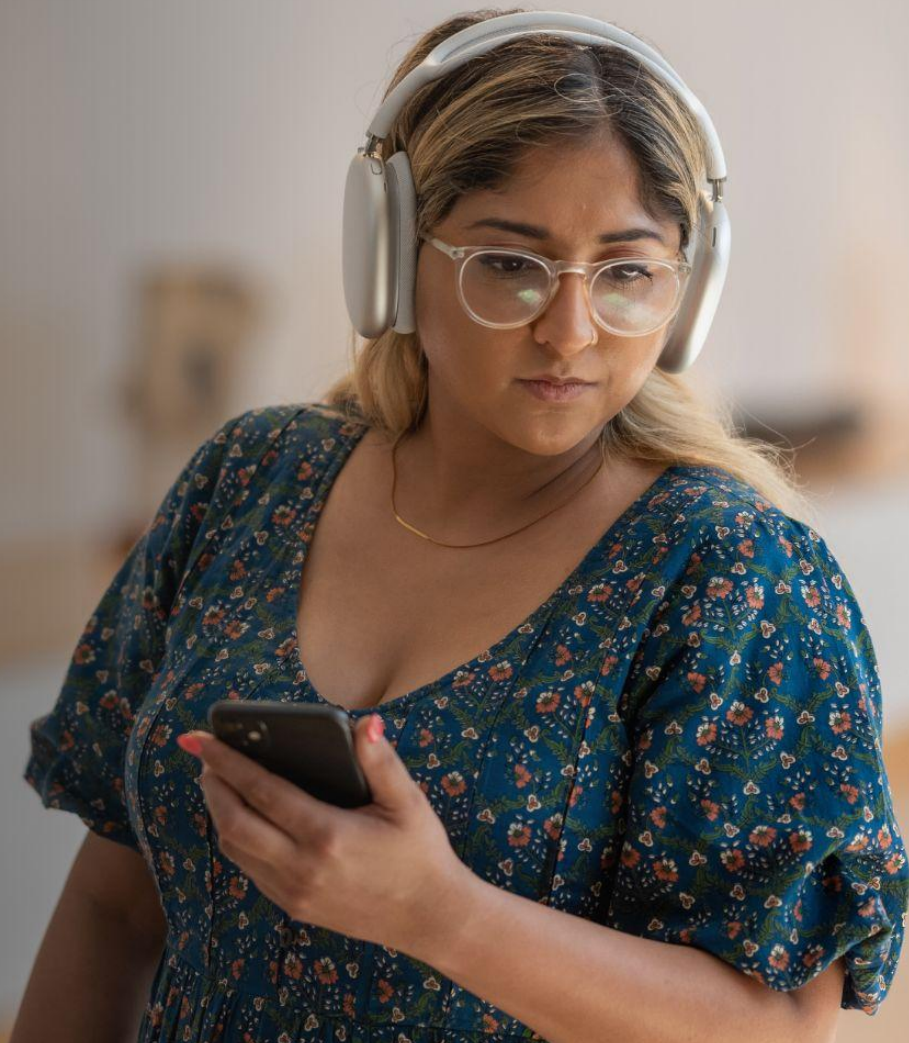


Bloomberg Connects

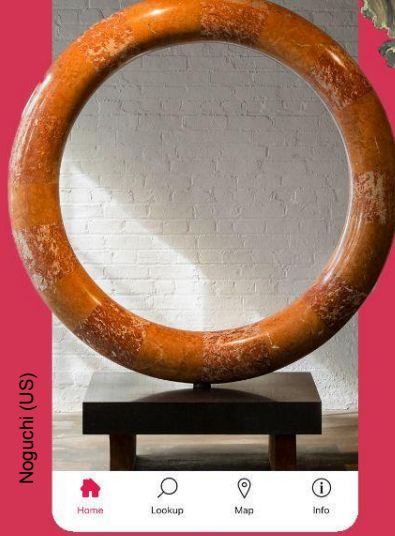
The free arts and culture app



“Everyone should have the opportunity to experience all that the arts have to offer, and technology can help make that possible by putting so much information right at our fingertips.”

