



CANADA  
MEDIA FUND

FONDS DES MÉDIAS  
DU CANADA

# **DIGITAL MEDIA REPORTING**

## **SUMMARY OF CHANGES 2022-2023**

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# 1. CHANGES IN DIGITAL MEDIA REPORTING IN THE EXPERIMENTAL STREAM

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Beginning in 2022-2023, the CMF will be updating its Digital Media Reporting requirements for interactive projects in the Experimental Stream that receive production-stage funding. Potential Applicants to the Innovation & Experimentation and/or Commercial Projects Programs should review the new requirements in advance of submitting a 2022-2023 application.

- See the CMF's [Digital Media Reporting](#) page on its website and contact [DMreporting@cmf-fmc.ca](mailto:DMreporting@cmf-fmc.ca) with any questions.

## **Overview**

The CMF has introduced a Digital Measurement Infrastructure (DMI) tagging protocol. This will replace the previous Digital Media Measurement Framework (DMMF), expanding the CMF's ability to measure Digital Media (DM) content and implement more strategic Key Performance Indicators.

The DMI is an enhanced version of the current DMMF tracking since the current framework, originally introduced in 2010, is now outdated. It exclusively tracked the primary content financed by the CMF and ignored any additional un-funded supporting content produced by the applicant. It can only track a limited number of online platforms and no longer provides a sufficient depth of data for analysis.

The purpose for this improved collection of data is to measure the overall impact and effectiveness of CMF-funded Experimental Stream programs. As such, the CMF Media Analytics (CMFMA) is interested in collecting behavior consumption, sales, media consumption and social media data on all platforms where the CMF-financed project title is exploited.

## **Project Scope**

Online capable production projects funded within the following CMF Experimental Stream programs:

- Commercial Projects Program (C2P)
- Innovation & Experimentation Program
- Digital Linear Series Program (Short form serialized content)
- Shaw Rocket Fund - web series program (Animated kids' content)
- International Incentive DM Production Programs

## 2. CHANGES NEW DMI PROCESS

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The purpose of the DMI s to understand and trend the overall performance of a CMF supported intellectual property (IP). In this case, IP refers to any online content associated with a CMF-financed production from the Experimental Stream. As such, the CMF is collecting online data from every iteration of the title project by platform; specifically, behavior, sales, media consumption and social media.

While automation of this entire process is the ideal outcome, it is not yet possible at this juncture in technology. Therefore, the CMF and Adobe have created a tracking implementation where the automated pieces are installed and validated prior to the project's market launch, followed by monthly uploads of data for the pieces that cannot be completely automated.

As such, a 2-in-1 FTP upload tool has been custom built by Adobe, effectively automating 70% of the work for each producer by platform and drastically reducing the workflow time to approximately 1 day per month. This tool also removed the security concerns that were previously identified.

The website tags and SDKs for iOS and Android must be validated by the CMF prior to the project's scheduled market launch date per platform to avoid default. This also ensures that all of the data that's captured and/or reported to the CMF from the initial launch date.

Digital Media applicants are asked to budget approximately 14 working days lead time within their workflow schedule to allow time for implementation, technical assistance, and our 2-step validation process. The exact set up through to validation time will vary based on the type of application and the tag implementations required for each project which is contingent on the number of distribution platforms used and whether there are third-party vendors that require onboarding.

### 3. EXTERNAL – DM PRODUCER AND OR 3RD PARTY HOST/PUBLISHER (TIME & ROLES)

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CMF Applicants and/or their representatives are directed to visit the [DM Reporting page](#) on the CMF website to fill out the online tag request forms. Once that is complete, they will receive instructions including customized tracking codes (application ID's) that identify each part of the project that is required to tag and provide monthly data source uploads. This communication is delivered via an email from [DMreporting@cmf-fmc.ca](mailto:DMreporting@cmf-fmc.ca)

#### **Below is a description of the tags and monthly data requirements:**

##### **1) Behavior Data (one-time install per platform):**

*- Estimated time to complete: Up to 1or2 day(s)/per tag*

- iOS, Android and Unity SDK's are available for a one-time implementation per platform.
- Website Tagging instructions.

##### **2) Sales, Media Consumption and Social Media Data (monthly data upload):**

*- Estimated time to complete: Up to 1 day/month*

- All funded projects are required to provide a monthly data upload (if applicable to the project type).
- Follow the Data Source Upload Guides (DSU) instructions. An automatic upload tool is provided for monthly use by platform.
- Installing a website tag is required to automate the DSU upload function.

