

# CMF Workshop

Digital Media Performance Measurement Advisory Committee

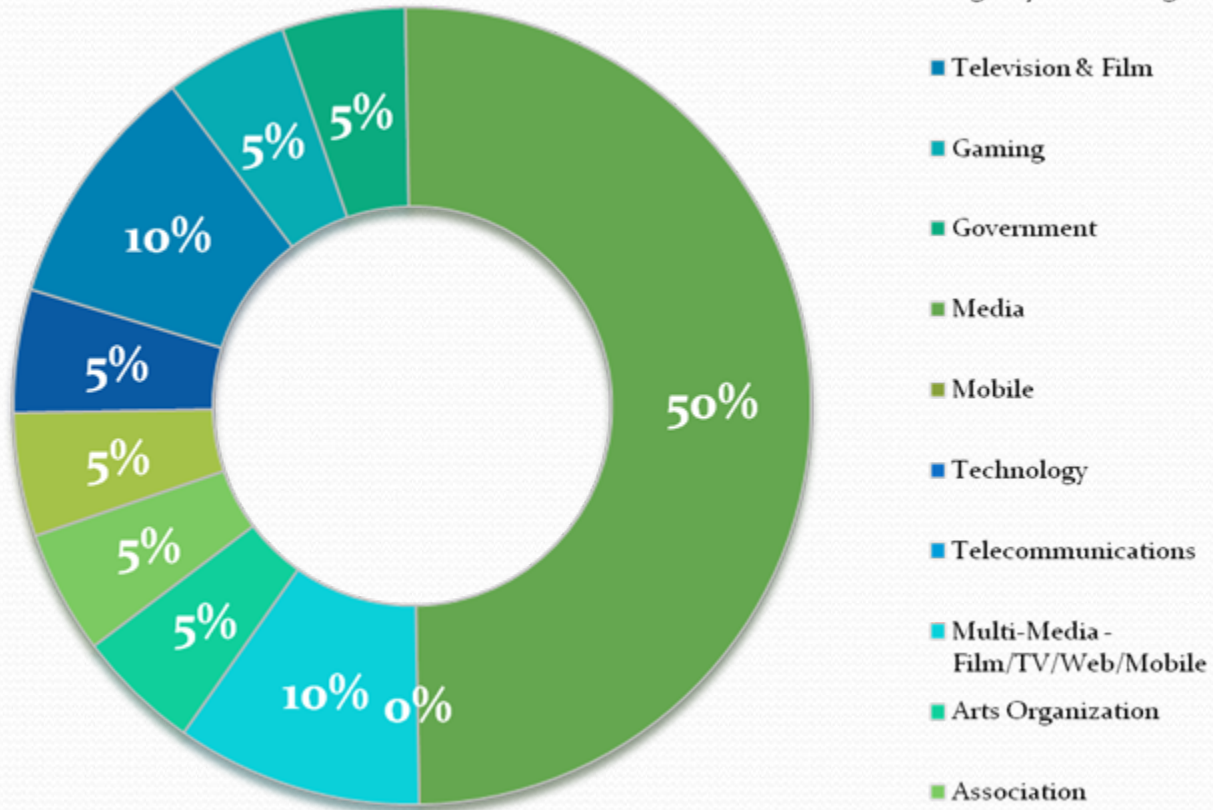
June 28<sup>th</sup>, 2011 in Toronto

Online survey results and workshop agenda

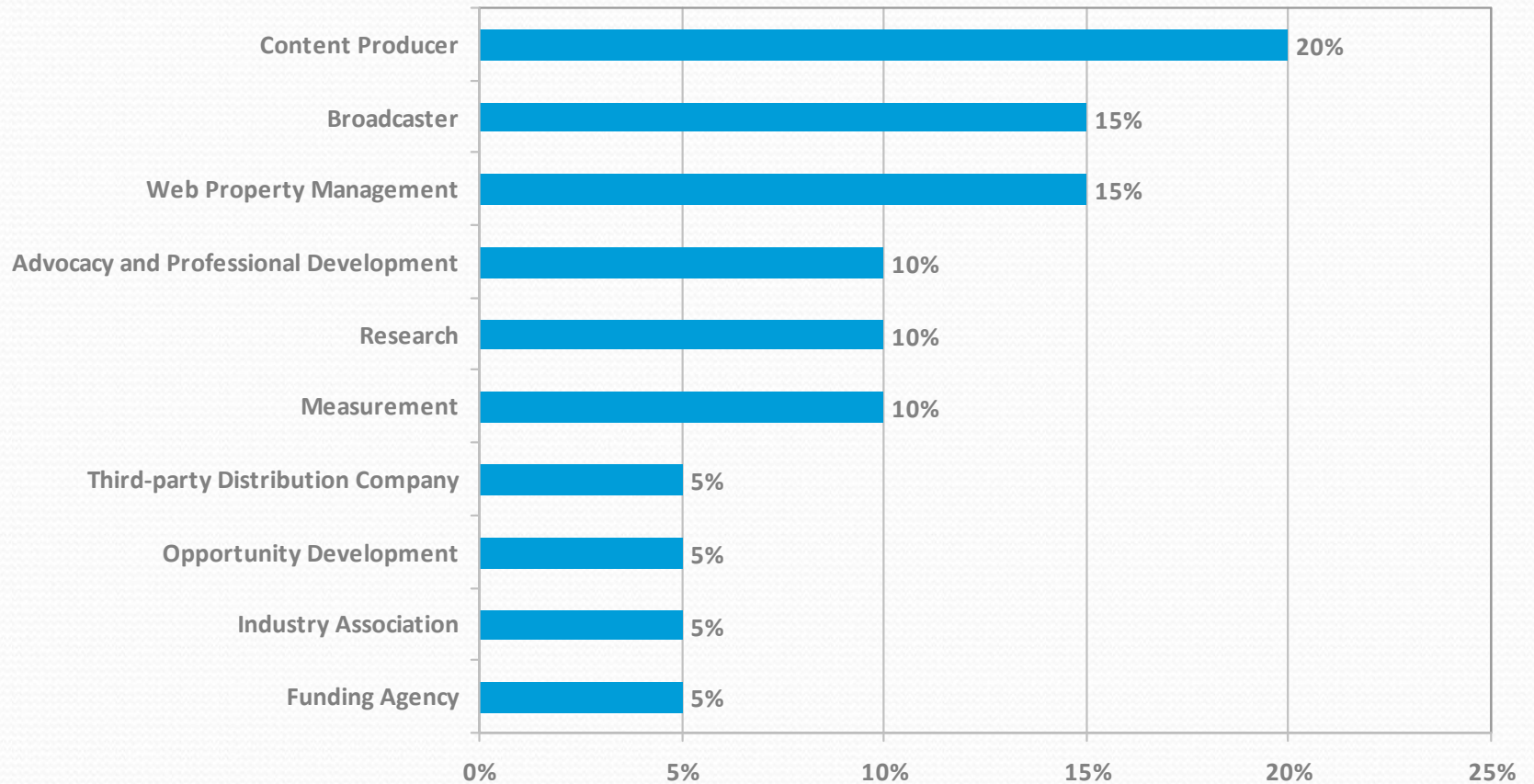
# Online Survey Details

- Tool:
