

CANADA MEDIA FUND

Digital Media Performance Measurement – Advisory Committee

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Presenter: C. Briceno /J. Look

FOR DISCUSSION

SUBJECT: Digital Media Performance Measurement

ISSUE:

To review the developments to-date on the capture of CMF-funded DM projects' performance data subsequent to the release of the Digital Media Performance Measurement Framework ("DMMF") since May 2012 and introduce discussions towards the development of a DM audience success factor in the 2014-2015 Performance Envelope allocation.

Background

In June 2011, the CMF convened a Digital Media Performance Measurement Advisory Committee that included broadcasters' interactive specialists and content producers from a range of organizations to invite input and seek consultation with the goal of determining the appropriate metrics to measure DM audiences. (Appendix A)

Two workshop sessions were organized in Toronto, facilitated by a moderator, which led to the construction of an initial model. Further exploration with stakeholders led to certain adjustments to the model, which was then tested by applying actual performance data collected from projects funded since 2008-2009 to validate the efficacy of this model. The CMF delivered the Digital Media Performance Measurement Framework ("DMMF") in February 2012, a performance measurement roadmap which outlines the objectives, the scope, the classification of projects, as well as the metrics and KPIs. (Appendix B)

Through an RFP process in Q1 2012-2013, the CMF selected comScore as the DM Performance Measurement partner and service provider, choosing Digital Analytix, the comScore interface, to capture project performance and reporting. comScore has provided a technical guide and established a standard tagging procedure specific to the numerous operating systems and devices that are currently available in the marketplace. The CMF has circulated the comScore documentation among a number of DM producers and broadcasters' interactive specialists, soliciting their feedback on the quality and simplicity of the tagging guides. A DM producer whose CMF-funded project is approaching its Beta version scheduled date, will receive the relevant tagging procedural documents from the CMF for implementation, prior to the project's launch. The CMF, in collaboration with comScore's business and technical consultants are available to provide technical support to DM producers in their implementation. (Appendix C1 and C2)

As the implementation and operationalization of the DMMF and comScore's Digital Analytix continue according to the roll-out calendar announced recently by the CMF; the CMF predicts that the sample of digital media data collected will expand considerably through the end of fiscal 2012-2013 and during Q1 of 2013-14. Based on the robust data samples, the CMF will have the opportunity to assess and test the merits of the methodology for establishing a DM audience success factor in the 2014-2015 Performance Envelope allocation. It is important to note that while the objective of the DMMF is to capture performance data for all digital media projects- including DM components of the Convergent stream and

all projects funded through the Experimental stream – the DM audience success factor will be applicable to Performance Envelope allocation in the Convergent stream only.

To reiterate, the DMMF identifies five standard metrics that are applicable to any DM project, regardless of its category, these are:

- Unique individuals
- New individuals
- Sessions
- Downloads, streams, video starts, user actions or page views (depending on the delivery method)
- Time spent

Concurrent Data Capture

As the DMMF progresses into its implementation phase, the CMF has provided two other data collection mechanisms that have been running parallel: 1) an online DM performance reporting form was created which requires DM project applicants to log-on and fulfill their regular reporting obligation; 2) where a DM applicant has adopted a Google Analytics dashboard to capture its project's performance, CMF has sought read-only permission access from the DM producer, to facilitate a passive capture of project performance.

DM Performance Results from Online form

An interactive online form has been developed and made available on www.cmf-fmc.ca since May 2012. This reporting mechanism allows a producer to register with the CMF and to open a company account to manage all quarterly reports for any one of their DM-funded projects. By sending an authorization email to CMF, producers can also assign to their market channel partner (broadcaster or other distributor) the task of filling in the measurement reports. After a trial period in which the CMF has opened new accounts by company name upon a producer's request, the CMF is now adopting a more systematic approach in order to manage the scale of the volume of projects to be captured in the data collection.

DM projects that were launched **before April 1st 2012** will continue to report metrics solely using the online form.

DM projects that were launched **after April 1st 2012** will be deploying the Digital Analytix tagging solution. This implementation will operate in two phases:

1) projects that have been released before October 1st 2012 will continue using online reporting until the CMF provides the producers of these projects the tagging specifications and the procedural documentation;

2) projects with release dates planned after October 1st 2012 will receive tagging specifications and procedural documentation based on their Beta version date (as declared in the application form)

Nevertheless, even when reporting metrics with the automated solution (ie Digital Analytix), producers will continue to complete the online form to report on other outcomes such as comments, shares, marketing budget etc. (ie. Labeled as "Other inputs" in the DMMF Executive Summary

DM Performance Results from Google Analytics Dashboard

While the sample of DM projects reporting performance measures collected this far via read-only permission off the Google Analytics dashboard would not be considered robust, nevertheless, the one-

year tracking (April 2011 to March 2012) of performance by language and by genre is presented in Appendix D. Projects funded by the CMF between 2008-2009 and 2011-2012 have been included in this analysis, hence the overall performance presented here may be understated as the initial impact immediately following the launch of a project may not be captured within these stats due to some projects having been made available for 2 years or longer.

Among English-language projects, the children's & youth genre reported considerably higher performance than the documentary or drama genre, in all metrics, by a wide margin. The top-performing children's & youth project, with a strong brand equity in television, reported 2.7M visits, 1.2M unique visitors, 5.8 pages viewed per visit and 8.3 minutes spent per visit, head and shoulders above the top-performer in documentary or drama.

