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To Charge or Not to Charge: Monetising Museums' Digital Content

ABOUT THE FIRESIDE CHAT

From the perspective of government organisations (National Heritage Board), private museums (MINT Museum of Toys and The Gem Museum), and researchers (GovInsider), the speakers discussed how the digital can be a double-edged sword to cultural institutions trying to push out virtual content. Speakers shared more about their experiences and insights on how their museums/organisations have moved towards digital presentations, and some of their personal observations, opportunities, and challenges in embarking on producing digital content



ABOUT THE SPEAKERS



Anna Koh | MINT Museum of Toys

Anna first joined the MINT Museum of Toys as a Museum Operations Manager responsible for the overall requirements on customer experience and the smooth running of the museum operations. With background in advertising and brand marketing, she currently assists the General Manager in developing marketing strategies and campaigns.



Tay Kunming | The Gem Museum

Kunming is the founder of The Gem Museum and a director of the Far East Gem Institute, Far East Gems & Jewellery and Far East Gem Import. As a certified gemmologist, diamond grader and gem dealer, he has travelled widely to various parts of Asia-Pacific for gem sourcing trips, and for business trips to participate in trade fairs and visit mines. Kunming is also a committee member of the Diamond Exchange of Singapore and part of the executive committee in the Jewellers' Association of Singapore, actively championing initiatives and efforts to raise the profile of the industry.



ABOUT THE SPEAKERS



Selina Chong | National Heritage Board

Selina is an educator by training and has experience in teaching and curriculum planning and development in the Ministry of Education Singapore. As part of the Strategic Planning team at NHB, she is currently involved in a review on Singapore's museum landscape to identify opportunities for future development. In 2019, she was selected to participate in Tate Intensive: The Case for Action, an annual programme organised by Tate Modern for arts and culture practitioners to discuss emerging issues in the sector. Prior to joining NHB, she was an Alphawood Scholar at SOAS, University of London, where she completed her MA in History of Art and/or Archaeology.



Joshua Chambers | GovInsider

Joshua is the Founder of GovInsider, Consultant for the United Nations Development Programme on NextGen Gov and a Fellow at the Lee Kuan Yew School of Public Policy, National University of Singapore. He was also recently Lead Consultant, Public Sector for the United Nations Economic and Social Commission for Asia Pacific researching innovation in China, Japan, Republic of Korea and Singapore. He studied History and Politics at the University of York and was a Visiting Scholar at Columbia University in New York.

mint museum of toys

Rekindle a Moment of Imagination & Nostalgia with Toys
(MINT)



BRIEF BACKGROUND



Founded in 2007 by a local avid toy collector, MINT Museum of Toys was envisioned to be a world class toy museum, devoted to presenting vintage toys and childhood memorabilia.

With initial plans to establish abroad, Singapore was ultimately chosen as the homeground for the museum due to our founder's desire for people around the world to discover the beauty, history and value of his toy collection and Singapore.

BRIEF BACKGROUND

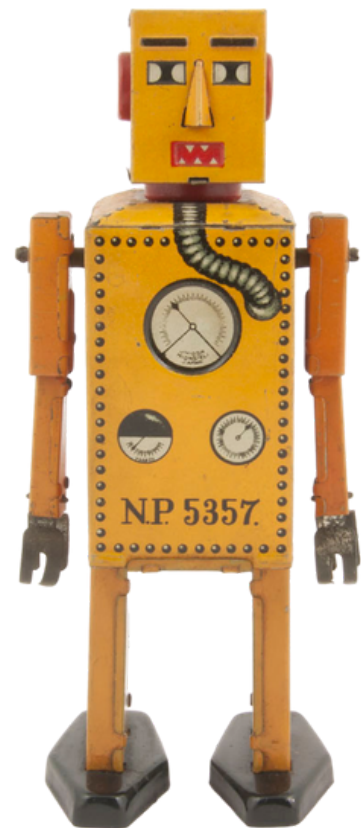


Ever growing toy collection amassing well over 50,000 collectable items hailing from over 40 countries, ranging in date between 1840s to 1980s.

The collection is made up of various key and rare collections including:

TOY COLLECTION

THEMATIC GALLERIES: OUTERSPACE, CHARACTERS, CHILDHOOD FAVORITES, COLLECTABLES



Robot Lilliput 1930s

1st Mass-Manufactured
Robot Before WWII



Mekon Mask 1950s

Dan Dare's first and only in
the world



Steiff Teddy Bear 1903

A Century Old Steiff Teddy
Bear



Alice Doll 1920s

Once owned by the original
inspiration for the character in
Alice's Adventures in Wonderland,
Alice Liddell.

WHAT IS JOURNEY OF REDISCOVERY

CURATED TOUR



Specially Curated to Educate parents and children alike on current social values and global cultural issues such as:

Gender Equality, Racial Equality, Poverty, Technological Advancement and Globalisation

Through the exploration of the museum's toy collection using a series of storytelling, games and pop quizzes.

WORKSHOP



A creative craft-making activity for parent and child, featuring a 'Make & Play' kit.

Within the Kit:

Craft materials themed after different occupations that serves people in different areas of community from healthcare to teaching services, social work or law enforcement and agriculture.

Handmade Crocheted Dolls from Hathay Bunano: A non-profit fair trade organisation in Bangladesh. With support of every Make & Play kit, we are creating fairly paid and flexible jobs in rural Bangladeshi.

SOCIAL MEDIA ENGAGEMENT (FACEBOOK / INSTAGRAM)

FEATURED IN TOUR
EXPLORING THE THEME:

**GENDER
EQUALITY**



ABOUT:
GENDER EQUALITY

By the 21st Century, most women in developed countries are given basic rights to study, work, socialise and vote.

Follow the journey of some inspiring female icons who have risen against stereotypes during their era through the following toys within the museum collection!

Participate in pop quizzes to learn about social values and global cultural themes through toys, featured in Journey of Rediscovery Tours.

SOCIAL MEDIA ENGAGEMENT (FACEBOOK / INSTAGRAM)

STEIFF TEDDY BEAR



Country of Origin: Germany

Year of Make: 1903

Materials: Mohair

POP QUIZ

CAN YOU MAKE A GUESS WHAT
'STEIFF' STANDS FOR?