  - Survey Monkey
- Fieldwork Dates:
  - Thursday June 23, 2011 through Monday June 27, 2011
- $n$  (sample size)
  - 16 respondents (out of 18 participants at the CMF DM measurement advisory committee)

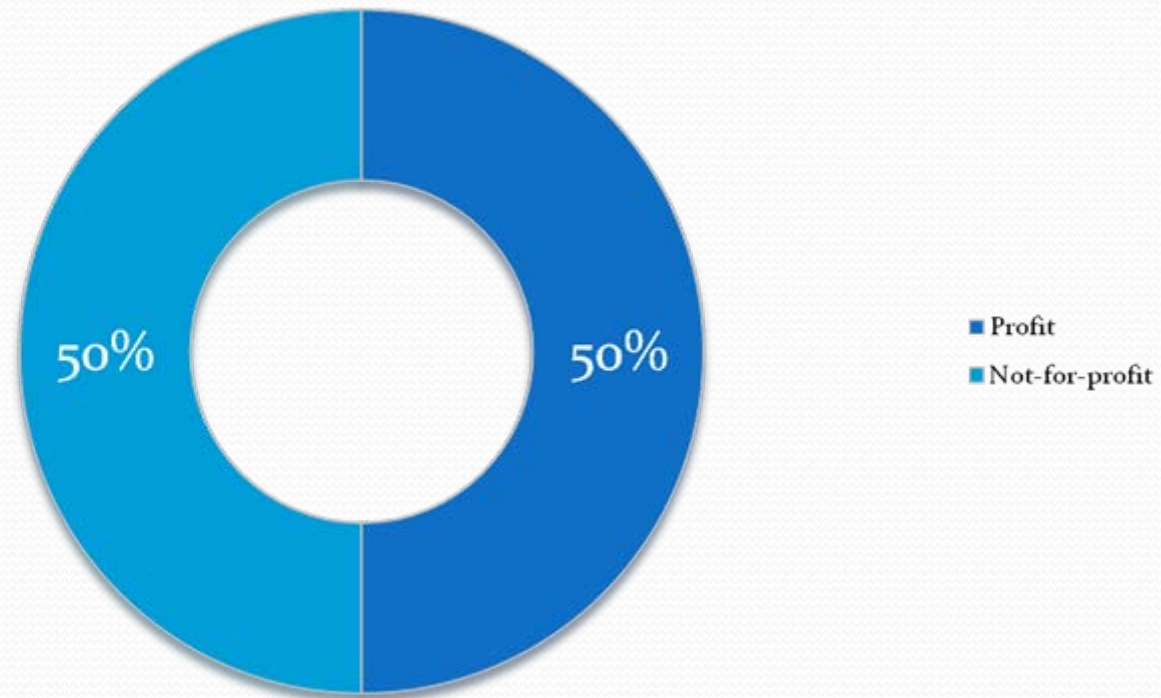
# Please tell us your Industry:



