A two-dimensional or three-dimensional object is counted as digitized if its metadata and at least one image of it are available in digital format.

Note 2 to entry: Documents such as autographs, *books* (2.5.6) or *audiovisual documents* (2.5.5) are counted as digitized if their metadata and their contents are available in digital format.

Note 3 to entry: Documents are included.

2.5.16

document

recorded information which can be treated as a unit in a documentation process

Note 1 to entry: Documents can differ in form and characteristics.

[SOURCE: ISO 5127:—, 4.1.1.38 — modified]

2.5.17

donation

gift

acquisition (2.5.2) without payment from the *museum's* (2.1.5) resources and with change of ownership and legal title

[SOURCE: ISO 5127:—, 4.6.2.2.01 — modified]

2.5.18

drawing

picture made with a solid mineral substance or a pointed tool

[SOURCE: ISO 5127:—, 4.4.7.53 — modified]

2.5.19

film

series of pictures recorded on a strip of transparent material, or on an electronic data medium, which, when projected or produced rapidly one after another on a screen, give the illusion of natural and continuous movement

[SOURCE: ISO 5127:—, 4.4.5.1.08 — modified]

2.5.20**free Internet resource**

Internet resource with unrestricted (open) access for which no payment is required

[SOURCE: ISO 2789:2013, 2.3.23]

2.5.21**graphic document**

document (2.5.16) in which pictorial representation is the most prominent feature and which has been produced by graphic techniques on a flat surface

Note 1 to entry: This is pictorial rather than linguistic, musical or cartographic in form. It includes art prints, art originals, art reproductions, photographs (2.5.28), posters, study prints, technical drawings, etc., but excludes graphic documents in codex form or in microform, audiovisual or electronic form.

[SOURCE: ISO 2789:2013, 2.3.25 — modified]

2.5.22**manuscript**

original *document* (2.5.16) that is handwritten or in typescript

Note 1 to entry: Bound volumes and other units (fragments, rolls, autographs, papyri, scrolls, etc.) may be counted separately.

[SOURCE: ISO 2789:2013, 2.3.29 — modified]

2.5.23**microform**

photographic *document* (2.5.16) requiring magnification when used

Note 1 to entry: Microfiches and microfilms are included.

Note 2 to entry: Slides and similar documents are counted as *audiovisual documents* (2.5.5).

[SOURCE: ISO 2789:2013, 2.3.30 — modified]

2.5.24**object**

item which forms part of a *museum's* (2.1.5) *collection* (2.5.9)

Note 1 to entry: For objects in natural science collections the term “specimen” is generally used.

Note 2 to entry: Documents are included.

2.5.25**open access**

unrestricted access to information, *documents* (2.5.16) or information services

Note 1 to entry: This does not necessarily imply that the access is free of charge.

Note 2 to entry: Information, documents or information services can be declared “non-open” as a consequence of existing legal provisions.

[SOURCE: ISO 5127:—, 4.11.1.05]

2.5.26**painting**

image created using pigments, or any materials which can realize a shape on a surface such as paper or canvas

Note 1 to entry: The pigment can be in a wet form, such as paint, or a dry form, such as pastels.

2.5.27

phonographic record

sound carrier in the form of a disc on which non-erasable sounds are recorded

[SOURCE: ISO 5127:—, 4.4.5.5.02 — modified]

2.5.28

photograph

picture obtained by a process which fixes a direct and durable image on a sensitized surface by the action of electromagnetic radiation

Note 1 to entry: Radiation can be light, X-rays, etc.

[SOURCE: ISO 5127:—, 4.4.5.1.01]

2.5.29

physical unit

physically coherent *document* ([2.5.16](#)) unit, inclusive of any protective devices, freely movable against other document units

Note 1 to entry: Coherence may be achieved, for example, by binding or encasement.

Note 2 to entry: For bound printed documents, the term “volume” is used for the physical unit.

[SOURCE: ISO 2789:2013, 2.3.44 — modified]

2.5.30

printed document

document ([2.5.16](#)) in which the characters, pictures and drawings are reproduced by any method of mechanical impression or computer printing

[SOURCE: ISO 9707:2006, 3.29 — modified]

2.5.31

repatriation

return of cultural objects or *art objects* ([2.5.3](#)) to their country or community of origin or to their previous owners

2.5.32

replica

exact or faithful copy of an object

2.5.33

sculpture

three-dimensional work of art made by carving, moulding or casting

2.5.34

set

several physical objects put together as a group because of a common criterion

EXAMPLE Tea-set, chess-set.