In order for the CMF and/or Adobe to validate each implementation, the project must be able to send activity online via the tracking script.

Projects with multiple content types (i.e. video and games etc.) must be identified and measured as separate components to track and report accurate measurement metric. This includes but is not limited to marketing websites, promotional videos, social media, in-app purchases, and App Store ratings from any of their online platforms.

DSU .txt files must be automatically uploaded by FTP monthly to remain in good standing and not trigger a default for the duration of the project's online life. Therefore, it is important that the producer informs the CMF as soon as the project is no longer active online. CMF should be notified of this inactivity by email via [DMreporting@cmf-fmc.ca](mailto:DMreporting@cmf-fmc.ca)

## 4. APPENDIX

### PRODUCER RESOURCE REQUIREMENTS/ESTIMATES – INITIAL SET-UP

Milestone #1 - Steps	Hours Required	Timeline
1) Review the CMF Tag requirements and tagging guides on the CMF website prior to applying for financing or building the DM content.	2.0	Day 0
2) Request the CMF Tags via the CMF website and confirm that they have read and understand the tagging requirements.  Note: The person requesting the tag is often not the main contact, it is generally a representative of the production company or a third-party vendor.	0.25	Day 1
3) Actively participate in an onboarding discussion with the CMFMA to better understand the expectations for tagging and reporting per platform. This process is repeated if a third-party vendor is responsible for tagging elements of the project.	0.45	Day 2-5
4) Receive and install Application ID's in tagged elements (Application or Website). Download the Technical Guides and install by following the provided instructions.	6.0	Day 5-10
5) Request 1 <sup>st</sup> validation of the online tags within the CMF-Adobe development suite from the CMFMA via <a href="mailto:DMreporting@cmf-fmc.ca">DMreporting@cmf-fmc.ca</a>  Note: It can take up to 12 hours for the data to populate in the Adobe report suite.	Await response within 24 hours	Day 11
6) If there are errors, CMFMA staff will troubleshoot the issue. If the errors continue, the issue will be elevated to Adobe Tech Consultants for support.	6.0	Day 12-13
7) Request 2 <sup>nd</sup> validation of the online tags within the CMF-Adobe production suite from the CMFMA via <a href="mailto:DMreporting@cmf-fmc.ca">DMreporting@cmf-fmc.ca</a>  Note: It can take up to 12 hours for the data to populate in the Adobe report suite.	Await response within 24 hours	Day 14
<b>SUB-TOTAL (one-time implementation)</b>	<b>9 hours-14 hours</b>  <b>The latter if validation errors are persistent</b>	<b>One-time implementation /per platform</b>

## PRODUCER RESOURCE REQUIREMENTS/ESTIMATES – ONGOING REPORTING

<b>Milestone #2 - Steps</b>	<b>Hours Required</b>	<b>Timeline</b>
8) Once the project is live online, download the DSU FTP and up to 3 Technical Guides. Prepare the appropriate upload files following the instructions monthly per distribution platform.	1-4	1 Day/Month
9) If monthly uploads are missed, the project is subject to default until the repots have been uploaded.	Same as above	Same as above
10) Inform DMFMA immediately if the project is no longer available online via <a href="mailto:DMreporting@cmf-fmc.ca">DMreporting@cmf-fmc.ca</a> . This will end their reporting obligation.	0.25	
<b>SUB-TOTAL (ongoing monthly upload)</b>	<b>1.25 – 4.25 hours/month</b>	<b>ongoing</b>

## 5. FAQ

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### **My project is not a website or mobile App product, how will the CMF collect the data?**

You will be asked to provide monthly uploads directly from your own analytics providers. This will be done via the Data Source Upload Tools.

### **I'm ready to launch but my project cannot be tagged by Adobe.**

You can still launch your project given that the data is provided to the CMF at least 1 month post-launch. However, a webpage is required to link the data source upload files to the Adobe report suite. You will be asked to provide monthly uploads directly from your own analytics providers but the code on the webpage must be validated by the CMF prior to uploading the data.

### **I have privacy concerns, or my App Store doesn't accept third-party tagging.**

The Adobe Experience Platform SDKs give you controls to manage consent and privacy obligations under the European Union's General Data Protection Regulation (GDPR). Developers can retrieve locally stored identities and set opt status flags for data collection and transmission. Before implementing these controls, please review Adobe's GDPR documentation.