☐ Name of the Teddy Bear

☐ The teddy bear is made of Steiff

☒ The name of the Teddy Bear's creator

Margarete Steiff GmbH



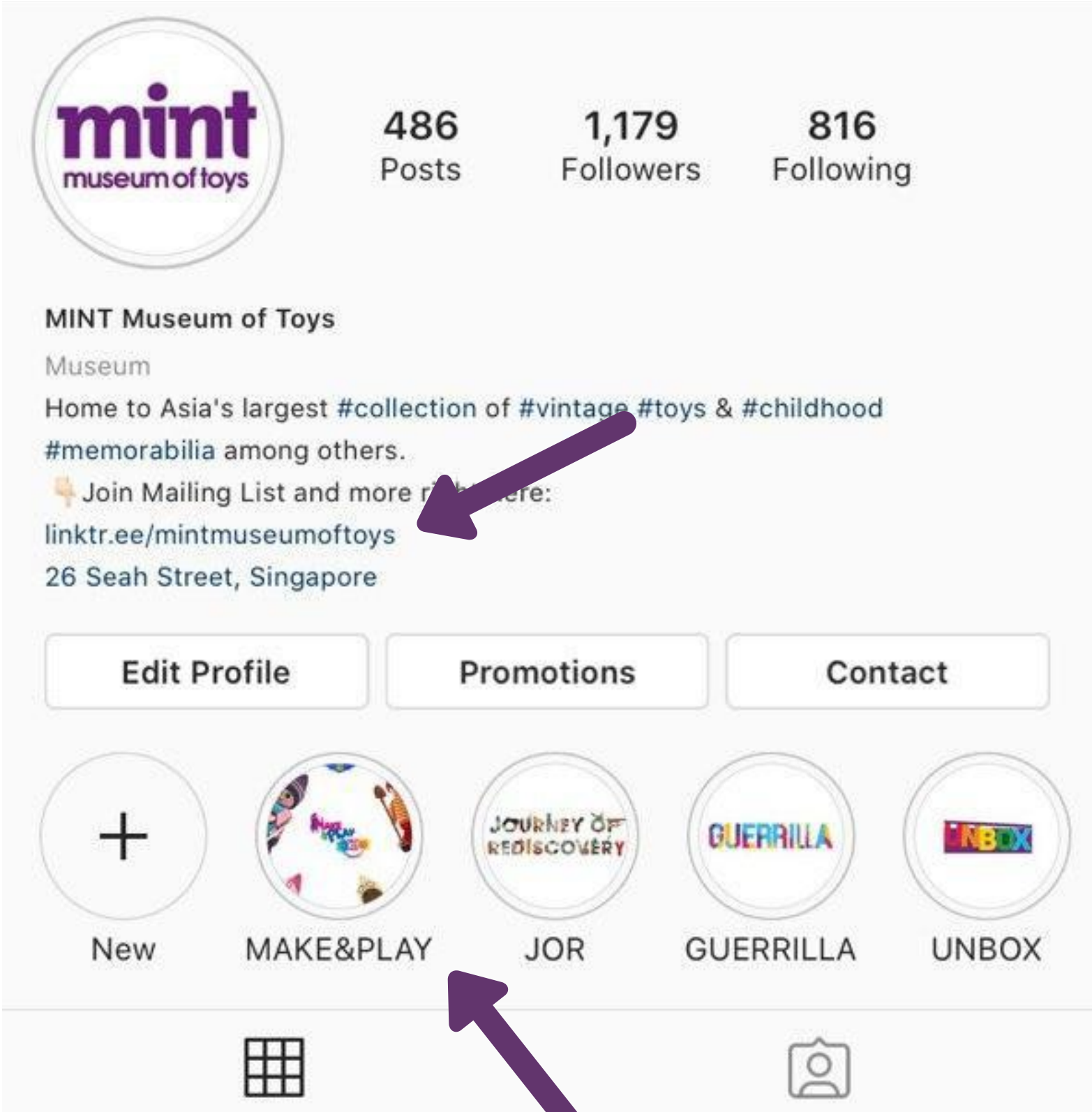
Photo credit of steiffusa.com

As an energetic young girl, Margarete Steiff fought for her place in life, against much resistance before starting her own clothing business.

What started as a pincushion designed in the shape of a elephant, she went on to design many other animal themed toys for children.

By 1907, Steiff manufactured 974,000 bears and its success story is being continued until today.

ONLINE PROMOTION OF MAKE & PLAY KIT



SALE OF MAKE & PLAY KIT VIA WEBSITE



Rekindle that Moment of Imagination and Nostalgia with Toys!

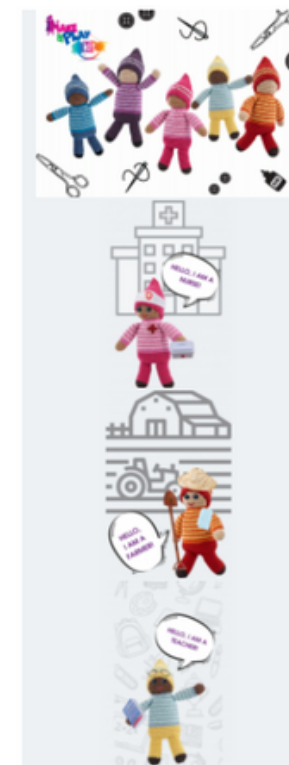
English

SGD (S\$)

Home > Singapore > Singapore > ID: 30753

◀ **Make & Play Kit**
Singapore, Singapore

from **37.50**
SGD pax  **BOOK NOW**



ACTIVITY DETAILS

🕒 1 hr 30 min

 Instant Booking

Group Size:
min - 1 persons | Max - 15 persons

Highlights

Description

Additional Info

Map

- A crocheted doll and craft materials are provided in the Make & Play kit
- Choose from 5 available dolls below, themed after different occupations!
- Pre-order now and received Make & Play Kit: 7 to 9 September 2020

THE VIRTUAL MUSEUM TOUR + GAMEPLAY EXPERIENCE



Navigate around a 360 environment of a digitalised MINT Museum of Toys space and click through different interactive points throughout the Virtual Museum Tour to:

Be brought into the **atmosphere and feel connected** to the museum space and its collection.

Explore specially curated content of the museum toy collection through **forms of videos, images and audio narration**.

Take part in a **Virtual Gameplay** to digitally interact with toys and have a engaging experience on our website.

SUMMARY: TRANSFORMATION FROM ON-SITE TO ONLINE



On-site programmes at the museum were created to educate families about social and culture themes as well as provide opportunities for bonding between parent and child during school holidays.

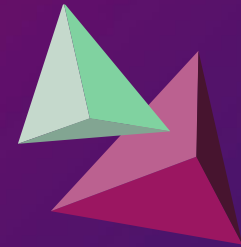


Maintain brand presence, engagement and connection with audiences when visitations to museum are barred with restrictions by offering and scaling relevant content to engage with audiences via social media platforms and website.



To embrace the new normal, embark on innovative digital projects that will bring museum experiences closer to the visitors via virtual museum tours.

THANK YOU



The Gem Museum

26 Kandahar Street, Level 2

Singapore 198888

The Gem Museum



Founders

Tay Kunming



Loke Hui Ying



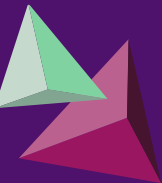
Our vision

To be an international platform to bridge the gap between the gems & jewellery industry with the rest of the world.



Founded in 2015

222 Queen Street



Exhibitions



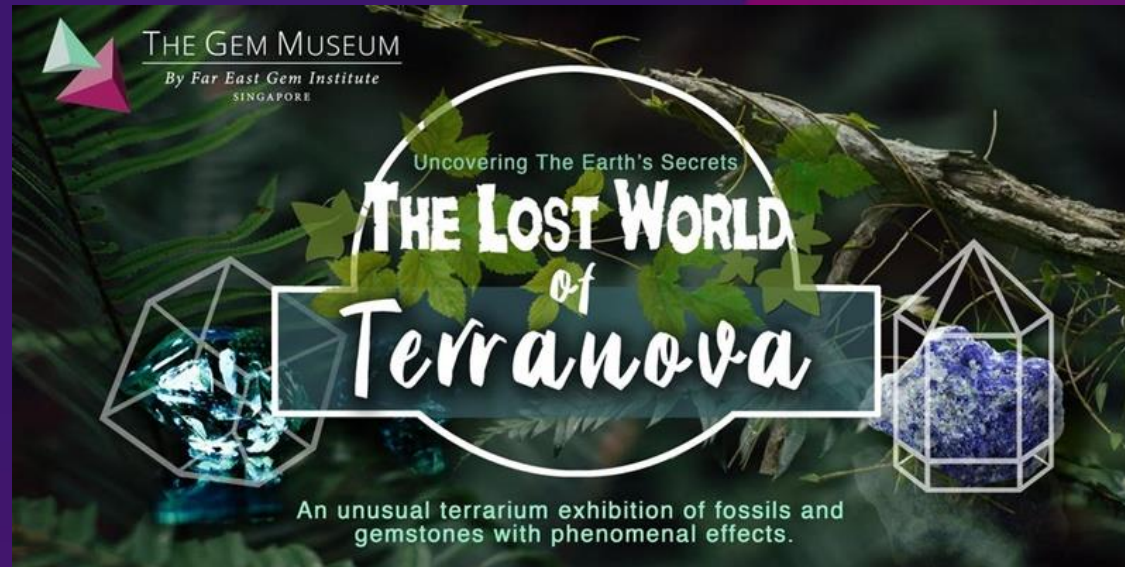
Singapore Night Fest 2016:
Galaxy of Glowing Gems



