



## 2011-2012 Digital Media Performance Measurement Advisory Committee

Objective – To define a set of digital media performance metrics that is relevant to the various digital media platforms, which addresses the business and operational realities of the industry and is in compliance with deliverables to the Department of Canadian Heritage

The CMF is bound by its Contribution Agreement with the Department of Canadian Heritage to provide audience and usage 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 plans to work with stakeholders in this Advisory Committee to discuss and explore the Key Performance Indicators (“KPIs”) to be adopted in Digital Media performance measurement across the different platforms. These KPIs may also form the basis for one or more new performance factors to be included in the Performance Envelope allocation process in 2012-2013. To ensure that all views and perspectives will be shared and discussed in a collaborative environment during the Advisory Committee sessions, the CMF has invited a web analytics expert to lead the discussions and to facilitate the sessions.

Date	Time	City	Issue	Description
June 28, 2011 and= June 29, 2011 (based on the highest number of availabilities)	9:00am-5:00pm	Toronto	CMF DM Performance Measurement - KPIs	<p>9:00am-12pm – The morning session will examine the quantitative and qualitative metrics currently used industry-wide to gauge the popularity of websites, games and apps downloads, discuss the relevant metrics that the CMF should adopt, and the KPIs.</p> <p>12pm-12:45pm – lunch will be served.</p> <p>12:45pm-5:00pm – This second session will provide opportunities for stakeholders to agree with or refute the metrics and KPIs discussed in the first session, supported by concrete examples. CMF staff will assess stakeholder proposals and work on a unified approach for the respective digital media platforms.</p>

July 12, 2011	9:30am-12:30pm	Montréal	CMF DM Performance Measurement - KPIs	CMF staff will make recommendations to the industry, after a thorough examination and evaluation of proposals from the Advisory Committee, prior to presentation to the CMF Board.
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