INTERNATIONAL STANDARD

ISO 18461

First edition
2016-03-01

International museum statistics

Statistiques internationales des musées

Reference number
ISO 18461:2016(E)

© ISO 2016



COPYRIGHT PROTECTED DOCUMENT

© ISO 2016, Published in Switzerland

All rights reserved. Unless otherwise specified, no part of this publication may be reproduced or utilized otherwise in any form or by any means, electronic or mechanical, including photocopying, or posting on the internet or an intranet, without prior written permission. Permission can be requested from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office
Ch. de Blandonnet 8 • CP 401
CH-1214 Vernier, Geneva, Switzerland
Tel. +41 22 749 01 11
Fax +41 22 749 09 47
copyright@iso.org
www.iso.org

Contents

Page

Foreword ..... **v**

Introduction ..... **vi**

1 Scope **1**

2 Terms and definitions **1**
2.1 General 1
2.2 Types of museums 2
2.3 Governing authority of museums 4
2.4 Museum services and use 5
2.5 Collections and processes relating to collections 8
2.6 Access and facilities 13
2.7 Income and expenditure 13
2.8 Management 14
2.9 Museum staff 16

3 Structure and tasks of museums **16**
3.1 General 16
3.2 New technologies and digitizing 17
3.3 Renewed interest in the visitor 17
3.4 Intangible cultural heritage 17
3.5 Social impact of museums 18

4 Uses and benefits of museum statistics **18**
4.1 Background 18
4.1.1 General 18
4.1.2 Objectives 18
4.1.3 Quality 18
4.2 Selection of statistics for the museum 19
4.3 Use of statistics 19
4.3.1 General 19
4.3.2 External communication 19
4.4 Presenting statistics to stakeholders 19

5 Reporting statistical data **20**
5.1 General 20
5.2 Time period to which data refer 20
5.3 Data estimated by sample 20

6 Collecting statistical data **21**
6.1 General 21
6.2 Museums 21
6.2.1 Type of collection 21
6.2.2 Geographical coverage of the collections 21
6.2.3 Type of presentation (if applicable) 22
6.2.4 Governing authority 22
6.2.5 Ownership of the permanent collection 22
6.2.6 Counting sites of museums 23
6.3 Museum services and their use 23
6.3.1 General 23
6.3.2 Opening times 23
6.3.3 Entrance fees to permanent exhibitions 23
6.3.4 Visits 24
6.3.5 Temporary physical exhibitions 24
6.3.6 Virtual exhibitions 25
6.3.7 Events 25
6.3.8 Virtual events 25
6.3.9 Guided tours 25

© ISO 2016 – All rights reserved

6.3.10 Programmes 26
6.3.11 Virtual programmes 26
6.3.12 Publications 26
6.3.13 Museum website 26
6.3.14 Online services 27
6.3.15 Collection information available online (at the end of the reporting period) 27
6.3.16 Services for mobile devices offered by the museum 27
6.3.17 Social network services 27
6.3.18 Loans 27
6.3.19 Special services 27
6.4 Collections 28
6.4.1 Total collection at the end of the reporting period 28
6.4.2 Accessions 28
6.4.3 Deaccessions/withdrawals 28
6.4.4 Mode of acquisition 28
6.4.5 Percentage of objects in the collection on display 28
6.4.6 Documentary coverage of the collection 28
6.5 Income and expenditure 29
6.5.1 Operating (ordinary) expenditure 29
6.5.2 Capital expenditure 30
6.5.3 Income and funding 30
6.6 Space 30
6.6.1 Gross floor area 30
6.6.2 Net usable area for museum functions 30
6.6.3 Net usable area by function 31
6.6.4 Barrier-free access 31
6.7 Management 31
6.7.1 Preservation/conservation 31
6.7.2 Digitization 31
6.8 Museum staff (at the end of the reporting period) 32
6.8.1 Paid staff 32
6.8.2 Volunteers 32
6.8.3 Internships and trainees 32
6.8.4 Staff training 32
Annex A (informative) **Subdivision of collection counts** **33**
Bibliography **37**

 © ISO 2016 – All rights reserved

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*.

© ISO 2016 – All rights reserved

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).

© ISO 2016 – All rights reserved

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]

© ISO 2016 – All rights reserved

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.

© ISO 2016 – All rights reserved

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.

© ISO 2016 – All rights reserved

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

© ISO 2016 – All rights reserved

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]

© ISO 2016 – All rights reserved

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

© ISO 2016 – All rights reserved

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]

© ISO 2016 – All rights reserved

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.

© ISO 2016 – All rights reserved

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.

© ISO 2016 – All rights reserved

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]

© ISO 2016 – All rights reserved

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.

© ISO 2016 – All rights reserved

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.

© ISO 2016 – All rights reserved

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 f loor area
sum of all f loor 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.

© ISO 2016 – All rights reserved

[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]

© ISO 2016 – All rights reserved

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]

© ISO 2016 – All rights reserved

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

© ISO 2016 – All rights reserved