Singapore Night Fest 2017:
Galaxy of Moons & Stars



Exhibitions



Singapore Night Fest 2018: The Lost World of Terranova



External Exhibitions



AMUNDI and DBS
Private Event 2017



External Exhibitions



Singapore Gems & Jewellery Fair 2017



Singapore Gems & Jewellery Fair 2018

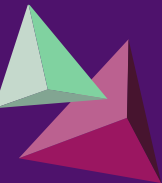
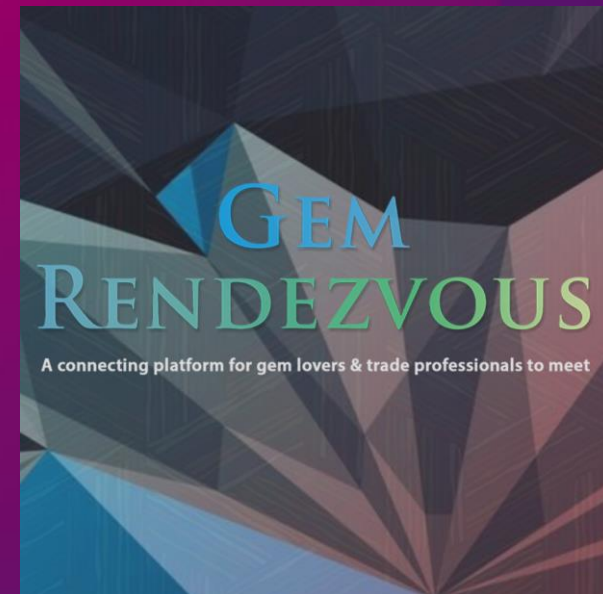
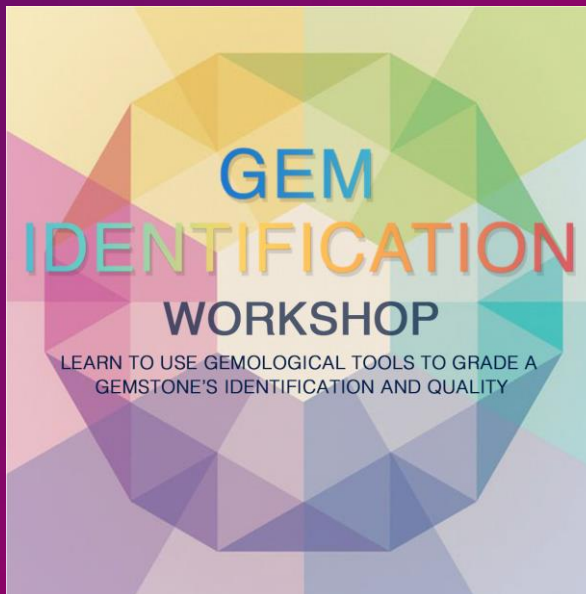


Workshops & Programs

For adults



Gem Discovery Series
Beauty and Value

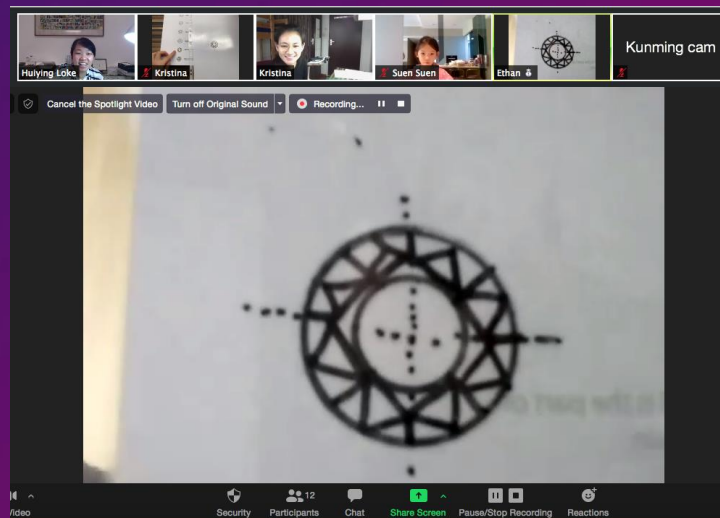
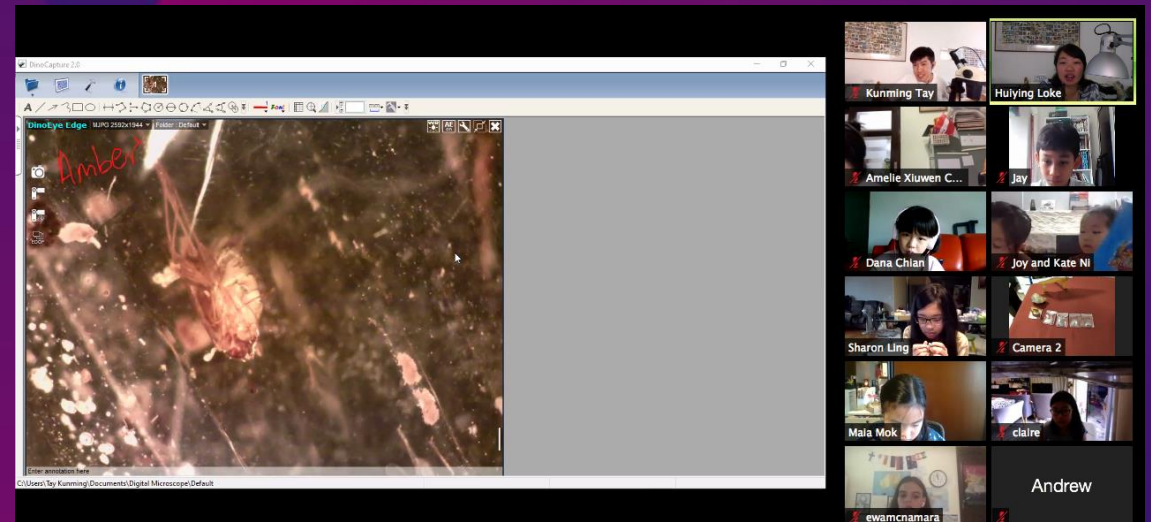


Workshops & Programs

For children



Junior Rockstar Online




Exploring gemstones
with technology



'Zooming into Gems' Webinar Series

CRYSTAL & WATER OPAL

- Transparent to semi-transparent background.
- The distinguishing characteristic for both is the intensity of its POC.
- Crystal opal shows exceptional POC while water/jelly opal shows faint POC.