- Michael R. Bloomberg

Noguchi (US)



Greenwood Art Project (US)



ICA Boston (US)



Silver Eye (US)



Wallace Collection (UK)



Rooted in Experience

1999



Bloomberg's support for digital initiatives starts with the Metropolitan Museum's *Key to the Met* Audio Guide

2007



Apple launches the iPhone, opening new pathways for visitor engagement



The first in a series of 17 digital partnerships with cultural organizations debuts at the American Museum of Natural History

2010



Bloomberg Connects app launches

2019



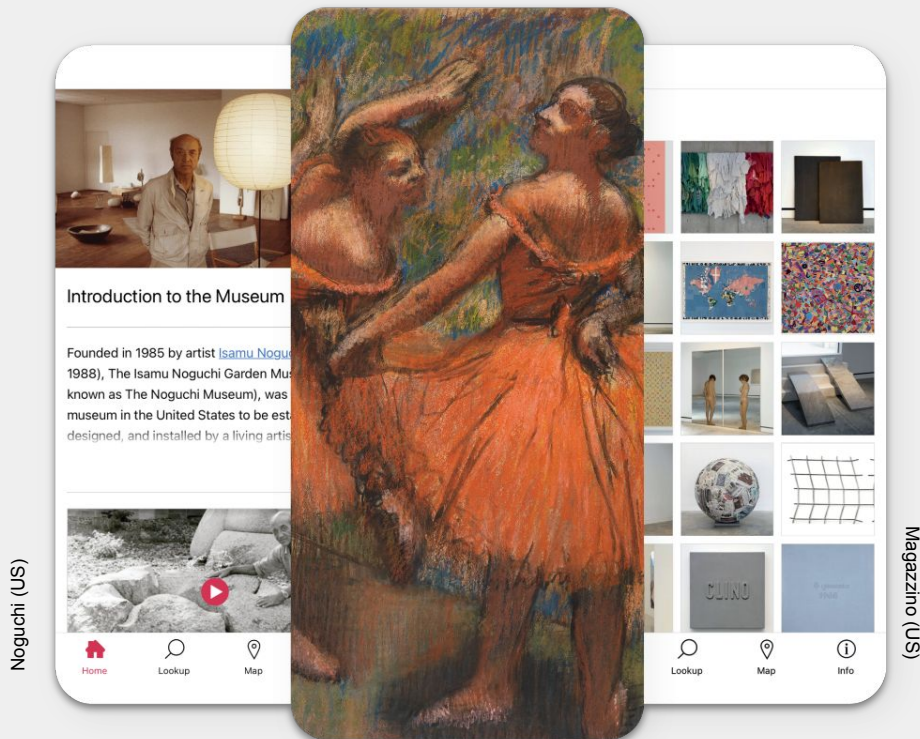
Bloomberg Connects grows in popularity and global scope

2023

The Bloomberg Connects app provides **free digital guides** to museums, galleries, gardens, public art, festivals, historic sites, and more, expanding access to arts and culture around the world.

With a clean design that showcases a wide range of content, and intuitive ease of use on both the app side and the backend, Bloomberg Connects has been built with collections of all kinds, visitors, and staff in mind.

The innovative portfolio design offers hundreds of institutions on one platform, giving you a powerful way to serve your audience, while also reaching a diverse and growing group of users.



The Burrell Collection (UK)

By the Numbers

Bloomberg Connects brings content from global cultural organizations of all sizes and disciplines to a rapidly expanding user base.