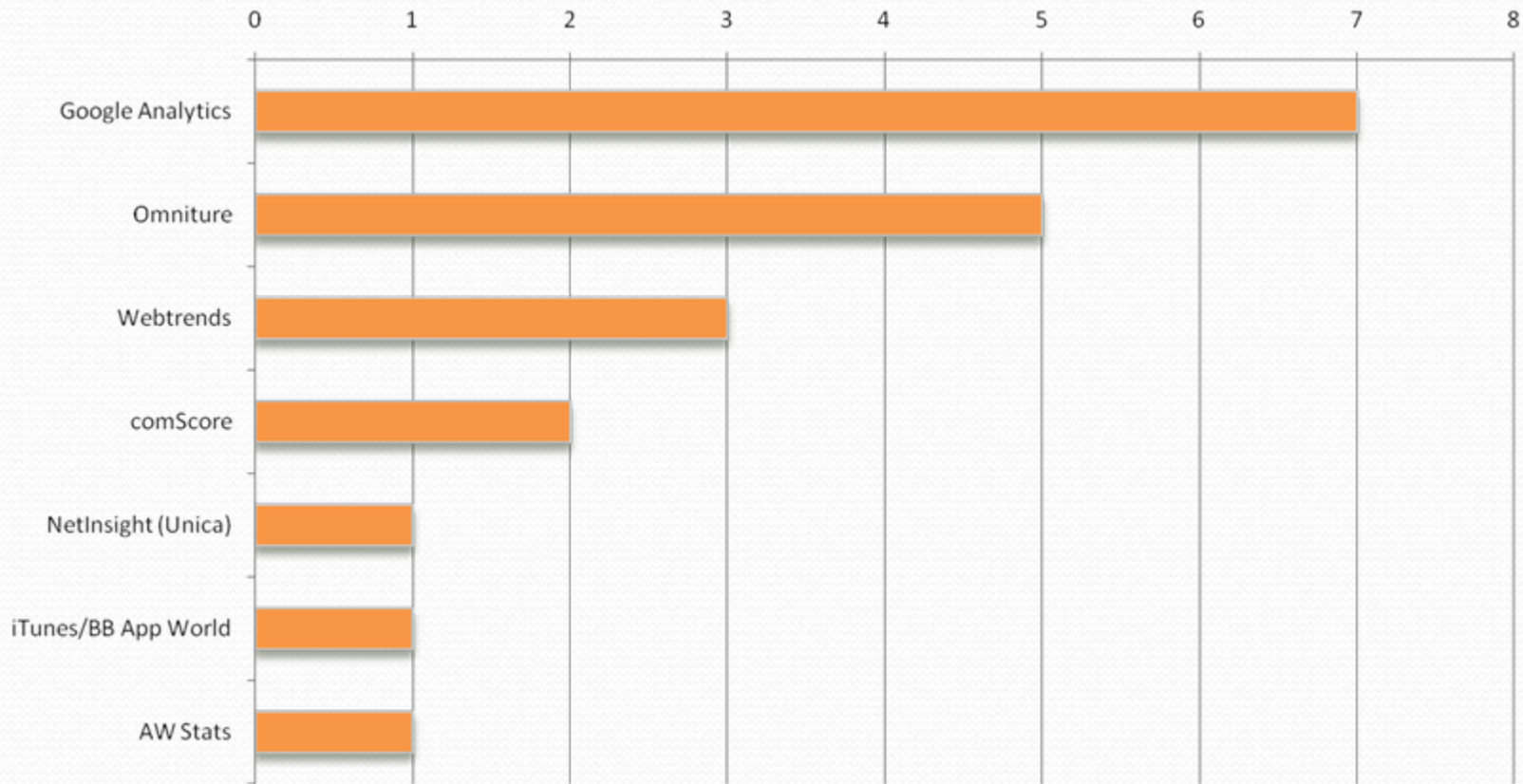
# Please tell us your primary role/responsibility:



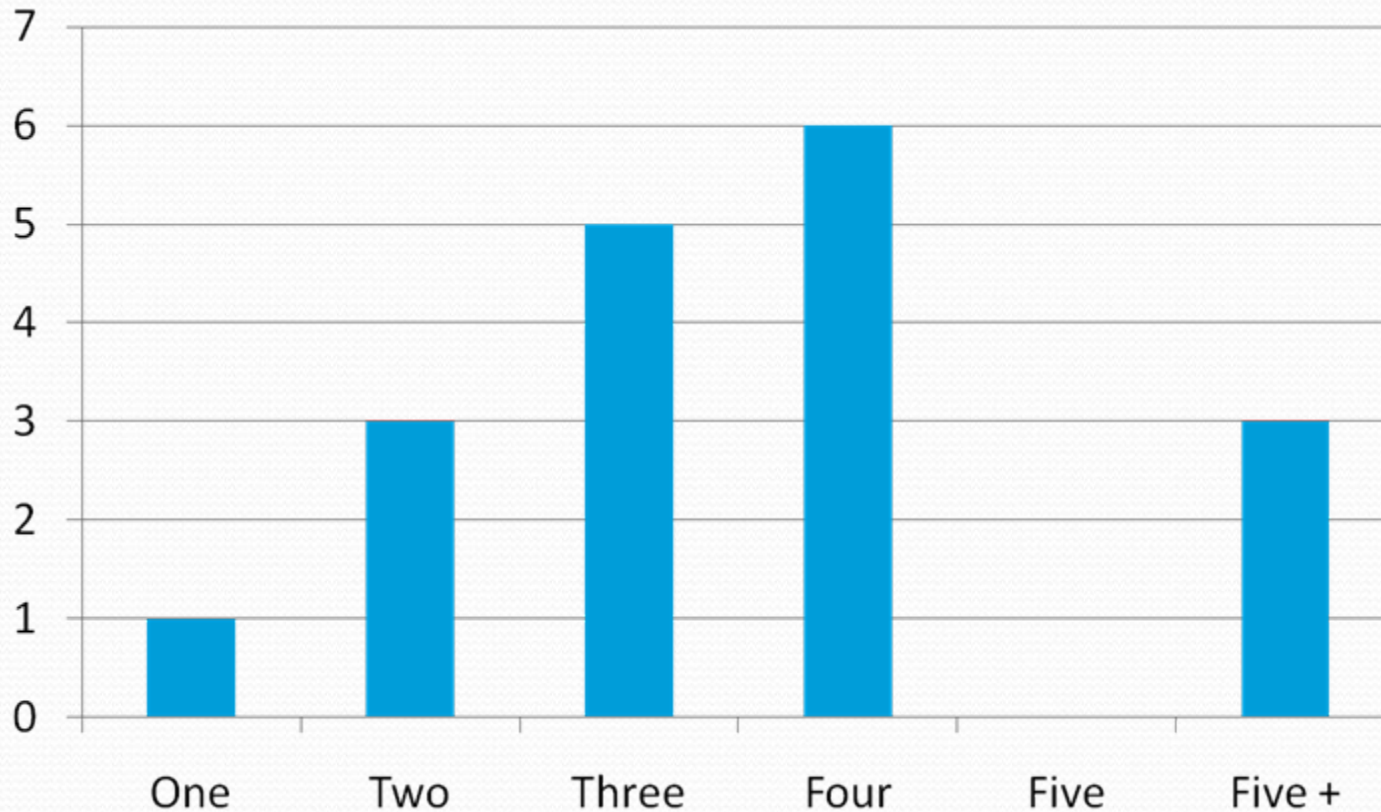
# Which option best describes your organization:



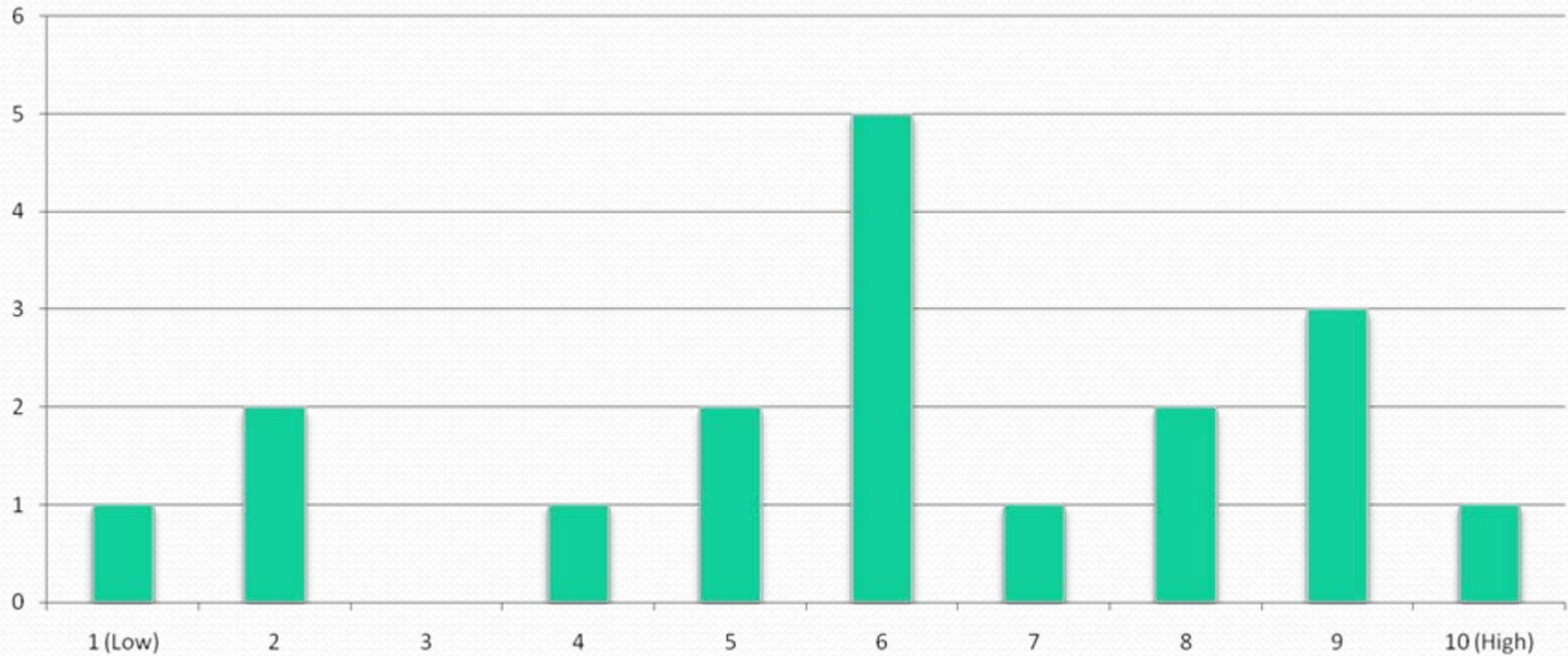
# Who is your primary analytics vendor for digital media:



# How many sources do you currently pull/integrate data?



On a scale of 1 - 10, how would you currently grade your internal digital media measurement capabilities?