2020-07-18 20:39:01



2020-07-25 21:00:06



2020-07-25 20:04:02



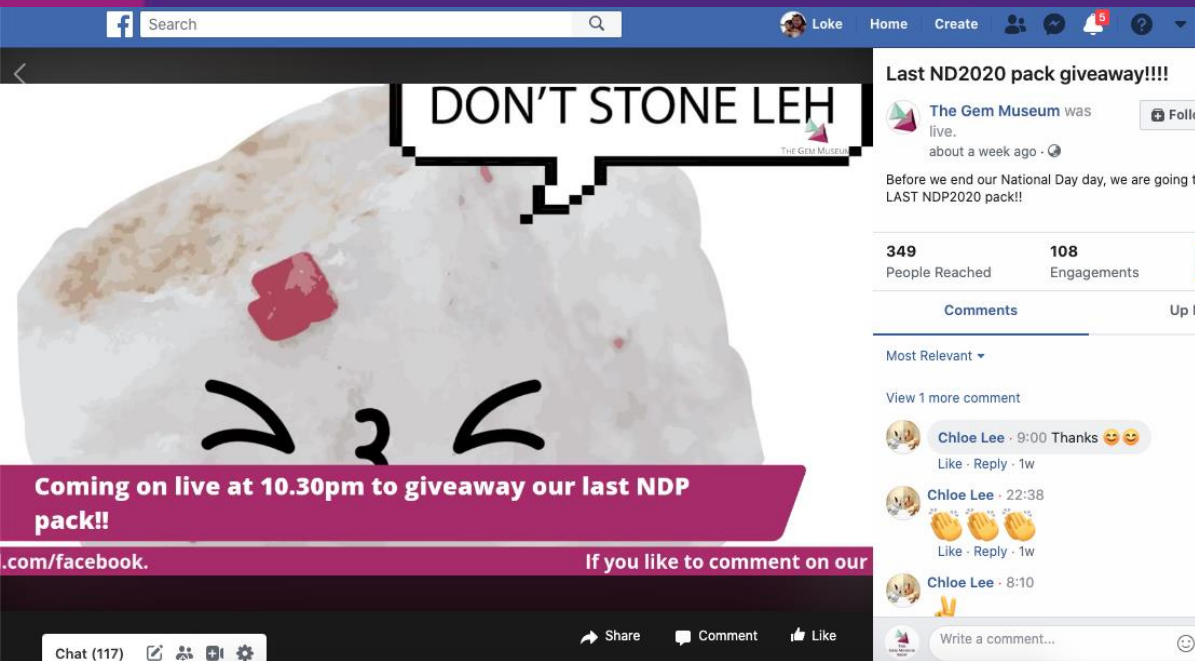
Monetizing Digital Content

Creating a Community



Monetizing Digital Content

Live interactions



A screenshot of a Facebook post from 'The Gem Museum'. The post features a large image of a white, irregularly shaped stone with a small red square sticker on it. A speech bubble with the text 'DON'T STONE LEH' is overlaid on the stone. Below the image, a pink banner reads 'Coming on live at 10.30pm to giveaway our last NDP pack!!'. The post text says 'Last NDP2020 pack giveaway!!!!' and 'Before we end our National Day day, we are going to LAST NDP2020 pack!!'. It shows 349 people reached and 108 engagements. The comments section shows three comments from 'Chloe Lee' with timestamps 9:00, 22:38, and 8:10. The bottom of the post has a chat bar with 117 participants and buttons for share, comment, and like.

Search

Loke Home Create

DON'T STONE LEH

Last NDP2020 pack giveaway!!!!

The Gem Museum was live.
about a week ago · 🌐

Before we end our National Day day, we are going to LAST NDP2020 pack!!

349 People Reached 108 Engagements

Comments

Most Relevant ▾

View 1 more comment

Chloe Lee · 9:00 Thanks 😊👏
Like · Reply · 1w

Chloe Lee · 22:38 🙌🙌🙌
Like · Reply · 1w

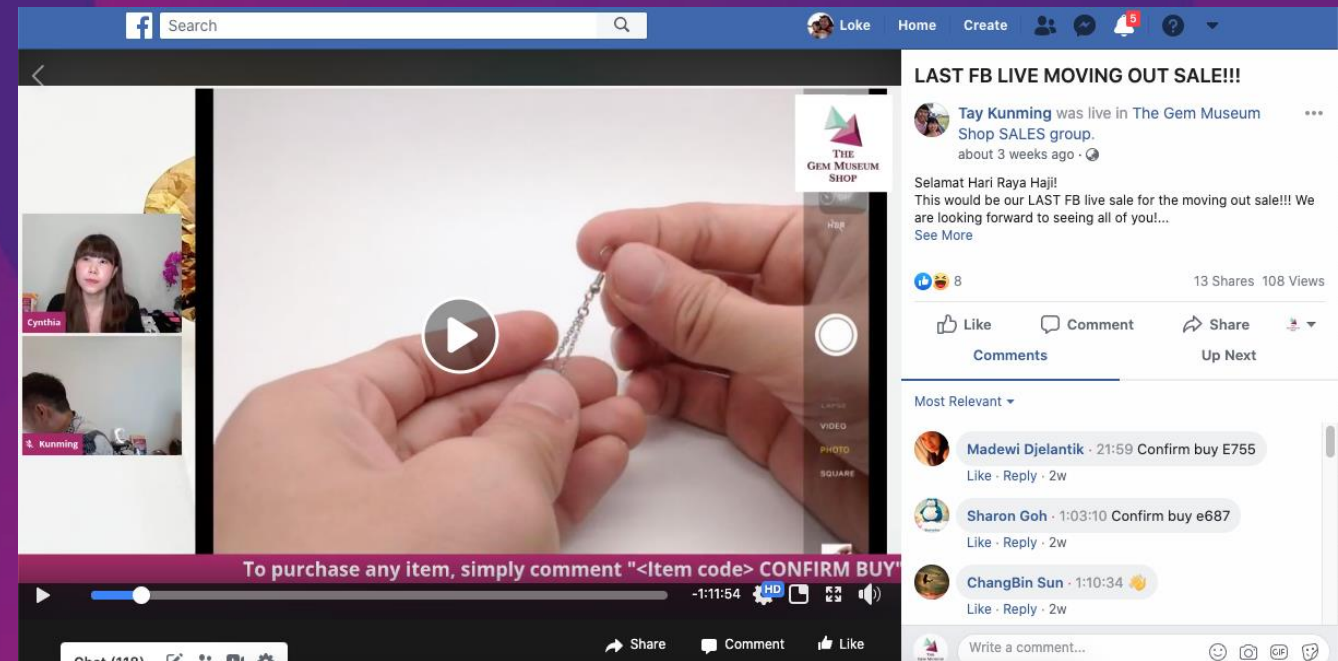
Chloe Lee · 8:10 🙌
Write a comment...

Chat (117) Share Comment Like

Coming on live at 10.30pm to giveaway our last NDP pack!!

If you like to comment on our

Facebook



A screenshot of a Facebook live video from 'The Gem Museum'. The video shows a close-up of a hand holding a silver chain with a small pendant. In the top left corner, there are two small video thumbnails: one of a woman labeled 'Cynthia' and one of a man labeled 'Kunming'. The video player has a play button in the center and a progress bar at the bottom showing -1:11:54. Below the video, a pink banner reads 'To purchase any item, simply comment "<Item code> CONFIRM BUY"'. The right side of the post shows the text 'LAST FB LIVE MOVING OUT SALE!!!' and 'Tay Kunming was live in The Gem Museum Shop SALES group. about 3 weeks ago · 🌐'. It also includes a greeting 'Selamat Hari Raya Haji!' and a message about the last live sale. The post shows 8 reactions, 13 shares, and 108 views. The comments section shows three comments from 'Madewi Djelantik', 'Sharon Goh', and 'ChangBin Sun' with timestamps 21:59, 1:03:10, and 1:10:34 respectively. The bottom of the post has a chat bar with 118 participants and buttons for share, comment, and like.

Search

Loke Home Create

LAST FB LIVE MOVING OUT SALE!!!