500+

Partner organizations from
25 countries on **5 continents**

3.4M+

Lifetime users

+103%

1 year user growth
Jun 2023 - Jun 2024

Users by region

31%

UK

7%

Europe



5%

Rest of the world

57%

US

Partners Include



HERMITAGE

Asphalt Art Initiative



מוזיאון תל אביב לאמנות



Tel Aviv Museum of Art



HIGH LINE

The Courtauld

HUNTINGTON



Jewish Museum

STORM KING
ART CENTER



NYC
HEALTH+
HOSPITALS



Artangel

Touchstones
Rochdale

The
Morgan
Library &
Museum

anne frank house

THE HISPANIC
MUSEUM & LIBRARY

HAMMER MUSEUM

MA



Whitechapel Gallery



The Aldrich



Turner
Contemporary



MISSISSIPPI
MUSEUM OF
ART



BROOKLYN
BOTANIC
GARDEN

The Kitchen

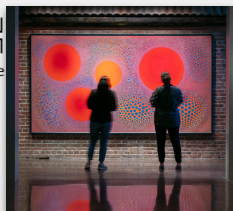
onal
atre

HAYWARD
GALLERY

ENHEIM

JUDD

ARTICHOK



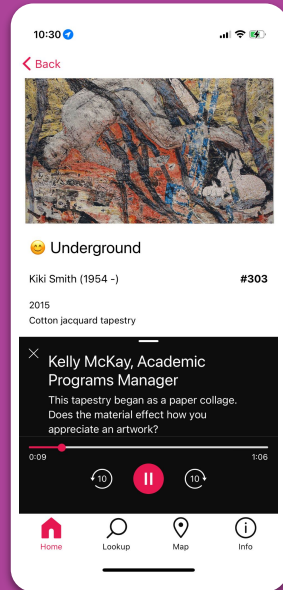
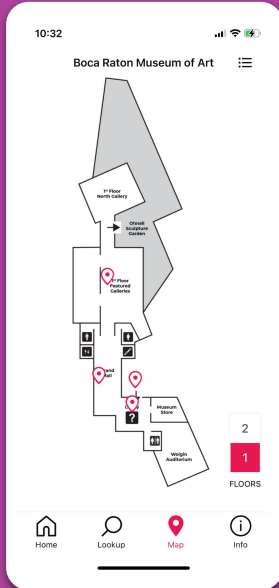
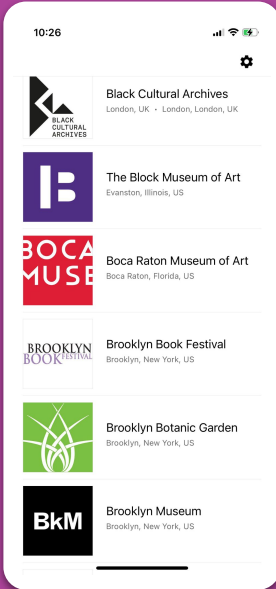
THE MORGAN
COLLECTION

FRICK MADISON

Silver Eye

GREENWOOD ART PROJECT





Appealing, Easy-to-Use Interface

**Bloomberg Connects brings your mission
to life for visitors, whether on-site or around the world**



Innovative portfolio design presents your organization as part of a global cultural community, yet allows for clear organizational branding, identity and messaging.



Maps and amenity information help users plan their visit and navigate on-site.



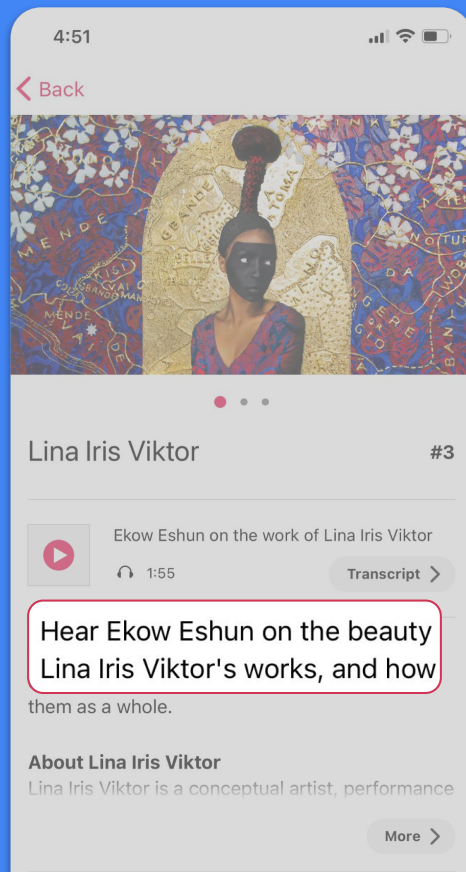
Audio and video allow you to offer expert insights to users while highlighting the unique voices of artists, staff and community.

Best-in-Class Accessibility



Affirms your commitment to a welcoming experience for all visitors

- Accessibility features include screen reader support, zoom, font size adjustment, transcripts, subtitles, alt-text, and more.
- Complimentary transcription services and expert guidance make accessibility simple.