Note 1 to entry: Such criterion can be the same origin, physical description, use, etc.

2.5.35

specimen

whole or a part of an organism, plant, rock, etc., collected and preserved as an example of its class, species, etc.

2.5.36**volume**

physical unit for a *document* (2.5.16) assembling a certain number of leaves under one cover to form a whole or part of a set

Note 1 to entry: Usually a volume is a printed document.

[SOURCE: ISO 2789:2013, 2.3.50 — modified]

2.6 Access and facilities**2.6.1****gross floor area**

sum of all floor areas of all levels of a building

Note 1 to entry: Includes the net usable area, circulation space, the functional space and the space occupied by the constructional elements of the building (pillars, internal walls, etc.).

[SOURCE: ISO 2789:2013, 2.4.2 — modified]

2.6.2**museum complex**

museum (2.1.5) building that houses two or more different museums

2.6.3**net usable area**

part of the gross floor area which serves the main purpose of the *museum* (2.1.5) building

Note 1 to entry: Includes space for the *permanent exhibition* (2.4.13), for *temporary exhibitions* (2.4.18), for storage, for visitor services (including areas for recreation and communication and stores and restaurants, if these are not rented out), for museum management and technical services, for conservation areas, *events* (2.4.5) and meetings, janitorial storage, laboratories, *museum archives* (2.1.2) and *museum libraries* (2.1.4), aisles, toilets and all space used for museum *collections* (2.5.9) and services.

Note 2 to entry: Excludes vestibules, traffic areas, elevators, stairway space, building corridors, space for utility management.

Note 3 to entry: Excludes the functional space that houses the central operational equipment of a building (e.g. sewage disposal, heating, conveyor technique).

Note 4 to entry: *Open-air museums* (2.2.13) should give separate figures for the site around the buildings.

[SOURCE: ISO 2789:2013, 2.4.10 — modified]

2.6.4**opening hours**

hours in a normal week when the *museum* (2.1.5) is accessible to *visitors* (2.4.24)

2.6.5**storage area**

area of the *museum* (2.1.5) where the objects are kept under controlled conditions if not on display or in technical treatment

2.7 Income and expenditure**2.7.1****capital expenditure**

expenditure which results in the *acquisition* (2.5.2) of, or addition to, fixed assets

Note 1 to entry: This includes expenditure on building sites, new buildings and extensions, furnishings and equipment for new and expanded buildings, computer systems (hardware and software), etc. When applicable, local and national sales/purchase taxes (e.g. Value Added Tax (VAT)) are included.

[SOURCE: ISO 2789:2013, 2.6.1 — modified]

2.7.2

capital income

income resulting from assets, e.g. from a foundation

2.7.3

endowment

fund that is made up of gifts and bequests which require that the principal be maintained intact and invested to create a source of income for an organization

Note 1 to entry: An endowment requires that the principal remain intact in perpetuity, or for a defined period of time or until sufficient assets have been accumulated to achieve a designated purpose.

2.7.4

full-price general admission

current price charged to a non-member adult *visitor* ([2.4.24](#)) who is not eligible for any discounts

Note 1 to entry: Discounts can apply to senior citizens, students, local residents, for example.

2.7.5

operating expenditure

ordinary expenditure

expenditure incurred in the running of a *museum* ([2.1.5](#))

Note 1 to entry: Operating expenditure refers to money spent on staff and on resources that are used and replaced regularly. This includes expenditure on employees, rent, *acquisitions* ([2.5.2](#)), computer networks (operations and maintenance), telecommunication, buildings, maintenance, utilities (electricity, water, sewage, heating, etc.), repairs or replacements of existing furnishings and equipment, *events* ([2.4.5](#)), *programmes* ([2.4.15](#)), *exhibitions* ([2.4.6](#)), etc. This can also be termed 'current' or 'recurrent' expenditure. When applicable, local and national sales/purchase taxes (e.g. Value Added Tax (VAT)) are included.

[SOURCE: ISO 2789:2013, 2.6.3 — modified]

2.8 Management

2.8.1

accession register

itemized list or *record* ([2.8.11](#)) of the objects officially added to a *museum* ([2.1.5](#)) *collection* ([2.5.9](#)) during a specified period of time

2.8.2

catalogue

collection ([2.5.9](#)) of *records* ([2.8.11](#)) containing all known, relevant information about an object in a *museum* ([2.1.5](#)) *collection*

Note 1 to entry: Such information can include origin, age, creator, title (e.g. for works of art), physical description (materials and/or techniques used in production, physical dimensions), use, provenance, etc. of the object.