Tay Kunming was live in The Gem Museum Shop SALES group.
about 3 weeks ago · 🌐

Selamat Hari Raya Haji!
This would be our LAST FB live sale for the moving out sale!!! We are looking forward to seeing all of you!...
See More

8 13 Shares 108 Views

Like Comment Share

Comments Up Next

Most Relevant ▾

Madewi Djelantik · 21:59 Confirm buy E755
Like · Reply · 2w

Sharon Goh · 1:03:10 Confirm buy e687
Like · Reply · 2w

ChangBin Sun · 1:10:34 🙌
Like · Reply · 2w

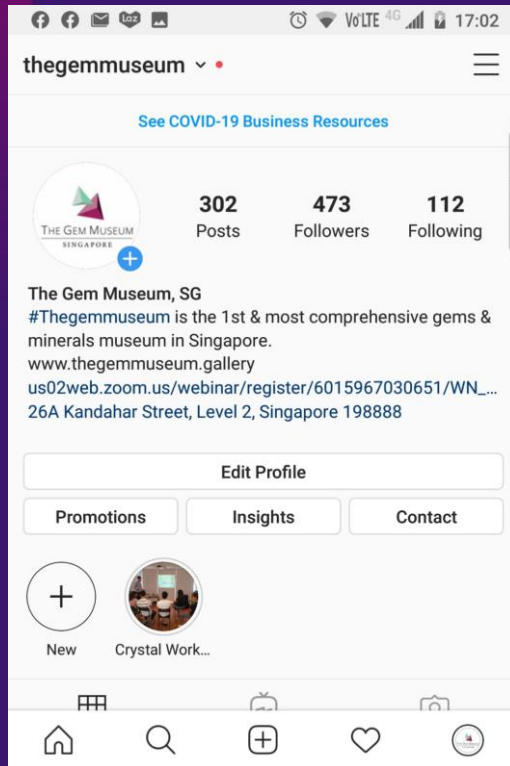
Write a comment...

Chat (118) Share Comment Like

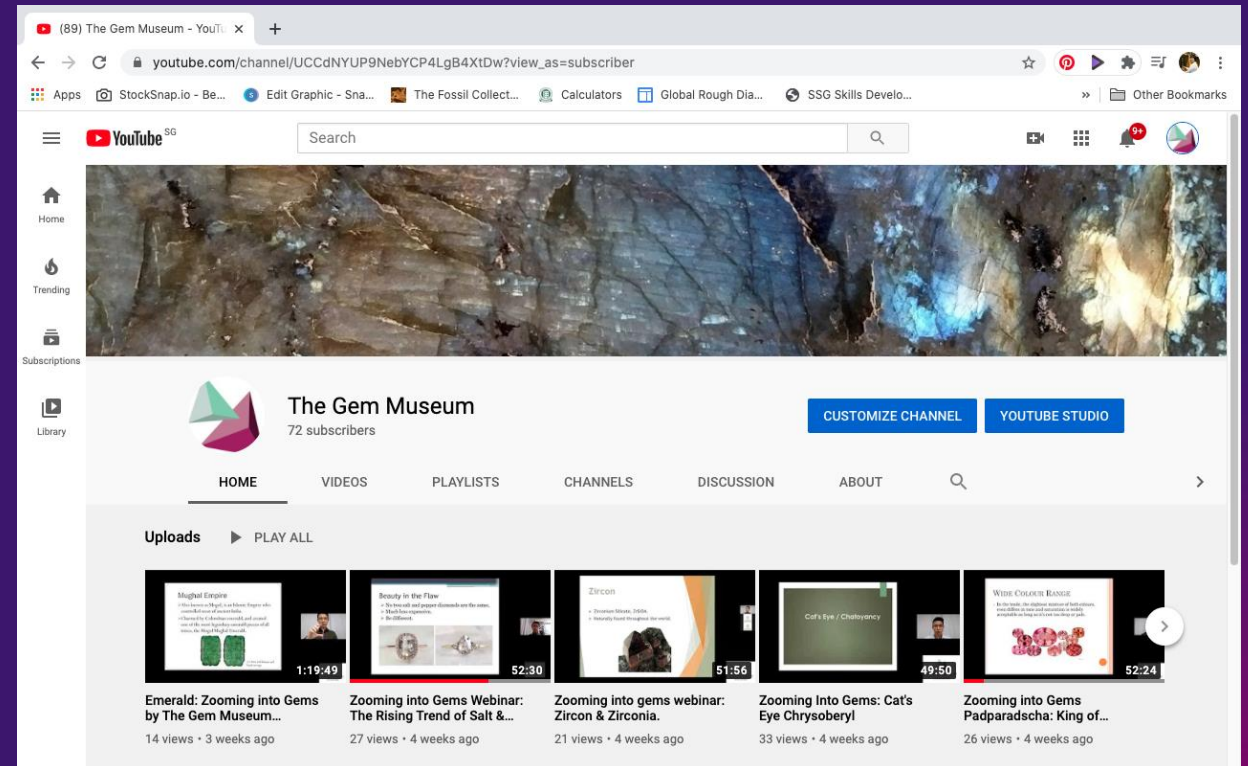
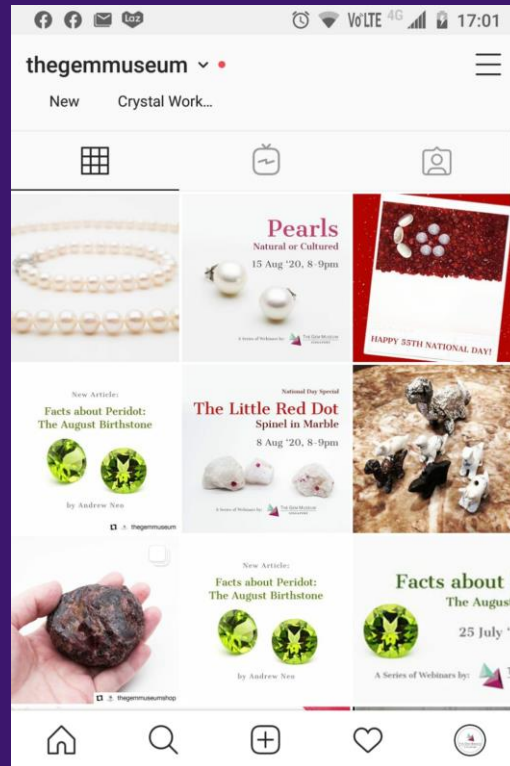
To purchase any item, simply comment "<Item code> CONFIRM BUY"



More platforms yet to be explored...



Instagram – to create a funnel for sales



Youtube – to increase number of subscribers



Thank you for your attention!

Up next...**Selina Chong** from NHB (Strategic Planning)
who will take this discussion to a broader perspective!



Monetising Digital Offerings: Possible Business Models?

Selina Chong

Manager, Strategic Planning

3 September 2020

Overview

What do we observe?

- Current state in Singapore
- Sustainability of digitalising arts & culture content
- Potential barriers to monetising content

What can we monetise?

- Existing content
- New content
- Expertise

Recommendations

What do we observe?

Current State

- Singapore's arts & culture sector has pivoted to the digital space since stringent physical distancing measures were introduced to curb spread of COVID-19.
- Museums and HIs gradually re-opened in phases since 26 June with limited capacity and strict safe management measures.
- Performance venues open only to small groups for filming and rehearsals.



FROM THE LIVING ROOM
22-26 Jun | 8PM-8:30PM

22 JUN	Ebi Shankara with TetraQuartet	23 JUN	Jeremy Lim with Sandhya Suresh
24 JUN	Chong Woon Yong with Mohamed Noor, Riduan Zalani	25 JUN	Seong Hui Xuan with Yarra Ileto, Zhuo Zihao
26 JUN	Tan Shou Chen with SAJB Sax Quartet		

apART.sg
3d · 🌐

What's on this weekend for Jazz in July? View the daily line-up ongoing now at <https://www.apart.sg/livestream/jazz-in-july>

THIS WEEKEND, don't miss:
🕒 Friday, 17 July 2020
20:00-20:45 Mario Lopez & Duncan McKee... See More

JAZZ IN JULY
8 - 31 Jul 2020
8:00 - 8:45 PM
#APARTSG x LIVESTREAM
apART.sg

Catch live jazz performances all month long. Look forward to 24 unique pairings of 43 jazz artists that call Singapore home, ranging from fresh Mosaic Jazz Fellows alumni to esteemed jazz stalwarts.
www.apart.sg/livestream

Sustainability of Digitalising Arts & Culture Content

- Nature of work in the arts & culture sector already precarious, i.e. short-term gigs, casual contracts etc.
- Great range of performances and content (both local and international) available online, **often offered for free**.
- Live performances unlikely to resume soon.
- With physical distancing measures, venues may only accommodate a fraction of their capacity so financial viability becomes an issue.
- Companies may have **undervalued their own products** in the initial scramble to push out their digital offerings and sustain audience engagement through digital platforms, i.e. problematic precedent has been set.

