

CANADA MEDIA FUND

Digital Media Performance Measurement – Advisory Committee

Date: July 12, 2011

Subject: Notes from June 28, 2011 CMF Digital Media Performance Measurement Advisory Committee

Executive Summary

- Focus on 3 solid, standard metrics rather than 5 or 6 weak ones
- No reason not to replicate Average Minute Audience, i.e., THT that CMF uses to calculate TV audience success

Challenges

- reliability
- comparability
- trust issue at granularity level
- compliance with best practices and third-party audits

Metrics

- How to define? Need clarity on each of the definitions
- How to calculate?
- Is any traffic good traffic?
- Typology/categorization – genre, device, platform - interpretation
- What about weighting? Should be content-based
- Auto-start vs user-initiated
- “Absolutes” - numbers vs “relative” (percent)
- Each type of content requires its own key metric (how should these be integrated or aggregated)
- Semantics
- Apps – content or platform? Suggestion that an app is a platform
- Volume metrics vs reach metrics
- Avoid compound metrics
- Different metrics for mobile, online and console games, casual games; Games and apps – downloads vs purchase, free vs paid (mobile), web, web series, platforms, social network
- Different approaches for different sites
- Closed-apps vs browser-based
- Number of people exposed to content as a percentage of population availability in a given time period

Quantitative

- visitors
- unique visitors (total number of UVs, time per UV, weekly or monthly)
- returning visitors
- unique devices
- total visits
- reach (CMF does not rely on reach in TV audience success calculation, why use reach in DM?)
- streams
- page views (photo gallery will encourage lots of page views_
- video views

- game plays
- free vs pay (games and apps)
- duration (time spent, length)
- consumption, depth, increments (auto-roll vs user-initiated)
- loads, starts, launches, plays, key event, passive vs active
- interactions
- conversion (trial to purchase)
- monetization
- sales revenue \$
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Qualitative

- Engagement (social network, facebook, twitter)
- Recognition
- Press review

Comments :

1. Qualify the project.
2. KPI metrics: (quantitative) unique visitors, streams, total visits, (qualitative) engagement, recognition, press review

Question : many platforms = projects – do you consider adding up users?

Benchmarking

- qualitative? Yes/no
- typology/categorization – genre/platform (content type), “visibility”, audience
- weighting vs basic
- definitions, e.g. mobile, video, qualitative

KPIs

- social – how do we handle “sentiment”?
- reach – what is it? How to calculate?
- Duration, time spent, length
- Visits, visitors
- Consumption, depth, increments

1. Define – qualitative vs quantitative?
2. How to calculate? Weighting, UGC
3. Typology/categorization
4. Criteria: 80/20 rule

Top 5 KPIs

Group 1 – first breakout session

- audience engagement (qualitative); consumption (quantitative)
- engagement
- reach
- consumption (how many, how long per visitor)
- conversion
- monetization
- cross-channel influence
- campaign effectiveness

Different benchmarks required: genre, audience, weight factors

Engagement

- velocity (how current)
- recency
- frequency
- latency (time lag between visits)
- viral/sharing

Group 2 – first breakout session

1. Definitions e.g. mobile, VOD, etc.
 2. Delivery rules/mechanism/guidelines e.g. auto start vs user-initiated (better).
 3. Popularity – quantity – how many “viewers” – cross-platform
 4. Categorization – genre, device, platform; Metric or KPI vs how it is being used and/or interpreted.
 5. Quantitative and more integration of qualitative
 6. Relative (%) vs absolutes (numbers)
 7. Semantics
- duration/length: percent vs absolute viewing time
 - loads/starts/launch – completions do not work; broadcaster; games = purchase
 - UV/visits/interactions

Qualitative (rating/scores) – Csat and NPS – these will be reflected in visits

DC optimization – not CMF role/job.

Conversions – not about taking a specific action.

No demographics – strictly for marketers.

No social – these should be left to marketers to worry about

Less KPIs, e.g. focus on 3 solid, standard metrics, would be better than 5 or 6 weak ones!

Operationalize! Start somewhere! No compound metrics!

Group 3 – first breakout session

- Different metrics for mobile, online and console games; different approaches for different sites
- Typology of content – same metrics, same KPIs but weighted differently
- Total time spent, weight should vary, content-based
- Page views – very well defined
- Returning visits vs new visits

Two steps

- what are the key metrics for each type of content?
- How do you bring them together?

Qualitative

- intangible, forcing strategy on producers that will be irrelevant
- zero value in TV?
- Challenges
- reliability, comparability, diversity of content, i.e. apples and oranges, where is the technology, what is the measurement, volume metrics vs reach metrics, trust issue at granularity level, need compliance with best practices and audits

Reach metrics such as visitors

- too easy to game
- CMF does not rely on reach in TV, why use reach in DM?