2.8.3

cataloguing

process of preparing and maintaining *catalogues* ([2.8.2](#))

[SOURCE: ISO 5127:—, 4.2.1.29 — modified]

2.8.4

conservation

intervention techniques applied to prevent, arrest or delay deterioration

[SOURCE: ISO 5127:—, 4.12.1.01 — modified]

2.8.5**digital preservation**

storage, maintenance, and access to a *digital object* (2.5.14) over a long time, usually involving applying one or more *preservation* (2.8.9) strategies

[SOURCE: ISO/TS 21547:2010, 2.3.15]

2.8.6**digitization**

process of converting objects from analogue into digital form

Note 1 to entry: Digitization for *preservation* (2.8.9) purposes is included.

[SOURCE: ISO 2789:2013, 2.3.15 — modified]

2.8.7**inventory**

itemized list or *record* (2.8.11) of all objects contained in a *museum* (2.1.5) *collection* (2.5.9)

2.8.8**inventory control**

process of establishing the physical presence of all objects in a *museum* (2.1.5) for which that museum has custody and is legally responsible

Note 1 to entry: This includes objects in the *collection* (2.5.9), objects on loan to the museum, and objects in custody of the museum.

2.8.9**preservation**

all measures taken, including financial and strategic decisions, to maintain the integrity and extend the life of *documents* (2.5.16) or *collections* (2.5.9)

[SOURCE: ISO 5217:2014, 4.6.1.1]

2.8.10**project**

unique process, consisting of a set of coordinated and controlled activities with start and finish dates, undertaken to achieve an objective conforming to specific requirements, including the constraints of time, cost and resources

Note 1 to entry: An individual project can form part of a larger project structure.

[SOURCE: ISO 9000:2015 — modified]

2.8.11**record**

set of data on one person, object or *event* (2.4.5), selected and presented for a predefined purpose

Note 1 to entry: The record can include elements such as title, creator, subject, description, date of origin, etc.

[SOURCE: ISO 5127:—, 4.1.13.22 — modified]

2.8.12**restoration**

actions taken to return an object which has suffered deterioration or damage as closely as practicable to its original state

Note 1 to entry: In archival restoration, no attempt is made to recreate missing text, etc., and all restoration work is kept clearly evident.

[SOURCE: ISO 5127:—, 4.12.1.02 — modified]

2.9 Museum staff

2.9.1

museum employee

person who works for a *museum* (2.1.5) in return for payment

[SOURCE: ISO 2789:2013, 2.7.1 — modified]

2.9.2

staff training

formal pre-planned training which can be held in-house or externally, and delivered by *museum* (2.1.5) staff or external experts

Note 1 to entry: Informal training, e.g. point-of-use training, is excluded.

Note 2 to entry: Online training is included.

[SOURCE: ISO 2789:2013, 2.7.6 — modified]

2.9.3

volunteer

person working on *museum* (2.1.5) tasks without payment

Note 1 to entry: Volunteers can receive token reimbursements or expense allowances.

[SOURCE: ISO 2789:2013, 2.7.7 — modified]

3 Structure and tasks of museums

3.1 General

Museums across the world vary greatly in terms of size, focus, activities, the public they seek to serve and the functions they fulfil in society: from the tiny, local museums appealing to local communities to the comprehensive national or international collections serving countries and regions, as well as being major tourist attractions. Likewise, the content of museum collections varies from postage stamps, art, minerals or everyday utensils, to buildings, ships, or entire landscapes.

Museums also vary in terms of institutional structure and in governance and funding. While some museums may have only one employee to fulfil the varied museum tasks, others may have hundreds of specialized employees. Many museums rely heavily on contributions made by volunteers while others are solely run by paid professionals. Some museums are owned by member organizations or private individuals, others are owned by national, regional or local governmental agencies. Some museums receive all funding from national governmental agencies, while others rely exclusively on private donations or on a combination of all of these. In many countries, the acknowledgement of museums as key cultural institutions has ensured a high level of governmental funding. In the face of economic crisis or political change, funding may be reduced and many museums find alternative ways to ensure their income, such as sponsoring from private bodies, increased level of admission fees or the organizing of special events.

All museums, however, share certain key tasks:

“A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment.” (ICOM 2007)

There are many continuities in the history of museums: for centuries, the acquiring of collections and practices related to the maintenance, studying and conveyance of these collections have constituted key tasks and characteristics of museums. A museum, however, always interacts with and reflects

cultural, economic and political developments in the larger society. While there is much consistency in the history of museums, still many of their practices have transformed over the decades.