In French-language, the sample for the children's & youth genre was small. The documentary genre was the top performer in pages viewed per visit, although the drama genre averaged the lengthiest duration of 4.7 minutes per visit. The top-performer in documentary received over 800K visits and just under half-a-million unique visitors, number of pages viewed per visit was 5.6 while time spent was 2.6 minutes per visit.

DMMF - Group Discussion

For the group's discussion, the CMF plans to survey the committee participants and solicit their feedback on the DMMF and data-collection tools implementation: How have these reporting requirements impacted their organization's workflow and internal processes. Are there comments or ideas for process optimization that members would like to share with the committee at this stage?

In preparation for the upcoming meetings and further discussions on the development and implementation of the methodology to define the DM audience success factor, the CMF is inviting input from the Advisory Committee with respect to their questions, concerns, and suggestions.

Exemple of discussion : Should the DM audience success factor be a composite Index of the 5 baseline metrics collected by CMF or is there one metric more indicative of a DM project's success vs. another metric? Should this be true, should there be emphasis on this one metric vs. the others? Should the metric to define consumption of CMF-funded DM projects be aligned with the definition of television content consumption, i.e., Total Hours Tuned?

APPENDIX A

Since its launch in 2010-2011, the CMF is bound by its Contribution Agreement with the DCH to provide audience, usage and revenue data for CMF-supported digital content on platforms other than television. With increased emphasis being placed on the CMF to deliver audience success in all of its funded projects, the CMF established an Advisory Committee consisting of stakeholder representatives in 2011-2012 to discuss and explore the Key Performance Indicators (“KPIs”) to be adopted in Digital Media performance measurement across the different platforms. The goal was to apply these KPIs toward one or more new performance factors to be included in the Performance Envelope allocation process.

The CMF champions the creation of successful, innovative Canadian content and software applications for current and emerging digital platforms through financial support and industry research. The CMF disburses funding through two streams: the Experimental Program and the Convergent Stream.

Close to 80% of CMF funding is disbursed through the Performance Envelope Program, which forms part of the CMF’s Convergent Stream. This program allocates funding envelopes to Canadian broadcasters, who are in the best position to decide which projects could have the greatest market success. The envelope mechanism enables the CMF to disburse funds in a timely, efficient, and market-driven manner in partnership with Canadian broadcasters. Although envelopes are allocated to broadcasters, CMF funding is disbursed directly to producers. Envelopes are calculated and distributed on an annual basis.

The Experimental Stream funds Canadian interactive digital media content and software applications that are innovative and leading-edge.

In view of the policy direction mandated by the federal government, the CMF consulted extensively with the industry throughout 2009-2010 and 2010-2011, prior to implementing a number of changes with respect to the calculation of performance envelopes beginning in the 2011-2012 fiscal year, with the introduction of a DM Investment factor of 5% in both language markets.

The Digital Media investment factor was an interim solution proposed for the 2011-2012 Performance Envelope allocation process, as the CMF objective is to develop the appropriate metrics to determine success in the digital media universe.

The 2011-2012 PE budget by linguistic market adds context to the budget that was assigned to the DM Investment factor at 5% weight:

Value of the DM Investment factor	English-language	French-language
2011-2012 PE Budget \$M	9.5	4.5

For the 2012-2013 Performance Envelope allocation, the CMF continued to rely on the Digital Media Investment factor as the Digital Media Audience Success factor was not ready to be introduced due to the limited sample size of the number of DM projects that had provided performance reporting to the CMF.

The weight of the factor was however doubled to 10%.

The 2012-2013 PE budget by linguistic market adds context to the budget that was assigned to the DM Investment factor at 10% weight:

Value of the DM Investment factor	English-language	French-language
2012-2013 PE Budget \$M	18.2	8.9

Appendix B

See document entitled “Appendix B_DMMF Executive Summary”

Appendix C1

See document entitled “Appendix C1_comScore/CMF Technical Guide”

Appendix C2

See document entitled “Appendix C2_Additional Tagging Specifications (compilation)”

Appendix D

Google Analytics - DM Performance April 2011 through March 2012

English-language

Genre	Total Visits (000)	Unique Visitors (000)	Total Page Views (000)	Pages Viewed Per Visit	Duration Per Visit/in Minutes
C&Y	401	153	2,833	7.1	7.9
Docs	67	38	339	5.1	4.3
Drama	20	15	53	2.7	3.4

French-language

Genre	Total Visits (000)	Unique Visitors (000)	Total Page Views (000)	Pages Viewed Per Visit	Duration Per Visit/in Minutes
C&Y	107	69	252	2.4	3.3
Docs	217	128	1,183	5.4	2.6
Drama	51	29	145	2.8	4.7

English-language – Top-performing project by Genre

Genre	Total Visits (000)	Unique Visitors (000)	Total Page Views (000)	Pages Viewed Per Visit	Duration Per Visit/in Minutes
C&Y	2,710	1,170	15,700	5.8	8.3
Docs	165	79	724	4.4	3.9
Drama	25	21	101	4.0	2.0

French-language – Top-performing project by Genre

Genre	Total Visits (000)	Unique Visitors (000)	Total Page Views (000)	Pages Viewed Per Visit	Duration Per Visit/in Minutes
C&Y	163	102	454	2.8	3.2
Docs	825	482	4,576	5.6	2.6
Drama	133	72	459	3.5	2.8

Source: Google Analytics read-only permission April 1, 2011 through March 31, 2012 (12-months)