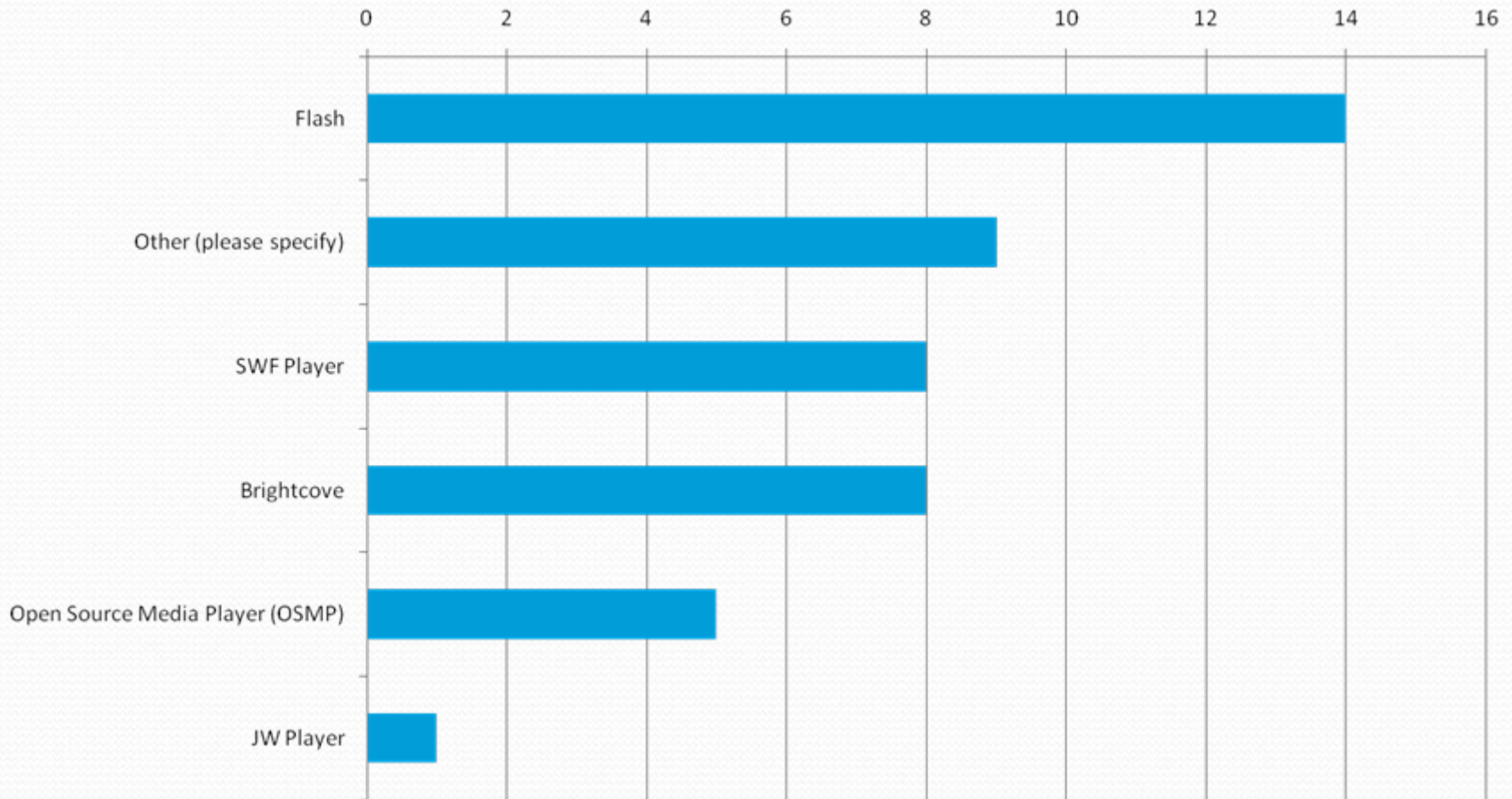
**Avg. = 6.06**



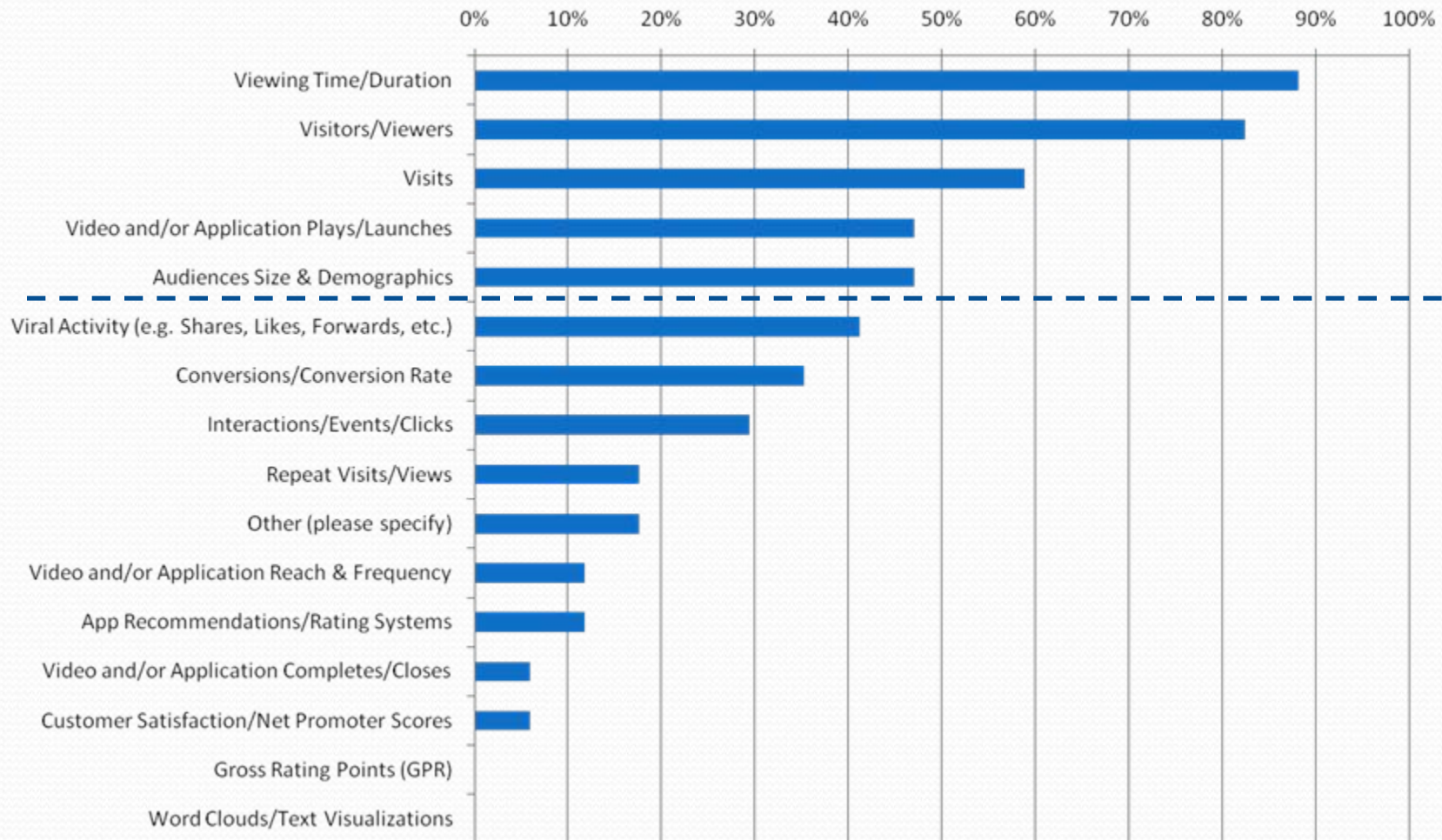
How would you describe your current levels of DM consumption across each of the channels listed below?

Answer Options	Low Consumption	Medium Consumption	High Consumption	Rating Average
Social Media	2	8	7	2.29
Company Website	3	8	6	2.18
Mobile	6	3	8	2.12
Partner/Affiliate Sites	4	9	4	2

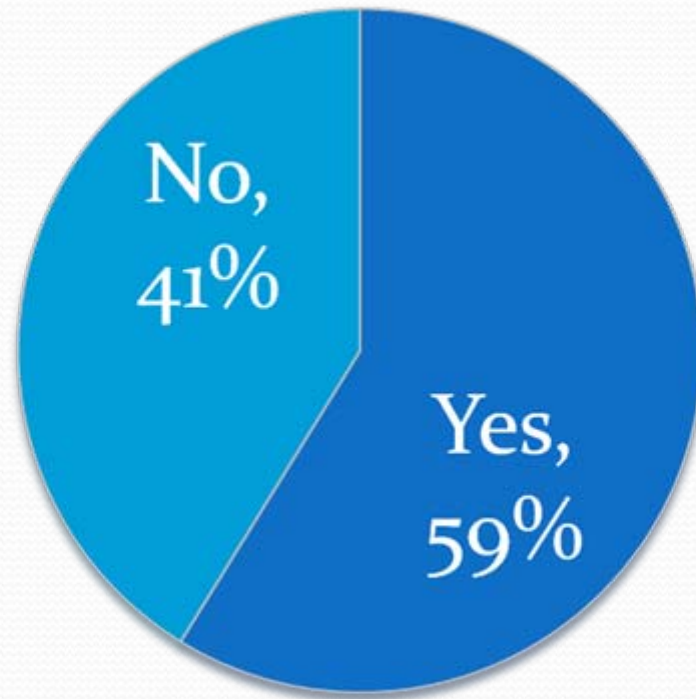
# What video applications/playback methods do you currently employ?



# Top 5 baseline metrics currently being used in your KPI formulas to measure digital media consumption?



Do you currently measure some form of customer “engagement”?



# Do you currently measure some form of customer “engagement”?

## Open Field Comments: (if “Yes”)

We are developing a **social media engagement metric** and for traditional website activities have used an **engagement index** in the past which looked at pages/visit, time spent, bounce rate and return visits

**Minutes per viewer/visitor, video views/page views per visitor.**

We do reports that **combine standard web metrics** to do a **portrait of specific usage of our sites**. According to results we go deeper on **specific metrics to adjust our strategy**.

**Not in an institutionalized way.**

We use a **combination of standard web metrics**.

**Visit, duration, event** (sales, participation, etc)

When they come to the **site/game**, do they stay and interact with it, or do **they bail after 30 seconds**.

If they **stay longer than 30 seconds**, what are they doing while they stay, something more than checking out the next broadcast time or show information (ie - brochureware-level info) or are they actually interacting with the original content?

# How important is the management of each issue below to the successful development of a common digital media measurement framework?

