

REPORTING TEMPLATE FOR CMF-FUNDED CONVERGENT AND EXPERIMENTAL DM PROJECTS

Important notes:

- This report contains 2 pages
- Only fill spaces when information is applicable to the reporting period
- Please mark "X" in appropriate boxes

CMF PROJECT NAME	CMF Application #
REPORTING PERIOD:	
FROM: yy/mm/dd TO: yy/mm/dd	
EXPERIMENTAL STREAM	
CONVERGENT STREAM	

Person to be contacted in connection with this report (name and email):

Project release date: yy/mm/dd

CATEGORY (based on principal content)	(X)	PLATFORM (X)	(X)
Consultation-References		PC	
Game		Console	
Alternate Reality Game		Mobile (smartphone +tablets)	
Augmented Reality		Connected TV- IPTV	
Interactive Webseries-narrative		Terminal-Kiosk	
Social networking		Other(s):	
Other:			

Delivery type	(X)	List Analytics Solution for each delivery type
Online (website)		
Application software (App)		
Downloadable		
VOD (streaming)		
Other(s):		

SECTION 1 - Quantitative Metrics

NOTE: If you have identified different delivery/platform components to your project, Please provide requested statistics for each and every one that you have identified. You can use the space provided in the grid below.

MONTH 1									
REACH METRICS			USAGE METRICS						
TOTAL PER MONTH	# of Downloads	Unique Visitors	Total Visits/ Plays	% of Unique Visits/ Plays	Average Time Spent	% of Time Spent	New Visits/ Plays	% New Visits/ Plays	Video or Audio files consulted
Delivery/Platform #1:									
e.g ONLINE WEBSITE									
Delivery/Platform # 2:									
e.g ONLINE MOBILE									
Delivery/Platform # 3:									
e.g MOBILE APP									
Delivery/Platform # 4:									
MONTH 2									
REACH METRICS			USAGE METRICS						
TOTAL by Month	# of Downloads	Unique Visitors	Total Visits/ Plays	% of Unique Visits/ Plays	Average Time Spent	% of Time Spent	New Visits/ Plays	% New Visits/ Plays	Video or Audio files consulted
Delivery/Platform #1:									
e.g ONLINE WEBSITE									
Delivery/Platform # 2:									
e.g ONLINE MOBILE									
Delivery/Platform # 3:									
e.g MOBILE APP									
Delivery/Platform # 4:									
MONTH 3									
REACH METRICS			USAGE METRICS						
TOTAL PER MONTH	# of Downloads	Unique Visitors	Total Visits/ Plays	% of Unique Visits/ Plays	Average Time Spent	% of Time Spent	New Visits/ Plays	% New Visits/ Plays	Video or Audio files consulted
Delivery/Platform #1:									
e.g ONLINE WEBSITE									
Delivery/Platform # 2:									
e.g ONLINE MOBILE									
Delivery/Platform # 3:									
e.g MOBILE APP									
Delivery/Platform # 4:									

SALES **	If applicable **, total revenues generated as a result of the funded project for the reported period: **PLEASE PROVIDE ANY SALES REPORT (Licence distribution reports and/or Unit sales reports from App Stores or Online distribution portals
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PLEASE LIST THE FOLLOWING (FOR THE 3-MONTH PERIOD IDENTIFIED ABOVE) :

Rank #	Top 3 Referring Traffic Source Site Addresses
1	
2	
3	
	Top 3 Search Engines used to access your DM content
1	
2	
3	
	Top 3 Provinces or Territories accessing your DM content
1	
2	
3	
	Top 3 Countries accessing your DM content
1	
2	
3	

SECTION 2 - Qualitative Metrics

DEMOGRAPHICS	1. Demographic Segmentation: Have you conducted surveys or used other analytics tools (e.g. Omniture, WebTrends, Comscore) that provided information on the Demographics? (age groups, gender, regions) Please briefly explain results and provide reports If the above information is not available, please briefly describe the target audience that you are pursuing, gender, age, and other behavioural information please.

ENGAGEMENT	Engagement based on SOCIAL BEHAVIOR			Engagement based on USER PARTICIPATION			
	Yes-No	How much during reported period	Tool		Yes-No	How much during reported period	Tool
1	Yes	2337	Facebook Likes	1	Yes	15,752	Votes
2	No	n/a	Tweets	2	Yes	37,000	Comments
3	YES	435	Email to a friend	3	No	n/a	Comments on Apps Store
4			Embeddable video player	4			Subscriptions to newsletter
5			Embeddable link	5			Subscription to RSS feed
6			Other:	6			New conversations (FORUM)
7			Other:	7			Replies to conversations (FORUM)
8			Other:	8			UGC upload or creation
9			Other:	9			Other:

RECOGNITION	Month	Region	Country	Prize nominations and Awards received for funded project
	Feb-11	British Columbia	Canada	Canada
	Apr-11	New York	USA	Canada
1				Canada
2				Canada
3				Canada
4				Canada
5				Canada

OTHER OUTCOMES**

** Please report only for time-period when these are applicable

1) Are you using other tools to monitor the user's degree of satisfaction to your DM content? (surveys, Voice of Customer tools?); if yes Please describe the monitoring system and summarize results

2) How would you describe the positive impact of your DM project for your company and for the Industry : for example, were there any use of content, innovations or technology related to this funded project that have been uptaken for other of your organization's project or by other Industry stakeholders?

3) Based on your final cost report; please estimate a) the total wages and salaries that were paid as a result of the DM project and b) Please estimate the total number of employment hours created or maintained as a result of DM project, e.g., 35 hours weekly x 12 months x 2 staff, plus 35 hours weekly x 4 months x 2 staff.

Report prepared by: _____
 Title of person: _____
 Date or report: _____ (yy/mm/dd)
 Signature: _____