3.2 New technologies and digitizing

New information and communication technologies are radically transforming everyday museum practices and work flow. New technologies are used to promote interactivity; online exhibitions are presented on websites; participation in social media plays a role in museums and interested museum employees engage in development of mobile technologies. There are museums which already offer informative apps to their visitors providing access to exhibitions, and others provide information on special collections formatted for mobile devices. The impact and use of new technologies varies greatly between countries. However, the intensity and velocity by which this development has diffused in recent years, as well as the reduced cost of such processes, predicts a continued rapid increase in the transformative impact of information and communication technologies in many more museums in the near future.

Digitizing of collections is evolving into a core museum activity. While digitizing in museums started out largely without written policies or plans, the process has gradually been incorporated in governmental directives and collection policies. Both national and transnational initiatives promote and inform processes of museums digitizing their collections. There has been a move away from seeing new technologies mainly as working tools towards a full appreciation of their importance in the sharing of collections and allowing users to benefit from collections. "To provide access" is the oft-heard motto for digitizing, followed by arguments such as protection of objects, marketing and adding of value for the education and creative economy sector, supporting inventories, making collections searchable, creation of online catalogues, or providing overview over large collections.

3.3 Renewed interest in the visitor

A change of dissemination and interpretation practices, placing the visitor at the centre, is taking place in many museums. Visitor research has since long been undertaken with a general focus on visitors' experiences of visits, now the focus increasingly is set on visitors' participation and interaction.

New technologies have greatly impacted on the possibilities for museums to engage with their visitors in activities characterized by dialogue and interaction. Supplementing the traditional guided tours based on academic, expert knowledge, didactic methods (often associated with playfulness and an easy, interactive access to knowledge) govern current dissemination practices. The new visitor role demands training of museum employees for this purpose and adequate technical equipment.

3.4 Intangible cultural heritage

Historically, the concept of cultural heritage in museums has referred to material, often immovable goods, such as monuments, historical buildings and collections, resulting in a widespread, long standing notion of cultural heritage as something material and solid. The concept of intangible cultural heritage is based on the understanding that transmission should be performed by human beings. It refers to practices, representations, expressions, knowledge, skills, as well as the instruments, objects, artefacts and cultural spaces associated therewith, that communities, groups and, in some cases, individuals recognize as part of their cultural heritage.

Practices and interactions which incorporate objects, not the objects themselves, are at the very core of intangible cultural heritage. Of essential importance is the safeguarding of such practices, through the maintenance of cultural processes of creativity and change. Such safeguarding takes place in different cultural spaces and museums are in a privileged position to overcome the distinction between material and intangible cultural heritage. Folklore, ethnological and ethnographic museums have for decades or centuries collected, preserved and researched on records and transcriptions of intangible heritage. While these activities often have transformed intangible phenomena by converting practices or expressions into materialized, solid objects, a challenge for today's museums is to engage in the safeguarding and enhancement of the actual practices and expressions through cooperation.

3.5 Social impact of museums

From the 1960s and onward, there has been a huge growth in number of museums worldwide, many of which are focusing on the histories and cultures of groups formerly excluded from the “big narratives” of nations and regions. Museums of cultural minorities, working class culture, children’s museums and other specialized museums have greatly enriched the international museum landscape.

Museums are key institutions for the preservation of collective memory, and their role as identity-makers has a long standing tradition. As keepers and producers of collective heritage, museums create a sense of belonging among their public and visitors. In the face of climate, political, cultural and economic changes, museums have key functions in countries through their ability to reflect change and continuity. Often, museums take on a critical role towards societal and political developments. Through their exhibitions and displays, museums can provide connections between nature and culture, and past, present and future.

Museums are active participants and contributors to the well-being of societies, and their ability to stimulate cultural development, economic gains and tourism is an important reason for investments in museums. Museums operate within very different political and economic frameworks. A shared and essential factor is nevertheless that museums, if they are to fulfil their important societal role, need adequate financial resources.

4 Uses and benefits of museum statistics

4.1 Background

4.1.1 General

The statistical data defined and described in this International Standard can be used for the evaluation and comparison of museums, as well as for promoting, marketing and advocating the value that museums provide for individual visitors and for society.

Museum statistics are collected by the individual museums and should be summarized on a regional, national or international scale for all museums or for different types of museums. While individual museums mostly use statistics for strategic planning, decision making, funding bids and justification of their use of resources, statistics on a national scale are needed to develop and support the national museum policy and to show the impact and benefits of museums.