Answer Options	1 (Low Importance)	2	3	4	5 (High Importance)	Rating Average
Trust	0	1	1	4	10	4.44
Clear KPI definitions	0	0	4	5	7	4.19
Content-specific & channel classifications	0	1	2	8	5	4.06
Constant Industry flux	0	2	1	7	6	4.06
A unified measurement methodology (e.g. mix of qualitative/quantitative & panel/tagging methods)	1	1	1	8	5	3.94
Policy/Governance	1	4	3	2	6	3.5
Other (please specify)	Other (please specify)	Other (please specify)	Other (please specify)	Other (please specify)	Other (please specify)	2

There are a lot of challenges with different source information and whether there is a standard. But different projects and user profiles would define different KPIs and it will be difficult to standardize.

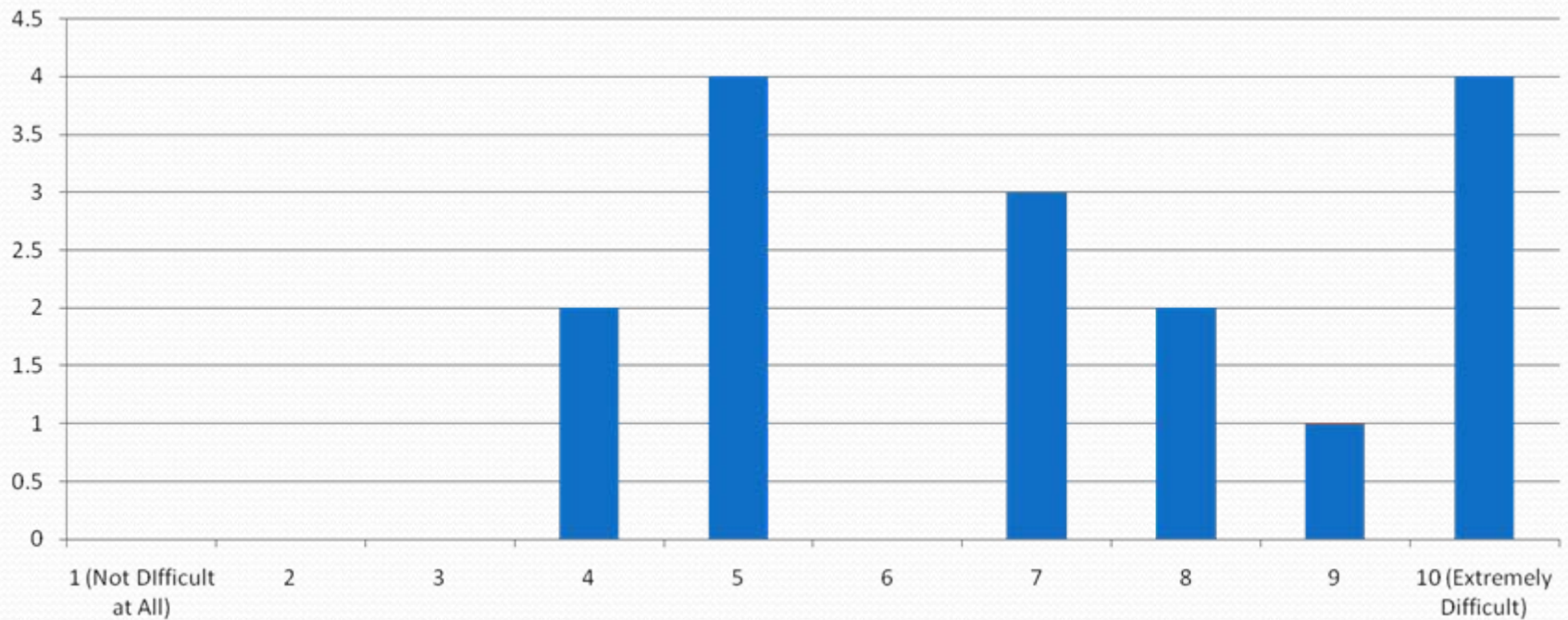
Ensuring the relevance of the metrics on the projects the CMF contributes to. While it is important to meet the needs of Cabinet, there has to be some sort of a happy medium where we aren't all checking boxes and instead contributing to meaningful data collection. IDM business models and methodology behind determining success is complicated and very unlike film/tv. Flexibility will be key.

# On a scale of 1 – 5, with 5 being the highest/most challenging, what have been your biggest measurement challenges in the last 12 months?

Answer Options	1 (Low)	2	3	4	5 (High)	Rating Average
Fragmentation of devices, platforms, and programming languages	1	1	3	6	5	3.81
Aligning cross-channel/media efforts	0	2	4	6	4	3.75
Data integration	0	3	5	4	4	3.56
Lack of clearly defined KPIs	0	2	9	3	2	3.31
Poor data quality	0	3	7	4	2	3.31
Lack of analytics expertise	4	3	3	3	3	2.88
"Canned" reporting limitations	2	5	5	2	2	2.81
Data overload	2	7	2	3	2	2.75
Other (please specify)	Other (please specify)	Other (please specify)	Other (please specify)	Other (please specify)	Other (please specify)	1

Lack of industry agreement on same measurement

On a scale of 1 – 10, 10 being the highest, how difficult do you think it will be to establish a common measurement grid for CMF?



**Avg. = 7.13**



# Please complete the following sentence, the CMF Advisory Workshop on June 28th in Toronto will have been a tremendous success if...

we really understand the challenges of measurement.

participants come away with a **common language and framework** for understanding what and how we will measure.