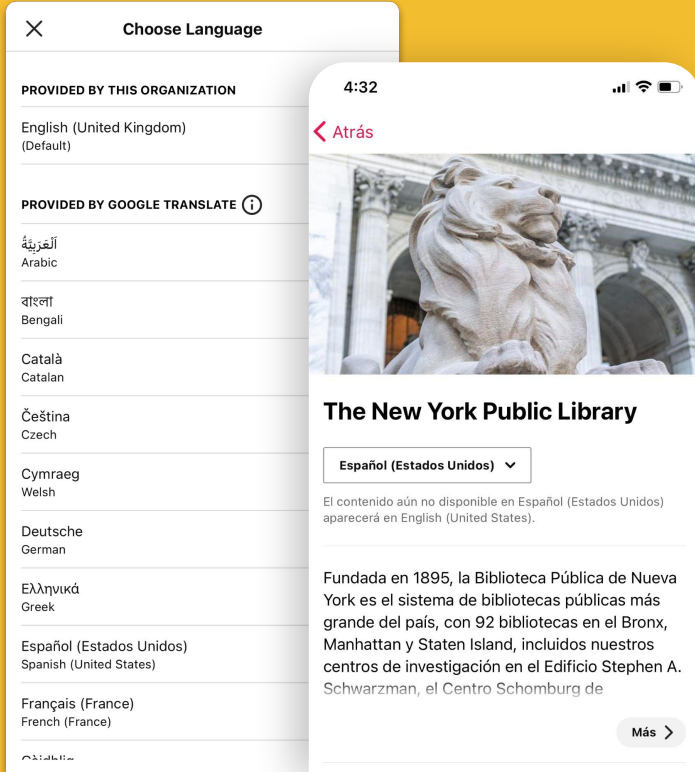
Hayward Gallery (UK)

Multilingual Support



Via human translation or Google Translate

- Multiple language options mean you can share content in your institution's key language(s).
- Language switching capabilities let you offer app users multilingual content created by your team and auto-generated translations from Google Translate.
- The app makes clear what content has been translated by your organization and what is being offered via Google Translate.



The New York Public Library (US)

Complements Your Strategy



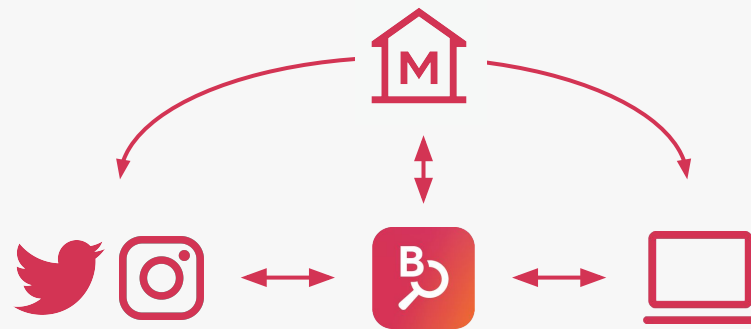
Bloomberg Connects fits seamlessly into your digital strategy. Draw from and reinforce exhibition, web, and social media messaging.



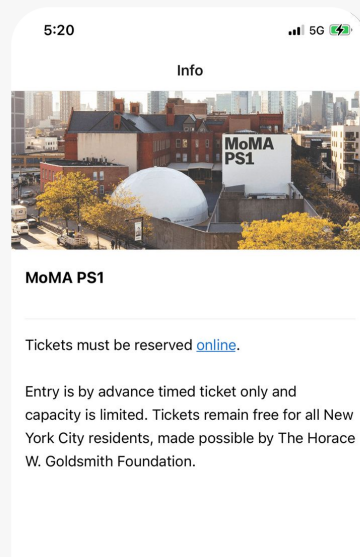
Link out to additional content to offer access to all your digital offerings