4.1.2 Objectives

The key objectives for museum statistics can be summarized as follows:

- to monitor operating results against standards and data of similar organizations;
- to monitor trends over time and the effects of innovation;
- to provide a base for planning, decision making, improving service quality, and receiving feedback on the results;
- to inform national or regional organizations in their support, funding and monitoring roles;
- to demonstrate the value of museum services obtained by users, including the potential value to users in future generations.

4.1.3 Quality

The quality of the statistics and reliability of data are of vital importance. Statistics, being essentially historical, can only provide information after the event. However, plans for the future need to start from a solid statistical base. Valid, reliable and comparable data are crucial for the value and usefulness of museum statistics. This requires consistency in definitions and data collection procedures. Neither

should be changed without necessity, as changes can affect the comparability of data over years and with other museums.

The usefulness of museum statistics summarized regionally or nationally depends on accurate and timely delivery by each museum and on careful editing to detect errors and misunderstandings.

4.2 Selection of statistics for the museum

This International Standard recognizes that there are many different types of museums, in different settings, with different collections and services and having a range of unique characteristics (structure, funding, governance, etc.). Not all statistical data named in this International Standard will be relevant for all types of museums and there will be much additional data relevant for individual museums.

4.3 Use of statistics

4.3.1 General

While the form of statistics varies for types of museums, their objectives are the same. Museum statistics are necessary for the effective management of museums. They are still more important for the promotion of museum services to different types of stakeholders: policy makers and funders; museum managers and staff, actual and potential users, the media and the general public. When statistics are aimed at policy makers, managers and funders, they are essential for informing decisions on levels of service and future strategic planning. They are also important for generating confidence in museums to deliver good value for money and services that are well taken up by the population.

4.3.2 External communication

Museum statistics can be used for evaluating, explaining, demonstrating and promoting various aspects of museum services:

- by counting input (resources, including buildings and equipment, collections and staff), museum statistics show the engagement of policy makers and funders in museums;
- by counting output, namely the visits to permanent and temporary exhibitions and the attendances of events and programmes, statistics show whether the services are adequate for the population to be served;
- comparison of input and output data demonstrates whether museums are organizing their services in a cost-effective way;
- statistics demonstrate which services are most heavily used, and whether there is a need to modify the type or range of services;
- museum statistics provide evidence of trends and developments in the expectations and behaviour of museum visitors.

Although output statistics cannot directly prove outcome or impact of museum services on individuals or on the society, data about the frequency and intensity of usage can indicate an impact of museums on their users. Such impact can concern the understanding of the natural and cultural heritage, learning and research, social inclusion and cultural identity. It will be easier to trace if additional data from visitor surveys are added to the statistical results.

4.4 Presenting statistics to stakeholders

To gain the full value of the statistics, adequate methods of representing statistical data will be essential, aligned with the interests of the different stakeholder groups.

Stakeholders of museums will normally be the following:

- users (actual and potential users);
- funding institutions (e.g. a ministry, a community);
- sponsors and donors;
- policy makers;
- the general public;
- museum staff and managers.

The perception of museums will differ in these stakeholder groups. Visitors and other users rate museum quality according to their personal experience with the services; statistics for users should therefore describe the museum and show data about the collections or the number and type of user services, e.g. events.

Statistics for funders and policy makers, but also for the media, should be limited to a small number of significant and convincing figures, with a focus on cost-effectiveness (expenditure compared to usage data) and on the value of the museum's services for society or for a specific community (number of visitors, of loans for exhibitions, of attendances at programmes). By comparing the museum's statistics with those of other museums of similar mission and type, the museum could be presented in the context of the regional or national museum community.

Statistics for museum staff and management will be much more detailed. They should be used to demonstrate strengths and weaknesses and to show developments over time.

To gain the full value of the statistics, it will be useful, especially when statistics are used for promoting the museum's role and value, to illustrate the bare figures with narrative texts about what has happened, e.g. reports about researchers getting new ideas during a museum visit, or about the social groups attending museum events for children. Such "anecdotal evidence" will greatly contribute to the acceptability of the statistics.

5 Reporting statistical data

5.1 General

Statistics referred to in this International Standard should be drawn at regular intervals, e.g. annually. The information given should be presented in conformity with the definitions of [Clause 2](#) and should, unless otherwise stated, comply with the recommendations in this International Standard. Every item and activity should be counted as mutually exclusive, i.e. not in more than one category (for example "event" or "exhibition").

