

CANADA MEDIA FUND

Digital Media Performance Measurement – Advisory Committee

Date: July 12, 2011

Subject: CMF Digital Media Performance Measurement Advisory Committee – Next Steps

To come up with a baseline measurement system**, the CMF will need to:

- 1) Define standard **METRICS** that will be used in KPI formulas (focus on 3 solid, standard KPIs rather than 5 or 6 weak ones)
- 2) Create a **TYOLOGY** of projects (based on platform or content type)
- 3) Determine the appropriate **WEIGHTING** for each metric according to the specific platform or content type, *or* create an equivalency to the TV metric **of AMA** (Average Minute Audience)

** Ultimately, the measurement system should allow the CMF to begin a **BENCHMARKING** process that will lead to a better understanding of how to define success in DM projects as well as establishing cohesive and equitable standards for Envelope Allocations based on DM success factors.

CMF Proposal on Digital Media Performance Measurement Metrics:

Quantitative metrics have been identified in 2 categories:

1) REACH can be defined as “Unique visitors summed across devices for a given project and for a given period of time”

Proposed metric(s):

- Unique Visitors *or*
- Number of downloads

2) CONSUMPTION or USAGE can be defined as “Total number of interactions and time spent with the content for a given period of time”

Proposed metric(s):

- Time spent (on the entire website? on the main section, or on the individual CMF-funded sections playing games or watching videos)
- Visits
- Video views – Game plays – Page views
- Returning visitors

Qualitative metrics:

The group rejected the idea of establishing a baseline set of qualitative metrics for the different types of projects because:

- qualitative metrics tend to be less tangible;
- may vary a lot between different types of projects/content
- potentially forcing a strategy on producers that might be irrelevant to the DM project
- engagement is difficult to capture as it happens on-site; outside the site (social networks for instance) and offline.
- is not used by the CMF in qualifying TV performance and audience success (at least in the PE calculations)

Nonetheless, based on further discussions, the CMF proposes to capture some type of “qualitative” aspect** to the DM projects by requesting producers to report on:

- Engagement (defined by Social behaviour and Participation behaviour)
- Recognition (defined by nominations and Prizes)
- Impact (defined by user’s satisfaction; transfer and employment/wages metrics)

** These elements will be tested on completed CMF-funded DM projects and the results will be thoroughly examined, during 2011-2012; before the CMF recommends to its Board the implementation of one or more new DM performance factors to be included in the Performance Envelope allocation process in 2012-2013.

July 12th 2011 Digital Media Advisory Committee agenda:

1) Comment and discuss on these topics:

- Proposed metrics (quantitative and qualitative) and adopting definitions.
- Weighting factors per content type: what should they be or how many apples does it take to compare to an orange?
- How to establish an equivalency to AMA
- Next steps ** (see below for details): we should create working committees, based on specific themes, that will meet over the next six months to conduct testing on existing DM projects and to pursue the iterative work.

2) Based on the June 28th working session and notes, discuss the two models of reporting grid (from Quebec measurement committee and the interim model proposed by the CMF)

** Note:

- Next steps (after July 12th 2011):
 - o Should we be expanding our consultative scope and invite wider input? (e.g. from outside parties; for instance on the broad Social Media monitoring issue) ; Should we be creating smaller and permanent working committees based on these themes:
 - Tools to collect data; best practices and third party audits
 - Establishing Weighting factors
 - Benchmarking system
 - PE calculation factors for DM components
 - Social media Monitoring - How should the CMF proceed
 - VOD tracking; Rentrak and solicit industry collaboration