CMF FMC

CMF-DMMF Technical Sub-Committee Meeting
May 29th 2015 – Teleconference

Attendees:

Andrew Adamson, comScore   Kacey Cox, Mark Media Corp.

Christopher Berry, CBC   Catalina Briceno, CMF

Nicolas Antoine, SRC   Pierre Tanguay, CMF

George Del Prado, Corus Entertainment   Richard Koo, CMF

Jason Loftus, Mark Animation   Robert Blanchet, CMF

Khal Shariff, Project Whitecard Studios   Kelly-Ann P Jones, CMF

Josh Barkin, Stagename

Samir Elmasry, Splashworks

Overview

The Canada Media Fund ("CMF") convened a digital sub-committee meeting on May 29th 2015 to discuss the technical implementation of the CMF's Digital Media Measurement Framework ("DMMF"). This discussion was meant to examine in detail the technical aspects of the decisions tabled at the Digital Media Advisory Committee ("DMAC") meeting in October 2014. The main-topics covered were the implementation of the CMF smart-code, event based tagging including the various challenges surrounding video tagging, and the use of a CMF online form to validate tags.

Implementation of the CMF smart-code tagging system

It was emphasized that the DMMF requires that all projects financed by the CMF must be tagged separately and is user initiated. The smart-tag was created as a tool to map the data collected on each project to its appropriate finance year and criteria. With the exception of the Rich and Interactive media content type, all other financed projects are essentially classified as events. As such, the tagging must be implemented at the event level while Rich and Interactive media content types continue to be tagged at the site level. The sub-committee members had the opportunity to review and the smart-code system and there were no issues raised regarding the viability of this coding system.

Event based tagging

In large part, the discussion centered on the logistics of event based tagging of games, applications and video. It was agreed that games and applications were not challenging to tag at the event level. However, concerns were raised regarding the technical implementation of video tagging across various players. In order to gather the necessary top-level data from all videos financed by the CMF, and since

each event must be trigged by a user, a three-tiered approach was proposed in order to comply with the DMMF.

- Videos that are not embedded within an auto-roll playlist must be tagged at the event level.
- Videos in an auto-roll playlist can comply by creating absolute URL parameters within their playlists which would fire the required HTTP requests to ComScore.
- As a stop-gap measure, videos that are not able to adopt any of the approaches mentioned above should tag at the closest URL used to trigger the video. This alternate URL should not be tied to any other CMF financed events.

Sub-committee members expressed varied opinions with regards to the amount of time and staffing required to implement a video event tag. This was of special concern to CBC and SRC as their video players were created in-house and may require some customization.

In order to help determine reasonable timelines, CBC has volunteered to provide the CMF with a workload assessment based on their systems.

Online Form – Validating Tags

Previously generic tags were available on the CMF website for producers to implement on their various DM platforms without having to consult the CMF staff. However, staff found a variety of inconsistencies in the ComScore data after implementation. To rectify this situation, the CMF removed the ability to tag ad hoc and proposed an online form that would require producers to request their smart-tags prior to implementation. This new process is designed to accomplish the following:

Once a request has been submitted, CMF staff will confirm the intended location of the tag and provide the smart-code specific to the project as defined within the DMMF.

After implementation, CMF Staff will have the ability to immediately verify the location of the smart-code tag and validate that it is actively reporting to ComScore.

Following the sub-committee meeting, the CMF and ComScore has begun integrating the smart-code system and applicants are receiving their SDKs on a project by project basis. The online form is expected to be operational by fall 2015.