5.2 Time period to which data refer

The time period covered should be explicitly stated. It will usually be a year. Data referring to a period should cover the specified period in question, not the interval between two successive surveys. Where total numbers are required, e.g. the total of staff, they usually refer to the end of the reporting period unless explicitly stated otherwise.

5.3 Data estimated by sample

Where statistics have been compiled by sample survey rather than from a full count, the method used should be indicated. Care needs to be taken that samples are representative as regards time, place and selection methods, and that bias is not present in the responses. It also needs to be understood that, even where samples are fully representative, the procedure produces estimates that are subject to some error.

Standard errors and confidence intervals should be reported.

6 Collecting statistical data

6.1 General

This Clause specifies the categories of data to be collected for museum statistics and recommends how each of these data should be collected.

The data are for the most part meant to be collected over the reporting period (usually a year). If a count at specific points of time is intended (e.g. counts of staff numbers at the end of the reporting period), this should be clearly stated in each case.

The data are generally collected for the whole museum, including different sites. If it is intended to collect the data separately for the different sites of a museum, this should be clearly stated in each case.

If the statistics of museum libraries and museum archives are collected separately, they should be reported as library or archive statistics. However, museum collections can also include material that is usually collected in libraries and archives. Such material should be counted as museum objects (see [Annex A](#)).

6.2 Museums

6.2.1 Type of collection

Each museum should appear in one of the categories defined in [6.2.1](#) according to its primary collection type. Where a museum has no primary collection type, it should be counted as general museum.

Indicate the primary collection type of the museum:

- art museum;
- history museum;
- archaeology museum;
- natural history museum;
- science and technology museum;
- ethnography and anthropology museum;
- specialized museum;
- general museum;
- zoo/aquarium;
- botanic garden/arboretum.

6.2.2 Geographical coverage of the collections

The types of museum collections mentioned in [6.2.1](#) can have a local, regional, or national focus. Each museum should appear in one of the categories defined in [6.2.2](#) according to the geographical coverage of its primary collection.

Indicate the geographical coverage of the museum/collection:

- local;
- regional;

- national;
- no specific geographical focus.

6.2.3 Type of presentation (if applicable)

Indicate whether the museum is primarily organized as open-air museum or living history museum (yes/no).

Indicate whether one or several of the sites are organized as open-air museum or living history museum (yes/no).

Indicate whether the museum is primarily organized as ecomuseum (yes/no).

Indicate whether the museum is primarily organized as virtual museum (yes/no).

6.2.4 Governing authority

Indicate the governing authority of the museum:

- a) state-governed museum:
 - museum governed by governmental authorities;
- b) locally/regionally governed museum:
 - museum governed by local or regional authorities (province, county, city, town, etc.);
- c) other public-governed museum:
 - museum governed by other public authorities;
- d) private-governed museum:
 - museum governed by private entities (such as non-profit organisations registered under private law), families or individuals;
- e) public/private partnership museum:
 - museum governed jointly, in partnership of a public and a private institution.

NOTE Museums governed by religious organisations are counted under either c), d) or e).

6.2.5 Ownership of the permanent collection

Indicate the ownership of the main collection(s):

- the state, central or federal government;
- a regional or municipal government;
- a trust (public enterprise) or public foundation;
- another public institution;
- a non-profit private institution;
- a commercial enterprise;
- a private individual or a family;
- a church or a religious institution;
- the museum itself (with own legal status);

— other (please specify) _____.

6.2.6 Counting sites of museums

The following should be counted:

- number of sites for each museum;
- of these accessible to the public.

NOTE Only sites operated by the museum itself are included.

6.3 Museum services and their use

6.3.1 General

This Clause covers the use of both traditional and electronic museum services, including social network services on the Internet and services formatted for mobile devices.

6.3.2 Opening times

Does the museum have regular hours during which it is open to the public? (yes/no)

Indicate the number of hours when the museum is open to the public during a normal week.

If there are differing opening hours over long parts of the year (e.g. summer and winter), the longest opening hours should be counted

Indicate the number of days the museum was open to the public during the reporting period (usually a year).

6.3.3 Entrance fees to permanent exhibitions

Does the museum charge a general admission fee for the permanent exhibitions? (yes/no)

Indicate the full-price general admission fee (for an adult, without reductions or exemptions) at the end of the reporting period in your national currency.

Indicate for which persons or groups there were reductions of or exemptions from the entrance fees, if applicable, during the reporting period:

- persons under 18 years of age;
- organized visitor groups;
- families;
- seniors;
- persons with disabilities;
- members of the museum society (friends of the museum);
- ICOM members;
- educators;
- local residents;
- any other reductions or exemptions (please specify) _____.