Group 1 – second breakout session

Qualitative vs Quantitative

How much is too much measurement?

We don't want to impose tactics. Is any traffic good traffic?

Consumption (continued exposure/depth)

- a choice to interact
- duration
- total time spent vs %
- recency + frequency? (how much interaction over time)

Reach (first exposure/breadth)

- visits/visitors
- downloads/purchase
- number of people exposed to content as a percentage of population (availability) in a given time period

Velocity

- how current? Weighted measure?

Genre

- comparing apples to apples, use for benchmarking

Visibility

Categorization, e.g. free vs paid (mobile), console, games, social network, web, platforms, casual games, web series.

Track recency, frequency and latency over a specified time period (window).

Group 2 – second breakout session

Audience (demo/target)

- users

Reach

- UVs, Unique devices + visits: UVs cannot be cumulated, but visits can be cumulated

Time

- duration/length

Consumption

- interactions/events
- page views
- game plays
- video views
- VGC

Engagement

Games

- closed-apps vs browser-based (double counting?)
- gaming figures
- we are ok with duplicating/multi-points; duplicating is a concern only if you have to assess device isolation

How do we weight/compare same content across multi-channel vs 3 diff

Answer: CMF has a mechanism – Convergent

Typology, platform, TV, mobile, consoles, PCs

Genre

- irrelevant in Experimental
- let's consider only benchmarking and maybe adjustment in Convergent
- at the end of the day, is a matter of weighting

Group 3 – second breakout session

1. Typology
2. define
3. how to calculate

- A. Reach
- B. Duration (time)
- C. Visits
- D. Consumption
- E. Social

Types:

Videos, sites, games, database, e.g. weather, news, sports, also applies to docs (interactivity to learn more or dramatization of a historic event)

Apps – are they content or platform? Answer, an app is a platform, it is a conduit that brings the user to content.

Metrics

Videos/audio-visual

- there is no reason not to replicate Average Minute Audience, aka THT that CMF uses to calculate TV
- total number of UVs, time per UV

Site

- visits
- page views (e.g. photo gallery will encourage lots of page views)
- time spent
- UVs (weekly or monthly)

Games

- launches (plays)
- visits
- time spent
- key event
- UVs (weekly/monthly)

Database

- visits
- time spent
- key events
- interactions
- UVs (weekly/monthly)

Group 1 – third breakout session

Reach – this is a people metric

- total number of people exposed to content in a given period of time

Web

- visitors/visits
- rich media, such as video, game (first contact and/or depth of visit), collection of pages;
- Quarterly or annually, within limits of technology

Mobile

- Subscribers or users
- mobile apps (download vs usage)
- quarterly or annually, within limits of technology, needs a specified interval
- need to differentiate between mobile web vs apps.

Gaming

- gamers
- console, trial vs purchase (first contact and/or usage)
- quarterly or annually, within limits of technology, needs a specified interval
- need to differentiate between mobile web vs apps.

Consumption – this is a content metric

- total number of 1) interactions with the 2) content over a given 3) period of time

Web

- page views, events, video plays
- pages, videos, apps games, launches

Mobile

- apps launch
- events, video plays, game launches
- trials to purchase

Games

- passive vs active
- conversion of trials to purchases – however, unable to pull metrics from games, metrics may not apply.

Time (content)

- total time on website
- total time on games
- total time watching videos
- total time listening to videos

Active vs passive

Goal is to get content out to as many Canadians as possible – audience size is not weighted, to compensate for reach and consumption.

Group 2 – third breakout session

Reach

Browser (iTunes is browser whereas mobile app is web)

- visitors
- users
- viewers (for videos only – Netflix, Youtube etc.)

Module

- downloads
- visitors
- users

Games

- users

Consumption – auto-roll vs user-initiated

Web/online

- # of interactions
- Page views
- Playtime
- UGC – social media, not marketing, IP only
- Qualitative
- Debate of monetization and product development
- Experimental only?
- Do not collect – Browser stats, Operating systems, or geography (region)

Module

- playtime
- downloads
- free vs pay
- conversion rate
- visits (?)
- sales \$
- do not collect – Operating systems, or geography (region)

Games

- plays
- downloads
- virtual goods
- playtime (duration?)
- free vs pay (conversion rate)
- sales \$
- Do not collect – geography (region)

Video

- # streams
- Time spent (duration)
- Abandon rate from segments/episodes (retention) – these are available but not relevant
- Do not collect – geography (region); keep TV online views separate from original online content

Group 3 – third breakout session

Video/audio	Game	Other online
Time spent		
Unique visitor		
Visits		
Video views	Game plays	Page views/events
Returning visitors		

Total number of devices accessing content

- Unique visitors summed across devices for a given project

Usage

- amount of usage and time spent accessing content
- video views, game plays, page views