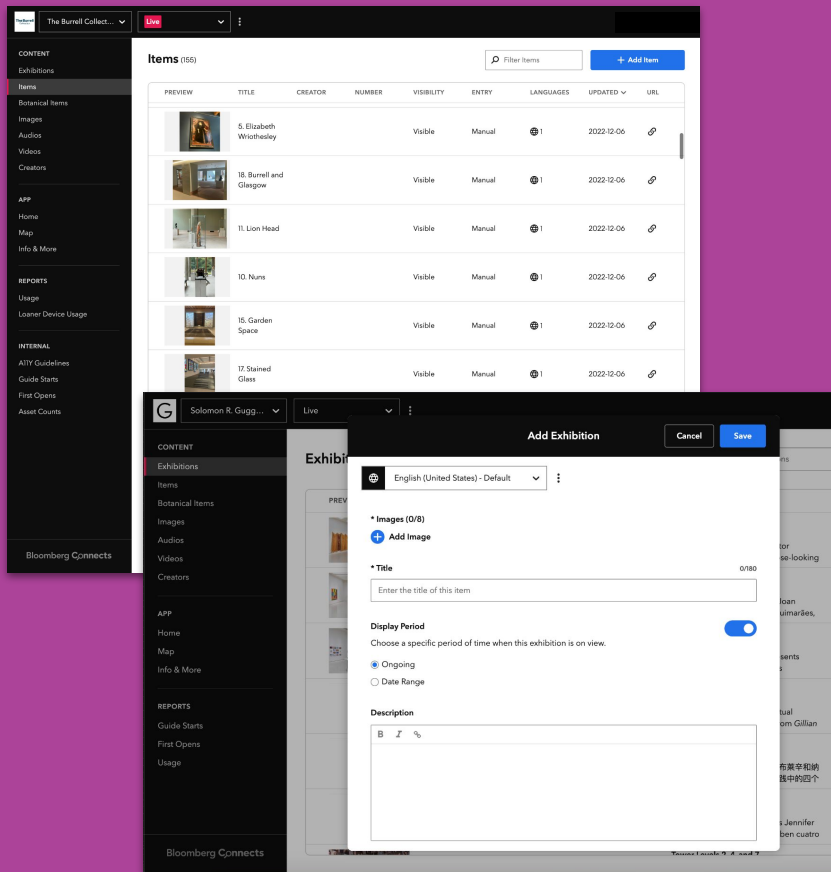


Drive traffic to your ticketing, membership, and fundraising platforms – providing a robust experience while maintaining data privacy.



MoMA PS1 (US)





Easy-to-Use CMS



- Bloomberg Connects has an easy-to-use web-based content management system (CMS)
- Online help and training is always available: [Preview it here.](#)
- Comprehensive training and support ensure your team can navigate the launch process with confidence; regular webinars ensure you're always up-to-date.
- Internal Mode lets you preview your content every step of the way

Driven by Data



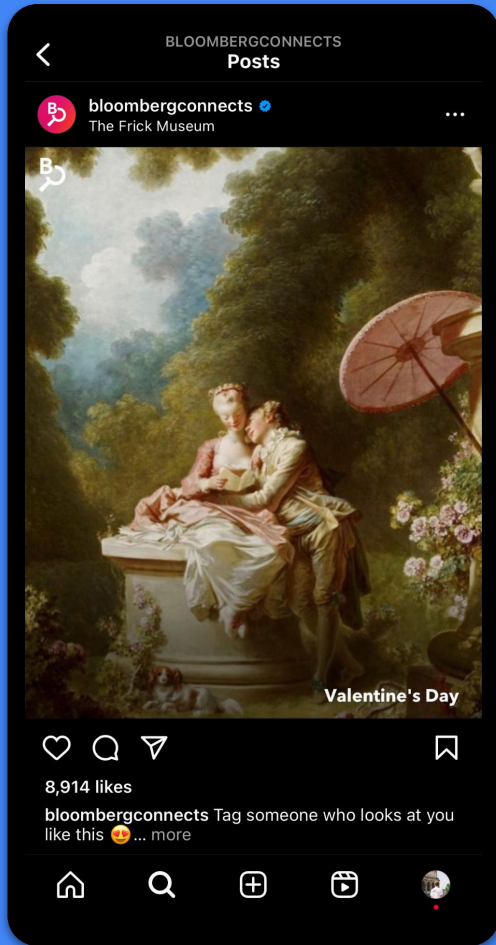
Big-picture and fine-grained reporting to guide content and marketing decisions