Count the number of days the museum was open free of charge during the reporting period.

6.3.4 Visits

6.3.4.1 Physical visits

Count the number of physical visits to the museum premises during the reporting period, differentiated as to sites. This may be counted at either entrance or exit by one of the following methods:

- automatic counting by a device;
- manual counting;
- number of tickets sold and/or given away for free.

Any of these methods, but particularly the manual count, may be used for one or more sample time periods and grossed up to give an annual estimate. The method used should be reported. Where necessary, the count should be adjusted to deduct entrances and exits of museum staff as well as visits to cafeterias and museum shops only, and of any persons visiting other institutions or departments situated within the museum building.

Visits to temporary exhibitions, events or programmes should be counted separately (see [6.3.5](#)).

Visits to the museum library or museum archive should be counted separately.

Visits to collections in closed storage and to the laboratories should be counted separately.

The total number of physical visits can be further differentiated according to types of visitors, e.g.

- group visitors, and
- persons under 18 years of age.

Count the number of persons that visited the museum free of charge.

Count the number of persons that visited the museum with a reduced fee.

6.3.4.2 Virtual visits

Count the number of virtual visits on the museum website, regardless of the number of pages or elements viewed, during the reporting period.

NOTE 1 The calculation of virtual visits involves specific analysis software. Depending on the method used, the recording of website statistics may be limited to a selection of core pages.

The calculation of virtual visits may be based on specific techniques such as visiting Web browsers, visiting IP addresses, or the number of accesses to the homepage. Museums should select and specify which method of calculation is used.

NOTE 2 If possible, the number of page views could be counted separately.

6.3.5 Temporary physical exhibitions

The following should be counted:

- number of temporary physical exhibitions shown during the reporting year;
- number of temporary physical exhibitions arranged or co-arranged by the museum;
- number of temporary physical exhibitions arranged or co-arranged by the museum that are shown in several locations (travelling exhibitions);
- number of temporary physical exhibitions with separate entrance;
- number of physical visits to temporary physical exhibitions.

NOTE 1 Exhibitions can take place inside or outside the museum premises.

NOTE 2 Exhibitions that are shown in several locations (travelling exhibitions) are counted in each location by the host museum.

NOTE 3 The museum that arranges a travelling exhibition may count all locations for its own statistics.

NOTE 4 Sales exhibitions are excluded.

6.3.6 Virtual exhibitions

The following should be counted:

- number of virtual exhibitions shown during the reporting year;
- number of virtual visits to virtual exhibitions.

6.3.7 Events

The following should be counted:

- a) number of events (pre-arranged singular activities with cultural, educational, social, political, scholarly, or similar intent);
- b) of a) for children;
- c) of a) for young adults;
- d) of a) for educators;
- e) of a) for seniors;
- f) of a) for ethnic minorities;
- g) number of events arranged in cooperation with external partners;
- h) number of attendances at all events;
- i) of h) attendances by children and young adults.

NOTE Attendances at events may be estimated.

6.3.8 Virtual events

The following should be counted:

- number of virtual events;
- number of virtual visits to virtual events.

6.3.9 Guided tours

The following should be counted:

- a) number of guided museum tours;
- b) of a) guided by volunteers;
- c) of a) guided by registered external persons (e.g. teachers);
- d) of a) number of tours for school classes;
- e) number of attendances of all guided tours.

6.3.10 Programmes

The following should be counted:

- a) total number of museum programmes (pre-arranged ongoing and repeatable activities having an intent within the mission of the museum);
- b) of a) for children;
- c) of a) for young adults;
- d) of a) for educators;
- e) of a) for seniors;
- f) of a) for ethnic minorities;
- g) number of museum programmes arranged in cooperation with external partners;
- h) number of attendances at all programmes;
- i) of h) attendances by children and young adults.

If the programme is organized in multiple sessions, attendances should be counted at each session.

6.3.11 Virtual programmes

The following should be counted:

- number of virtual programmes;
- number of attendances to virtual programmes.

6.3.12 Publications

The following should be counted:

- a) number of documents (titles) published or edited by the museum or the museum staff during the reporting period;
- b) of a) books (including catalogues);
- c) of a) journals (including yearbooks);
- d) of a) articles;
- e) of a) annual reports and similar publications.

NOTE 1 Minor publications such as leaflets and brochures are excluded.

NOTE 2 Documents can be published in analogue or digital format or can be printed on demand.