Culture

Caitlin Vincent for the Conversation
Wed 10 Jun 2020
23.00 BST

f t e 45

Will arts companies regret making so much content available for free during shutdown?

Forced to shutter live seasons, performing arts organisations jumped on the digital bandwagon. It may have been a mistake



When will live music festivals return? Some say not until 2022



When will live music festivals return? Some say not until 2022

Potential Barriers to Monetising Digital Content

- Lack of capabilities among staff.
- Lack of software and tech infrastructure to support the pivot to digital.
- Fear that digital access may discourage physical attendance or undermine industry in the long-term.
- Lack of knowledge of what is attractive and viable in the digital space.
- Lack of benchmarks (how much to price different types of digital content).



What can we monetise?

Strategies for Monetising Content Online

Monetise existing content

- Most arts and culture organisations have extensive archives and content.
- Existing content can be augmented with freely available tools and made fit-for-purpose on the digital space (see slide 12 for example).

Monetise new content

- Arts and culture organisations are continually creating new content.
- Digital space opens up new opportunities for content creation and meaning-making (see slides 18-19 for examples).
- Potential for new products that cater to current contexts, i.e. prolonged work from home, closure of large event spaces.

Monetise expertise

- Arts and culture practitioners are content experts with unique skillsets.
- Opportunities for capability development programmes which may appeal to general public.

Monetising Existing Content

Arts and culture organisations can consider requiring payment for access to existing and archival content.

Content as Online Resources: San Diego History Centre

- Created online resources – in the form of activities for parents and children – to support home learning.
- Hosted by Google Sites, a free, user-friendly tool for creating websites; possibility of embedding other Google products such as files, videos from YouTube, trails on Google Maps, etc.
- Can be used as a hook to engage new audiences or encourage existing audiences to pay for other types of content.

Consideration:

- Use familiar tools and resources available, there is no need to reinvent the wheel

Welcome to at-home learning from the San Diego History Center!

During these unprecedented times, our Educators are still working to share San Diego history with you! We have gathered resources and activities for you to enjoy at home and we continue to create and add content regularly.

Please sign up for alerts and let us know what you would like to see!



**Cityscape:
Early Photos of
San Diego's
Skyline**



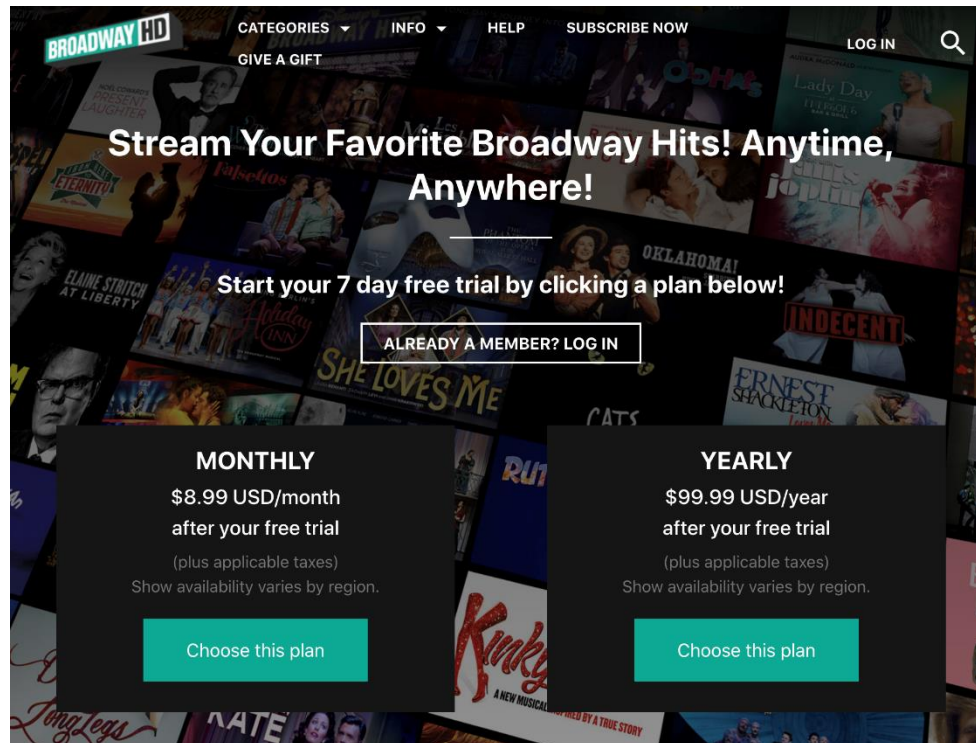
**Timeline of
Women's
Fashion from
the SDHC
Costume
Collection**



**Timeline of
Children's
Clothing from
the SDHC
Costume
Collection**

Streaming Services

- Online streaming services which pre-date COVID-19 related shutdowns.
- Monthly or annual rates similar to Netflix, Disney+ or Spotify
- View anything anytime.
- Examples include Broadway HD.
- Is there sufficient critical mass in Singapore for a common platform?