- Generate custom reports to see how your guide is performing, with engagement data on every piece of content
- The Connects team regularly shares insights from aggregate data for a field-wide perspective
- We provide marketing strategy and tools, with trackable links and QR codes for all materials, along with regular reports to help you understand what's working – and what's not

	A	B	C	D	E	F
1	title	type	duration	starts	completion	avg_play
32	Audio stop 136	audio	91	63	101	84.22321
33	Room 13	audio	143	931	1504	134.959
34	Audio stop 101	audio	97	538	494	86.064
35	Audio stop 135	audio	119	731	1004	104.2411
36	Audio stop 186	audio	102	764	1257	95.59424
37	Audio stop 181	audio	59	693	1202	56.37587
38	Audio stop 100	audio	51	602	568	45.97647
39	Audio Stop 109	audio	39	431	754	37.12974
40	Room 24	audio	226	1128	978	196.013
41	Audio stop 119	audio	89	415	581	80.39003
42	Audio stop 229	audio	82	412	676	77.5
43	Audio stop 232	audio	75	560	562	70.0173

	A	B	C	D
1	Start	2021-10-01		
2	End	2021-11-01		
3	Guide Starts	5077		
4	Unique Guide Starts	2806		
5	Lookups By Number	36781		
6	Users of Lookup By Number	1727		
7	Users of Map Tab	648		
8	Users of Show on Map	443		
9	Users of Image Pinch and Zoom	961		

	A	B	C	D	E	F	G	H
10	Impression	total	user	featured	featured	item	rela	item
11	Wisdom and Strength; The Choice Between Virtue and Vice	1999	1644	0	0	0	0	739
12	Portrait of a Man in a Red Hat	1981	1671	0	0	15	15	1440
13	French Sculpture (1775-90)	1930	1440	1781	1322	0	0	837
14	James Stanley, Lord Strange, Later Seventh Earl of Derby, with His Wife, Charlotte, and Their Daughter	1910	1631	0	0	0	0	453
15	Nicolaes Ruts	1906	1629	0	0	20	18	1616
16	Cologne, the Arrival of a Packet-Boat: Evening	1887	1564	0	0	44	42	198
17	Harbor of Dieppe: Changement de Domicile	1866	1594	0	0	42	39	637
18	Fragonard's Progress of Love (1790-91)	1848	1452	626	488	0	0	244
19	The Polish Rider	1833	1559	0	0	8	8	742
20	La Promenade	1832	1591	0	0	0	0	661
21	Bellini's St. Francis	1808	1439	948	775	0	0	55.5781
22	Genoese Noblewoman	1780	1546	0	0	25	25	
23	Italian Renaissance Portrait Sculpture (1470s)	1646	1201	1462	1074	0	0	
24	Italian Art (1510-70)	1637	1075	1349	845	0	0	
25	King Philip IV of Spain	1598	1366	0	0	6	6	
26	St. Jerome	1578	1370	0	0	7	7	
27	Vincenzo Anastagi	1573	1366	0	0	2	2	
28	Julia, Lady Peel	1568	1358	0	0	19	17	
29	Lady Anne Carey, Later Viscountess Clanboye and Countess of Clanbrassil	1536	1322	0	0	7	6	



Expert Help to Market Your Guide



- 24/7 paid and organic marketing campaigns help make sure that arts and culture lovers download the app and discover your organization.
- Our social media campaigns can amplify your efforts at key moments.
- Our team will work with you to make sure you have the best practices and tools to market your digital guide to visitors, whether they are on-site or virtual.



