

# Digital Media Advisory Committee

## October 27, 2016

Introductions commence at 1:30 p.m.

CMF welcomes those in attendance.

- 1. CMF Research Team begins with housekeeping and progress on reporting.**
  - CMF is pleased with improvements in tagging and reporting over the last year. There have been significant increases in both Convergent (78% for 2010-2015) and Experimental (60% for 2010-2015) tags.
  - Gap in compliance between convergent and experimental is to be expected.
  - Overall number of projects tagged has increased significantly. CMF was interested in seeing improvement and it has.

Floor is opened for questions – None

- 2. Technical Subcommittee Information Session held in May - Summary of topics discussed:**

- A) Recent acquisition of comScore by Adobe Analytics.
  - B) New classifications: Rich Interactive Media (Inclusive vs. Non Inclusive), creation of Value-Added category and change to the definition of Webseries (no longer under Video).
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- A) ComScore Purchased by Adobe Analytics:
    - All companies using comScore will be migrated to Adobe Analytics.
    - CMF was put on the fast track to have this done as of Sept 30<sup>th</sup>
    - What this means is that comScore tags have to transition to Adobe before the end of the fiscal year.
    - CMF sent a first wave of tags for Web based projects only.
    - Tags for Video and Mobile projects will be sent out in the next few weeks.

The Adobe team assisting with the transition remains the same. The primary focus of this transition is to make it as simple as possible for the producers.

As of today, approximately 900 Web based projects have been sent new tags.

CMF asks for experience thus far –

**First issue raised by attendee:**

- What if there are two or more DTMs running on the same site? If CMF runs their script we cannot use our own.
- Concerns about the possibility of bugs and privacy/security issues.
- Believes that there should have been more communication from May to October on the technical side and would like to have a meeting regarding these issues.

CMF addresses concerns regarding the lack of information available prior to October. The contract with Adobe was only signed one month ago (end of September). We are still in a period of transition. This is a time for us to work closely with producers to manage any conflicts or concerns.

***N.B. Producers are to keep comScore tags until advised to remove them.***

Reassurances provided by Adobe Analytics team that NDA's are signed and privacy and security are of the utmost importance. In terms of information, CMF is interested in page views and durations. Adobe Analytics will provide a list of basic metrics that are captured (ex. Geographical location, unique visitor, duration...)

**Second issue raised by attendee:**

- Producers have been in contact asking if projects that are no longer active must be tagged or reactivated.

CMF: This is an opportunity for us to do record keeping and see which projects are no longer active. Projects that are no longer active do not require new tags however we do ask you advise us of all inactive projects.

**Third issue raised by attendee:**

- Cost involved - Producers are asking broadcasters to pay for implementation of new tags.

CMF: Since the process is new and happened quickly we will examine growing pains and confirm that no project will be shut down due to tags. At the moment we do not have a solution for the cost involved issue but we will get back to you on the matter shortly.

**B) Value Added, Rich and Substantial Media and Webseries:**

- CMF has recently added a new category for DM projects – *Value Added*.
- Projects that were Rich and Substantial with budgets under \$50K (French and Diverse language Markets) and \$100K (English language market) will now be classified as Value Added and no longer tagged.
- Rich and Substantial projects must continue to be tagged. This category is now divided into Inclusive and Non-Inclusive.

- Webseries will no longer be under the umbrella of Videos. A Webseries is defined as two or more related episodes of linear or interactive video that originates on the web. The Webseries Pilot Initiative launches today – please check our website for more information.

**First issue raised by attendee:**

- Concern for smaller projects being less valued if not tracked.

CMF: There are no plans for DM funds to be switched to an audience based system. Our reasoning is to make things easier for producers and Value Added projects will remain eligible for CMF funding. We would like to have a period where we can examine results. If after a year there is a gap in the data we can readdress the procedure then.

**3. Benchmarks and Key Performance Indicators:**

- The goal for the CMF research team is to take all this info and make sense of it. Adobe will present us with a series of benchmarks (available in Appendix A).
- There are three things we wish to look at: 1) Overall program health (trends in terms of performance). 2) Performance specific metrics (based on industry and genre). 3) Performance of individual projects against industry benchmarks.
- We have these benchmarks but what do they mean? That is what we will look at going forward. The CMF is interested in hearing from broadcasters and producers. For now, we will be focusing on the first benchmark: Overall program health.

**First issue raised by attendee:**

- As long as this is not used for PE that is fine because different broadcasters target different things.

CMF: This is not a gateway to turn into performance envelopes, this is information gathered for us to communicate back to Heritage.

**Second issue raised by attendee:**

- Basic metrics should be chosen (site views, returning users, length of time, etc.)
- If no money is attached just decide on a benchmark and start tracking and see what happens.

**4. Progress on Experimental Measurements:**

- Previous elements that were not measured such as YouTube videos can now be tracked by Adobe Analytics.
- Content with offline connections can also be tracked now.
- For console games (ex. Xbox, PlayStation) tagging limitations still apply. For those types of proprietary software we will examine on a case by case basis.
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**5. Self-Reporting:**

- The CMF research team is currently in the process of creating a Self-Reporting Tool that should be available by the end of the year. It will be web-based and simple to use.

**First issue raised attendee:**

- A section for miscellaneous / qualitative information would be greatly appreciated.

CMF: We are happy to hear your thoughts and recommendations as the tool is currently in the development phase.

Question Period – None

Surveys handed out.

Working Group adjourned 3:15 p.m.