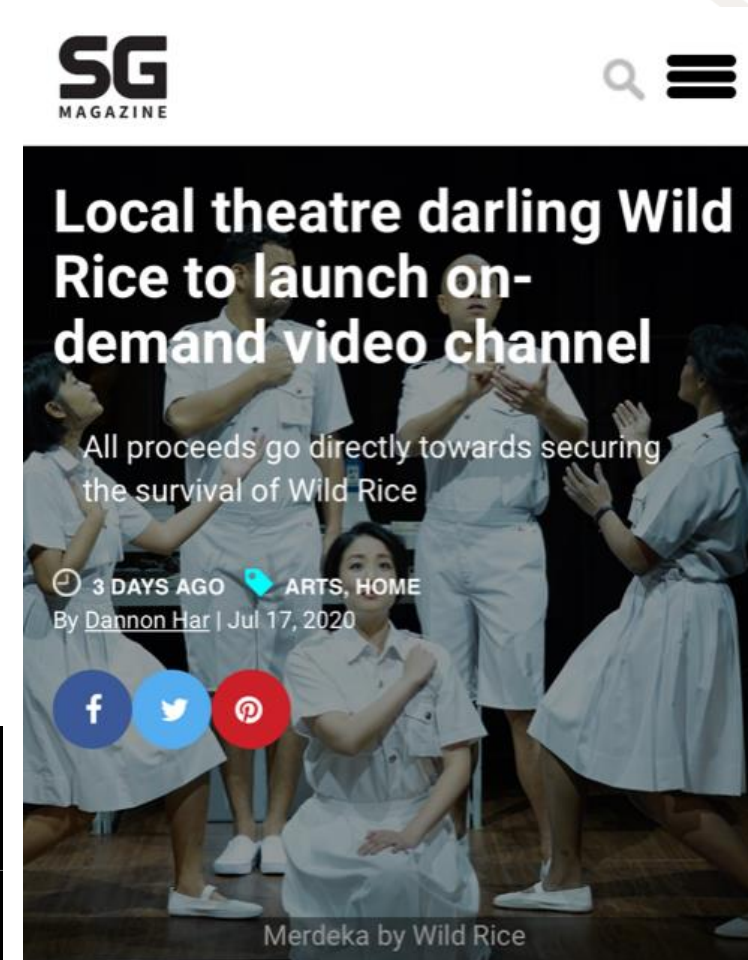
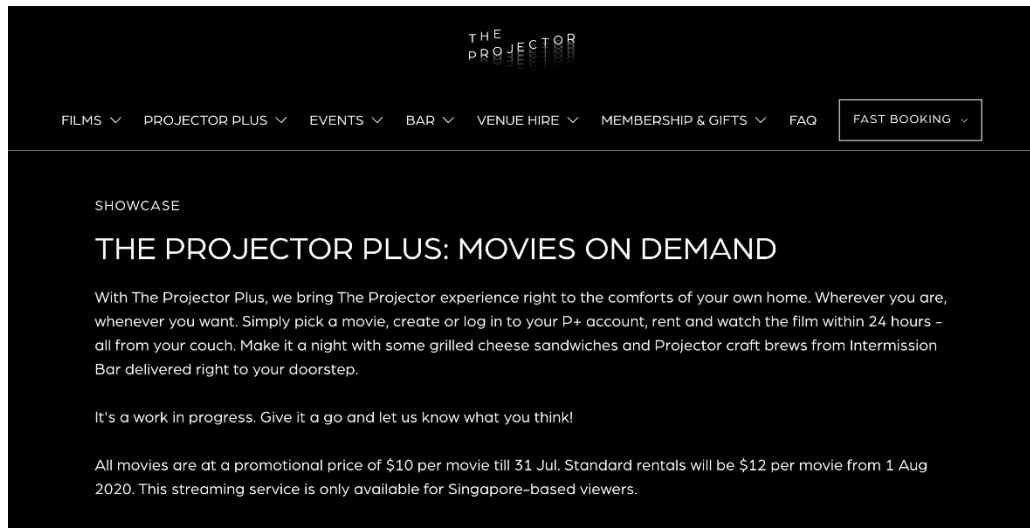


Considerations:

- More long-term and “predictable” revenue stream for content producers.
- Subscription model is familiar to many consumers.


Rental / On-Demand Services

- Per-per-content unit, for limited periods.
- Videos hosted on sites such as Vimeo and YouTube.
- Suitable for organisations with archived content.
- Pricing benchmarks: \$10-12 for a movie from The Projector, available for 24hrs; USD4.99 for *Kebaya Homies* by The Necessary Stage, available for 1 week.





Premium Content

- Paid access can be branded as “premium content”.
- Can be packaged with membership programmes.
- Psychologically, monthly payments present less barriers than a lump-sum payment or an annual rate because the consumer feels more in control of their spending.

PhxArt  Phoenix Art Museum


ENG / ESP

SEARCH  MENU 

EVENTS > MEMBERS ONLY

Members Only

Phoenix Art Museum offers events and gatherings exclusive to our Museum Members, Circles of Support, and affiliate groups. Discover all that we offer, and consider becoming a Member today.



Phoenix Art Museum experimented with pay-what-you-wish events and workshops and they are gradually transiting to a members' benefits system, with monthly membership fees for access to additional content, events, lectures, workshops

Monetising New Content

Arts and culture organisations can consider creating new content that caters to the online audience, e.g. blended theatre experience, new content created exclusively for digital.

Robot Tours

- Van Abbemuseum in The Netherlands launched a virtual tour programme.
- Public pays €13 for one hour of control of the robot, for individual tours.
- Guided tours cost €40 per hour.
- Pricing is similar to a regular physical visit to the museum.
- Website states explicitly the virtual visit can be experienced by anyone, anywhere in the world.
- A possible adaptation is for docents to standby at strategic locations around the museum, visitors may dial in via Zoom or FaceTime for a brief explanation about the particular artwork or gallery.

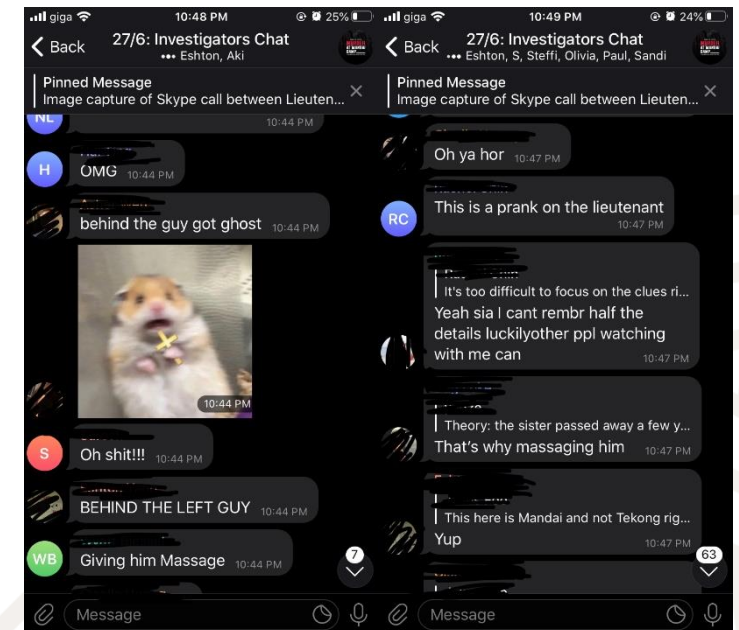
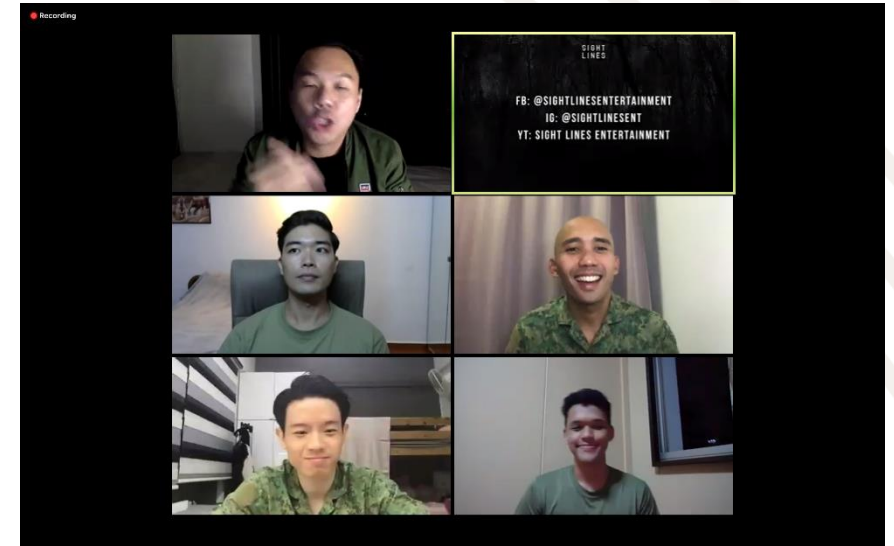


Consideration:

- What is the market for this experience?