**we keep it simple!**

we can agree on a **clearly defined set of next steps and a realistic timeline** to achieve those steps.

we agree to start **on a few and simple KPI's**.

players develop a **common understanding of the problems facing the industry**.

the advisory committee can come to an **agreement with regard to what baseline analytics to measure**.

**the solution is simple.**

... the various viewpoints presented can **be consolidated into a cohesive set of requirements** suitable for implementation planning and deliverable scheduling.

we come to a **productive, go forward conclusion other than "this is impossible"**.

everyone has a **common understanding and needs**.

**participants openly share knowledge** and are **willing and ready to adopt common measurement standards**.

it manages to **acknowledge the complexity of the task**.

# Workshop Schedule + Guiding Objectives

Time	Agenda	Objective
9 - 10am	<p>Introductions (Stéphane, Julie, Catalina &amp; Robb) – 15 mins</p> <p>Survey results overview - 30 mins</p> <p>Group breakout introductions - 10 mins</p> <p>Q&amp;A - 5 mins</p>	- Set the tone for the day and make sure all workshop participants are clear on how the day will unfold, how breakout sessions will be managed and, finally, what we expect in term of goals and objectives for the day.
10 - 12pm	<p><b>Group breakout session #1 (KPI definitions &amp; framework)</b></p> <ul style="list-style-type: none"> <li>- 3 x Mini-Group brainstorm/negotiation breakouts - 60 mins/each group</li> <li>- Boardroom re-group - 60 mins               <ul style="list-style-type: none"> <li>- Each Mini-Group presents their results (10 mins each x 3 = 30 mins)</li> <li>- Advisory Committee discussion of Mini-Group results (30 mins)                   <ul style="list-style-type: none"> <li>- Surface consensus areas + isolate "pain points"</li> </ul> </li> <li>- Set next breakout topic</li> </ul> </li> </ul>	- What are the Top 5 KPIs to be used for the measurement of DM consumption and audience engagement? What metrics should be used to calculate each KPI? Is there a best mix of qualitative and quantitative data? Finally, is an overarching framework required to roll KPIs up into different categories and ensure apple-to-apple comparisons across media types/formats and channels?
12 – 12:45pm	<b>Lunch</b>	
12:45pm - 2:30pm	<p><b>Group breakout Session # 2 (Topic TBD - Iteration based on Session #1 Results)</b></p> <ul style="list-style-type: none"> <li>- 3 x Mini-Group brainstorm/negotiation breakouts - 40 mins/each group</li> <li>- Boardroom re-group - 50 mins               <ul style="list-style-type: none"> <li>- Each Mini-Group presents their results (10 mins each x 3 = 30 mins)</li> <li>- Advisory Committee discussion of Mini-Group results (20 mins)                   <ul style="list-style-type: none"> <li>- Surface consensus areas + isolate "pain points"</li> </ul> </li> <li>- Set next breakout topic</li> </ul> </li> </ul>	- To build on progress from Group Breakout Session #1, re-focusing on measurement issues where groups are unable to arrive at required consensus and/or time is best spent on further refining details needed to move the committee closer towards realizing a common measurement framework.
2:30 - 2:45pm	<b>Break</b>	
2:45 - 4:15pm	<p><b>Group breakout session #3 (Topic TBD - Iteration based on Session #2 Results)</b></p> <ul style="list-style-type: none"> <li>- 3 x Mini-Group brainstorm/negotiation breakouts - 40 mins/each group</li> <li>- Boardroom re-group - 50 mins               <ul style="list-style-type: none"> <li>- Each Mini-Group presents their results (10 mins each x 3 = 30 mins)</li> <li>- Advisory Committee discussion of Mini-Group results (20 mins)                   <ul style="list-style-type: none"> <li>- Surface consensus areas + isolate remaining "pain points"</li> <li>- Collect final thoughts/opinions from advisory committee</li> </ul> </li> </ul> </li> </ul>	- This session follows the same general iterative format of the first two sessions. However, breakout groups will be asked to reach a final outcome based on the action items surfaced by committee members across the first two sessions.
4:15 - 4:30pm	<b>Break</b>	
4:30 - 5pm	Recap & session Close	Recap progress made during the day. Discuss next steps.

## Breakout session – guidelines

- ▶ The flow of the day is iterative – we collectively move forward based on progress made as a group.
- ▶ Break-out groups are meant to address DM measurement “problem spaces” - think outside-the-box to re-frame issues.
- ▶ Start simple and find common ground – then move forward
- ▶ Don’t let technology issues prevent progress (note concerns and move on!)
- ▶ At the end of each session be prepared to share your results with larger group. List top 3 action items and why? (good or bad, but be concrete and clear)
- ▶ Each group should assign at least one Group Leader to present results after each session.
- ▶ Be innovative! Move forward! Have fun!

## Quote

*“Innovation comes from people meeting up in the hallways or calling each other at 10:30 at night with a new idea, or because they realized something that shoots holes in how we’ve been thinking about a problem. It’s ad-hoc meetings of six people called by someone who thinks he has figured out the coolest new thing ever and who wants to know what other people think of his idea. And it comes from saying no to 1,000 things to make sure we don’t get on the wrong track or try to do too much. We’re always thinking about new markets we could enter, but it’s only by saying no that you can concentrate on the things that are really important.”*

- Apple CEO, Steve Jobs