

Industrial committee on measurement (Quebec)

Measurement grid

(revised version after the committee meeting held on April, 26, 2011)

Qualifying the projects

Project families

1. Original product : primary aimed to be first-released on a digital platform
2. Convergent products : digital media projects related to another media (TV, radio, Film, prints, books)

Categories

1. Youth and education
2. Humour and variety
3. Information and non-fiction (including documentary and news)
4. Fiction
5. Sport

Types of projects based on treatment

1. Casual games
2. Webseries
3. Interactive (including console games)
4. Applications and platforms
5. Basic website (aimed for consultation purpose)

Visibility (indicate the total media value invested for promotion)

- A. Site or web portal with very high-traffic (+ 1 million u.v / month)
- B. Specialized Site or web portal (500 – 1 million u.v. / month)
- C. Niche site or web portal (100 000 – 500 000 u.v / month)
- D. Emerging site or web portal (less than 100 000 v.u. / mois)

Proposed reporting grid

Project title :

Project Family :

Qualification			Quantitative data			Qualitative data	
Cat.	Type	Visibility		Unique Visitors (total)	Total Visits	Total viewings (after advertising pre-rolls)	Avg.Visit lengths
		Portail	Media value				
Monthly average * :							

* Based on the whole lifetime for an original production

* Based on the period of TV broadcast for a Convergent production

Engagement		Recognition		Press Review	
Sharing (twitter, Facebook , etc)	Participation (Forum, Chat, contests, uploads, subscriptions, etc)	Awards in Canada (indicate nominations)	International Awards (indicate nominations)	Articles and blogs references in Canada	Articles and blogs references International