

Digital Media Performance Measurement Framework

Advisory Committee Report Executive Summary

Over the course of 2011, the Canada Media Fund created—in partnership with industry stakeholders—a **Digital Media Performance Measurement Framework** designed to measure the performance of the digital media (DM) projects funded through the convergent and experimental streams. This executive summary covers the objectives, process, and results of this effort.

Objectives

- To provide a **harmonized set of metrics** and **key performance indicators** (KPIs) to measure the success of digital media projects funded by the CMF across all relevant platforms, for both the convergent and experimental streams.
- To address an **obligation arising from the CMF's Contribution Agreement** with the Department of Canadian Heritage to provide audience, usage, and revenue data for CMF-supported digital content on platforms other than television.
- To provide CMF stakeholders with **efficient** (i.e. comprehensive and simple) and **unified standards** to assess the performance of their projects involving digital content.
- To develop **weighting factors** by 2013-2014 for digital media performance to be used in the **Performance Envelope calculation**.

Out of Scope

- This document is neither a technical nor tagging specification guide, nor does it recommend specific analytics tools.
- Video-on-demand (VOD).

Creation Process

- An **Advisory Committee** held two **workshop sessions** in Toronto in 2011. The first session brainstormed the challenges of DM measurement and produced comments and solutions which led to the construction of a model. This model was reviewed during the second session, where feedback and further comments were provided by the Committee members.
- The Advisory Committee was composed of a group of individuals representing key CMF stakeholders, including broadcasters and content producers, from a variety of organizations.
- The **framework** and related data methodology **have been validated through a testing program** run by Unilytics on real data collected from a number of projects previously funded by the CMF/CTF (since 2008).
- Unilytics has also **developed KPIs and a scorecard to compare projects**.

- In the future, the **framework will be validated on a regular basis** and will be improved as necessary.

Key Workshop Insights

- The framework must address the main **risks** and **issues** identified during the sessions: (1) ensure data consistency; (2) work for all projects (size and type) and digital content forms; (3) take into account the specificities of various audiences (size and maturity); and (4) consider the interaction possibilities for each content type.
- Some **key assumptions** in building the framework have been agreed upon: (1) data collection can be harmonized through policy and technical rules regardless of the specific analytics tools used and (2) proper categorization and segmentation of performance data can overcome demographic or geographic variability in the Canadian market.
- On the implementation level, the framework must be **simple** and **easy** (to set up and use) to ensure its adoption by the stakeholders and preserve fairness.

The Framework

Measuring a project's performance is a two-step process: (1) classification of the project and (2) collection of metrics and calculations of KPIs.

Step 1: Project classification

Each project fits into a category based on a three-dimension classification.

The **first level** is provided by the **CMF typologies**:

- **Stream**: experimental or convergent (for the latter, only the “digital media” component is considered in the framework).
- **Genre** (applies to convergent stream projects only): drama, documentary, children and youth, variety and performing arts.
- **Language**: English, French, Aboriginal, "Diverse languages" (i.e. other than the first three).

The **second level** is the **delivery method** (defined as the transmission mechanism used to reach the intended audiences):

- **Website** (delivered via an Internet connection through a web browser, PC, or mobile device).
- **Application** (requires an installation to deliver content or perform a task), split into:
 - Mobile app (content is embedded into an application);
 - Software (purely technological product).
- **Physical support** (tangible storage method).
- **Downloadable** (fixed package, can be consumed later, no Internet connection required).
- **Streaming** (must be consumed as it is streamed, requires a connection).

The **third level** is the principal **content type**:

- **Video** (moving images with or without sound, limited interaction with user).
- **Rich interactive media** (multiple paths possible, requires interaction from the user to complete).
- **Game** (rules, progression, rewards or other "playing features" set games apart from rich interactive media).
- **eBook** (digital presentation of physical book or original work).
- **Social media** (real-time creation and exchange of user-generated content, "many-to-many" approach).

Step 2: Metrics and KPIs

Collected metrics are used to calculate KPI measuring success.

The framework identifies **five standard metrics applicable to any project** (regardless of its category and collected during defined "reporting periods"):

- **Unique individuals** (defined by a unique ID).
- **New individuals** (unique individuals who have consumed content for the first time).
- **Sessions** (number of times content has been consumed by unique individuals).
- **Downloads, streams, video starts, user actions, page views** (depending on the delivery method).
- **Time spent** consuming content.

Based on these metrics, a number of **KPIs are calculated**, split into two main categories:

1. **Reach** (size of audience)

- **Percentage of total audience**: The number of unique individuals who consumed content from the project, as a percentage of the total number of unique individuals measured for the project's category during the reporting period (i.e. all CMF projects in that category for that period).
- **Percentage of new users**: The number of unique individuals who consumed content from the project for the first time, as a percentage of the total number of unique individuals who consumed content from the project during the reporting period.

2. **Consumption** (engagement of audience)

- **Average content consumption per session**: The average amount of content (downloads, streams, video starts, user actions, page views, etc.) a user consumes within a single session.
- **Average time spent per session**.
- **Goal completion rate**: The average number of times a user took an action to begin consuming digital content expressed as a percentage of the number of times a user could have consumed digital content.
- **Latency**: Number of days elapsed before first goal completion.
- **Recency**: Number of days between the last two sessions.

On a per category basis, certain metrics and KPIs are adjusted or weighted to ensure the framework always **compares apples to apples** and remains meaningful (in particular when it comes to comparing a specific project's audience to its category's audience).

Additionally, a number of **other inputs** are also taken into consideration by the framework to **provide complementary context** to the standard metrics:

- Viewer comments/feedback (survey, forum, social media).
- Industry nominations and awards.
- Votes (for projects distributed through systems that offer their users a rating system).
- Facebook “Likes”.
- Tweets.
- Mail forwards.
- Newsletter and RSS subscriptions.

Implementation

Implementation of the Digital Media Performance Measurement Framework will begin for all projects in **2012**, with 2012-2013 being a **transition period**, where data collection will be on a self-reporting basis from the producers. Next steps include:

- **Release of the framework** and online report form.
- Continuous improvement **working committees**.
- **Request for proposal** - measurement standard tool.
- Development of **CMF tagging specifications**.
- Implementation of **automated data collection** and reporting (double system).
- Measurement framework **adjustments**.
- DM performance factors for **envelope allocations** (2013-14).