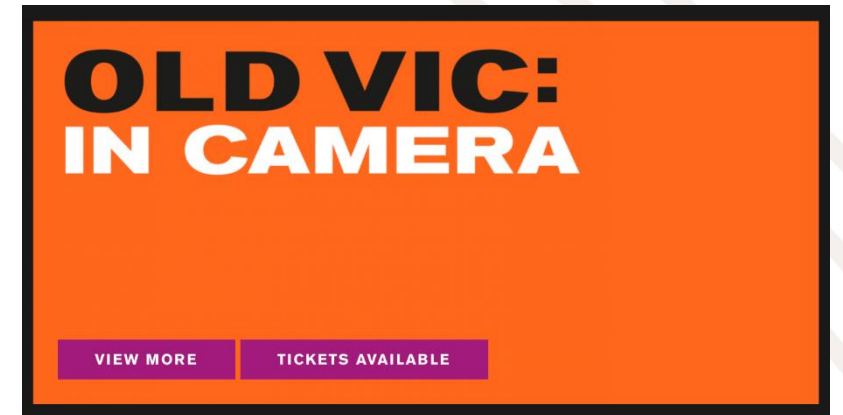
Murder at Mandai Camp

- Immersive theatre experience created by Sight Lines Entertainment and ran from 26 – 28 June 2020.
- Ticketing via SISTIC, pay-as-you-wish (\$15, \$20, \$30, \$50).
- Cross-marketing with local cocktail bar.
- Elements of theatre production retained: actors, set (e.g. using Zoom backgrounds), plot, timed performance, social event.
- What digital enabled: gamification (audience members were investigators), real-time engagement with actors (poll at the end of performance), real-time engagement among audience (Telegram channel).



Old Vic: In Camera

- Modelled after physical performance setting, limited to 1,000 tickets per performance, tickets priced according to tiers of seats in the theatre (£10 - £40).
- Performed live to a Zoom audience, actors maintain physical distance of at least 1m throughout; split screen view for audience.
- With Zoom as a medium, the performance straddles live theatre and film, enabling exploration of new layers of meaning (intertextuality).



Considerations:

- Pre-COVID brand matters, in a crowded market, consumers gravitate to familiar brands.
- Create demand with scarcity.
- Use the medium to create new meaning so it is an entirely new artform, not just a replication of the physical.



Animal Cameo

- New initiative launched by Elmwood Park Zoo in April to generate income for the zoo while it was closed.
- Public can purchase 15-minute animal cameos for their Zoom calls.
- Since launch, mostly purchased for corporate events with a few family or social events, e.g. baby shower, birthday party.
- Offer a lower price point (\$50) for school programmes.

Considerations:

- Innovative and novel experience using existing collection.
- Corporate spenders remain a viable market even in these economic conditions.



Monetising Expertise

Arts and culture organisations can consider sharing their expertise.

“Creating Pangdemonium” Webinar Series

- 29 June – 3 July, 3-4pm
- Led by Pangdemonium’s own team members, each session will address a different element of professional theatre, \$35/session, \$135 for all 5 sessions:
 - i. Introduction to Theatre
 - ii. Sponsorship/Philanthropy & Arts Management
 - iii. Designing & Stage Managing a Show
 - iv. Ticketing & Marketing a Show
 - v. Directing & Acting



Pangdemonium
June 25 at 5:36 PM · 🌐

Last chance to sign up for the "Creating Pangdemonium" webinar series! The webinar starts next Monday, 29 June, to 3 July, 3pm each day.

Sign up here: <https://bit.ly/PangWebinar>
Or for any other enquiries, please contact:
mark@pangdemonium.com



"CREATING PANGDEMONIUM"
WEBINAR SERIES
29 JUNE – 3 JULY 2020

Pangdemonium
June 16 at 11:05 AM · 🌐

Go behind the scenes with Pangdemonium as we give you a very intimate and comprehensive look at how a theatre production is brought to life!

Comprising five one-hour workshops led by Pangdemonium's own team members, each session will address a different element of professional theatre.

Taking you on a journey from the company office, into the rehearsal studio and finally onto the main stage, this series of workshops aims to promote both arts education and theatre as a career to both youths and adults alike.

The webinar will run from 29 June to 3 July, 3pm each day.

The workshop sessions include:

- Introduction to Theatre
- Sponsorship/Philanthropy & Arts Management
- Designing & Stage Managing a Show
- Ticketing & Marketing a Show
- Directing & Acting

\$35 per session (inclusive of GST)
\$135 for all 5 sessions (inclusive of GST)

Visit here to sign up for the webinar series:
<https://bit.ly/PangWebinar>
For any other enquiries, please contact:
mark@pangdemonium.com

Recommendations

Overview

Actively ask for support

- This has been tested by media platforms that resist paywalls.
- Local and international theatre companies that have shared old recordings also include an appeal for donations.

Actively seek out opportunities for cross-marketing

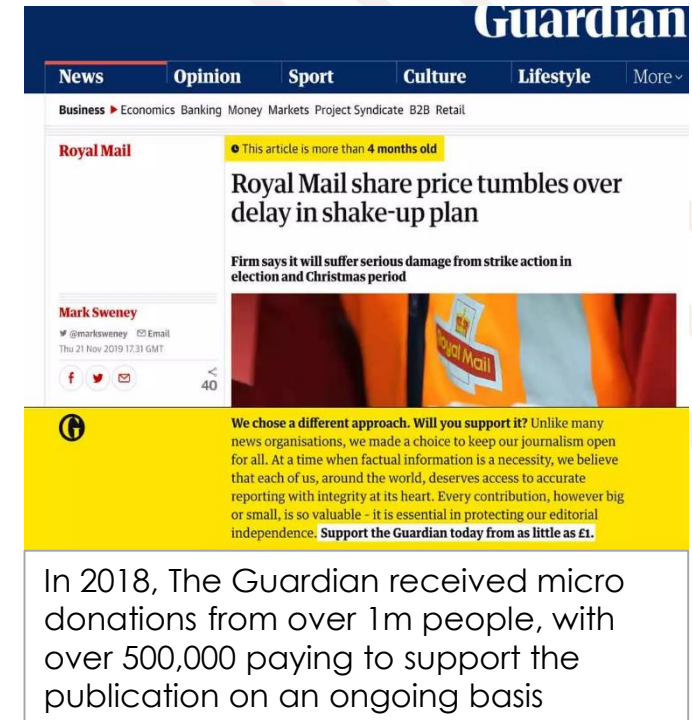
- Also contributes to economic recovery in general.

Consider charging for premium content

- Arts and culture practitioners have valuable skillsets that are marketable.
- Strategy has to be carefully balanced against accessibility considerations.

Leverage the affordances of technology

- Wide availability of free tools.
- Gamification of offerings to engage audiences.
- Explore how technology augments or deepens art-making and presentation.



Recommendations for Museums

- ❑ **Survey visitors** (online and onsite) for
 - Types of digital products they hope to see.
 - Willingness-to-pay for digital products.
 - Reasonable cost of digital products.
- ❑ Introduce a **membership scheme** with premium content and programmes available to members
 - Flexible scheme that can be adapted quickly for changing contexts, e.g. members-only access hours, opportunities for cross-marketing.
 - Steady and predictable revenue stream.
 - Easy to gift.
 - Encourages repeat visits → contributes to museum-going culture.
- ❑ Examine museum's unique selling point and relevance to the public → this is what will compel the public to join as members.
- ❑ Communicate how museum membership helps the museum, e.g. supports programmes and collections.
- ❑ In the long-term, museums can cultivate patrons from members.

Recommendations for Arts Organisations and Practitioners

- ❑ Survey online audiences for willingness-to-pay for digital products.
- ❑ Experiment with digital products and platforms.
- ❑ Enhance brand awareness, especially with new audiences.
 - Corporate consumers → not just donors!
 - Focus on educational outcomes for now, while safe management measures are in place.
- ❑ Leverage unique skillsets, e.g. storytelling, stage management, design etc.
- ❑ Embrace the possibilities afforded by digital technologies and media, e.g. international reach, synchronicity of experience, Zoom backgrounds can be theatre sets.



Digital billboard by Christine Sun Kim, part of an initiative by Times Square Arts, For Freedoms, and Poster House. The public art campaign invites 35 artists and designers to make works for display across digital screens in New York City, Boston and Chicago, in recognition of the continued service of essential workers during the COVID-19 pandemic.

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Thank You