NOTE 3 Peer-reviewed publications may be counted separately.

6.3.13 Museum website

Does the museum have its own website? (yes/no)

Is this website part of another website? (yes/no)

Does the museum have full rights over the website content? (yes/no)

Indicate language versions of the museum's website other than the national language(s).

6.3.14 Online services

Which online services does the museum offer? (yes/no)

- online booking (tickets, guided tours);
- online shop;
- online image library;
- online collection;
- virtual museum tours;
- online services for educators.

6.3.15 Collection information available online (at the end of the reporting period)

The following should be counted:

- percentage of all objects in the museum's collection for which one or more digital images or sound or video recordings are available on the Internet;
- percentage of all objects in the museum's collection for which searchable records (showing e.g. object number, object name, owner, subject, date of origin) are available on the Internet.

6.3.16 Services for mobile devices offered by the museum

Count the number of services formatted for mobile use that the museum offers at the end of the reporting period. Count both the services that have been adapted from existing museum services and those that have been developed directly for mobile use.

EXAMPLE Mobile websites, mobile device apps, mobile catalogues, collections of digital images, museum tours, etc.

NOTE A special collection adapted to mobile devices is counted as one service.

6.3.17 Social network services

Does the museum use one or more social network services? (yes/no)

EXAMPLE Facebook, Twitter

6.3.18 Loans

Count the number of objects from the museum's collection that were lent to other institutions for exhibitions or other purposes during the reporting year.

Count the number of objects that were borrowed by the museum from other institutions for exhibitions or other purposes during the reporting year.

6.3.19 Special services

Indicate whether the following special services are offered on the museum premises, not necessarily by the museum itself (yes/no):

- a museum library and/or a museum archive that is open to the public or at least to researchers;
- a museum shop;
- an on-site food service: restaurant, café, cafeteria, etc.;

- other (please specify).

6.4 Collections

6.4.1 Total collection at the end of the reporting period

Indicate the total number of objects owned by/registered in the museum. Break down the figure as to subjects (all objects should be counted only once):

- natural science specimens (including living animals and plants);
- art objects;
- cultural artefacts (except art objects, but including buildings, technology objects, social history objects);
- print or handwritten documents;
- photographic objects and audiovisual documents.

NOTE 1 For more differentiated counts of the collection, see [Annex A](#).

NOTE 2 For each category, analogue and digital objects are counted separately.

6.4.2 Accessions

The following should be counted:

- total number of objects added to the collection during the reporting period.

6.4.3 Deaccessions/withdrawals

The following should be counted:

- total number of objects deaccessioned from the collection during the reporting period.

6.4.4 Mode of acquisition

Count the number of objects added by the following:

- purchase;
- exchange;
- donation;
- fieldwork or excavation;
- repatriation.

6.4.5 Percentage of objects in the collection on display

Calculate or estimate the percentage of objects in the museum collection that are displayed in the permanent or in temporary exhibitions and in open storage on a specified day.

6.4.6 Documentary coverage of the collection

The following should be counted:

- a) percentage of the collection that is covered by an inventory;

- b) of a) by an electronic inventory;
- c) percentage of the collection that is covered by a museum catalogue;
- d) of c) by an electronic catalogue.

6.5 Income and expenditure

6.5.1 Operating (ordinary) expenditure

6.5.1.1 Employees

The following should be counted:

- total amount of money spent on salaries and wages, allowances and other employee benefits, and other related expenditure;
- costs of staff training, including training materials and fees for external experts.

NOTE The cost of the time that the museum staff spends on training or being trained are excluded.

6.5.1.2 Acquisitions

Count the costs of all objects acquired for the museum's collection out of the operating budget during the reporting year.

6.5.1.3 Collection maintenance

The following should be counted:

- costs of preservation and conservation where carried out by outside contractors;
- costs of reproduction (microfilming, copying, photographing) where carried out by outside contractors.

If the activities are carried out by the museum, the costs of the staff time shall not be counted, but the costs of materials for each activity could be counted separately.

6.5.1.4 Premises

Count the costs of rent, maintenance and services (heat, light, water, sewage, fire protection, security).

6.5.1.5 Information technology

Count the costs of computers, networks (operations and maintenance), software licenses and telecommunications which are not considered as capital expenditure.

6.5.1.6 Events and programmes

Count all expenses for events and programmes.

The costs of museum staff time shall not be counted.

6.5.1.7 Exhibitions

Count all expenses for physical and virtual temporary exhibitions.

The costs of museum staff time shall not be counted.