A Network of Cultural Colleagues

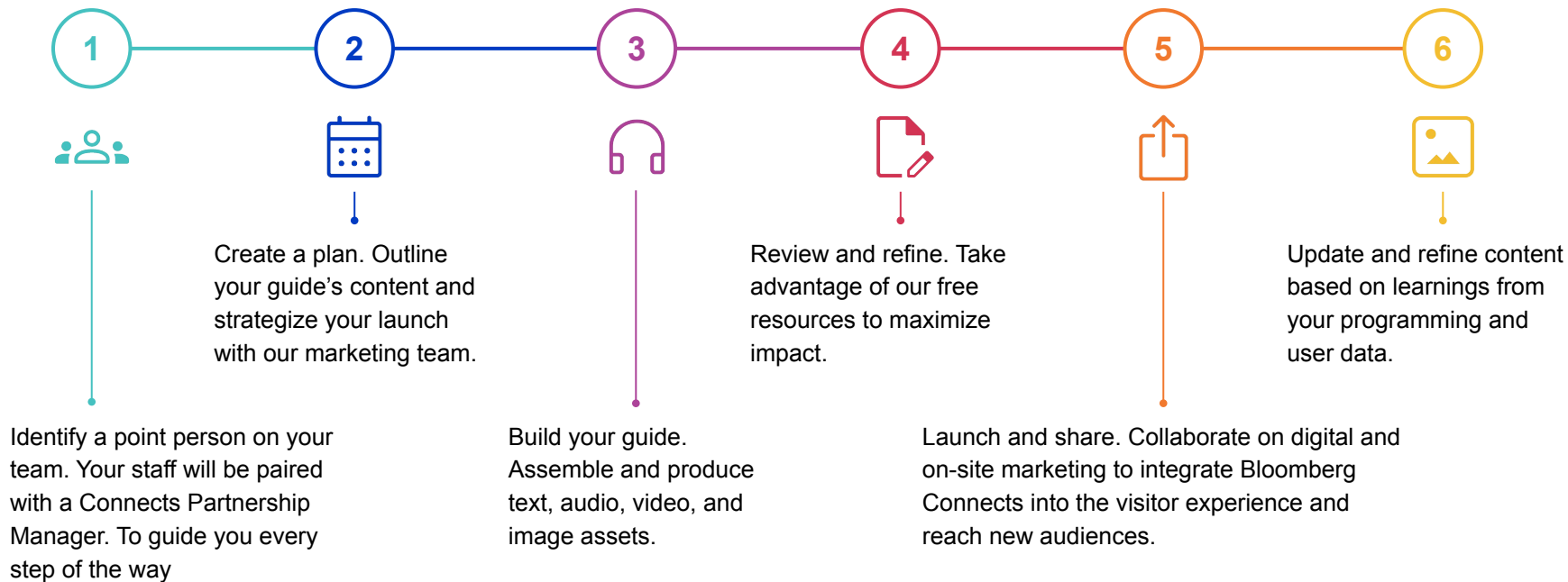


As part of the Bloomberg Connects portfolio, you are part of a vibrant and growing cultural community, sharing best practices and helping drive our field forward together.



Access a global network of cultural colleagues through our skill-building webinars, local meet-ups, Slack workspace, and more.

We're In! What's Next?



Our Commitment

Bloomberg Connects is a philanthropic partnership. We bring a dedicated, multi-disciplinary team to work with you every step of the way.

- **Ongoing Technical Support**
Engineers, UX designers and researchers work continuously to enhance the app experience
- **Research and Analysis Insights**
Data experts help develop best practices and suggest app enhancements
- **Content Support and Guidance**
Product experts and copy editors with deep knowledge of arts and culture can help train your staff and shape your story for the best possible guide experience
- **Marketing Services**
Designers, writers and strategists can help develop creative assets, provide planning guidance, or even handle printing and installation of materials
- **Global Promotion**
Our always-on advertising campaign is designed to bring new users to the app and our dedicated social media channels help us reach new audiences



Your Commitment

To ensure the app fulfills its potential for your organization, we ask that you:

- **Create Great Content**
Develop and continuously refresh engaging - and accessible - guide content
- **Project Leadership**
Identify core team members from various departments to work with our team before and after your launch
- **Share with your Audiences**
Leverage your marketing and communications channels to promote your guide for onsite and remote use
- **Make it a Core Part of the Visitor Experience**
Deploy on-site signage and other materials so visitors can easily access your guide





Rooted in Experience.

Bloomberg Philanthropies has been partnering with – and learning from – cultural organizations for 20+ years.



Driven by Data.

With real information on institutions and audiences, we know what works – and what doesn't.



Created for Culture.

Bloomberg Connects is an easy-to-use tool built in collaboration with organizations like yours to serve and broaden your audiences – not stress out your staff.