

DIGITAL MEDIA ADVISORY TECHNICAL SUB-COMMITTEE

MARCH 21, 2017

Introductions commence at 2:15 p.m.

CMF welcomes those in attendance.

The focus of the meeting is to discuss the current tagging situation and CMF's transition from comScore to Adobe.

1. Discussion of the technical challenges that were discovered.
 - ComScore was purchased by Adobe as previously advised at the 2016 Digital Media Advisory Meeting. As such, CMF must transition tags from comScore to Adobe.
 - During our phase one roll out (*October 2016*) difficulties and challenges occurred.
 - CMF would like to take the opportunity to discuss those challenges and hear from producers and broadcasters regarding their experience thus far.
 - Our goal is to make the process as easy as possible and minimize any inconvenience.

The issue we encountered during our phase one roll out:

CMF was selected as one of the first organizations to transition from comScore to Adobe. Since CMF finances projects (does not own or create), we require analytics for the purpose of reporting to Heritage.

During the phase one roll-out CMF sent Adobe DTM tags to be added to projects from 2010 onward. In many cases, these projects had existing Adobe DTM tags (in most instances through a broadcaster) already installed.

While working with Adobe it was discovered that two separate DTM tags cause reporting issues for the initial tag holder (the broadcaster).

From Adobe: We understand the challenge of providing CMF a window into your data while at the same time respecting privacy and current implementations. We recently provided tech specs and a solution design outlining what we would like to capture.

What we are looking to capture: Page ID (classifying genres, type, language, etc.) and site name.

2. Presentation of the suggested tagging solution for projects with existing Adobe DTM tags.

From Adobe: The issue of two DTM tags on one site has been brought to the production team and is something we are working on extensively. The consensus based on testing done by Adobe is to put the page into an iframe in all instances; even if you do not currently have DTM on your site. This would keep the page separate and provide CMF the window they require.

3. Feedback including special considerations from those in attendance:

1. An iframe imposes technical constraints around what can be tracked. For example videos. Also, grabbing metadata from a parent page is not a trivial task.

From Adobe: This would come from the child page within the iframe. The requirements for the data layer within the iframe will be very simple: 1) Site name 2) Application ID.

From CMF: Potential challenges that are raised here will be noted and address during a testing phase with volunteer producers and broadcasters.

2. What about games? If the producer develops a game and gives it to a broadcaster will they have to deal with the iframe and how would that work? Also, our company is already having issues with iframes passing through and wrapping when housed on multiple ULRs.

From Adobe: There will be lots of different permutations that will have to be dealt with on a case by case basis. In the case mentioned we may not wrap it in an Iframe. We may simply place our analytics on it. To figuring out the best solution we will need to understand the URL. If the game has its own launch page then it would not pose a problem.

3. Regarding waypoints throughout a game, even if the game is within a single page we would need to feed information wherever the analytics are housed.

From Adobe: We have a challenge since this needs to be separate from your current measurements. What we put forward in this solution design is an ideal situation. Videos present difficulties that we have to work on. We hope for minimal disruption to producers however certain situations will call for extra configuration.

4. Regarding Facebook and social media pages, a large part of our audience consumes content on these mediums and that will not be measured. This seems like a massive amount of effort for what will amount to an inaccurate picture.

From Adobe: That may be a different discussion and tool down the line. There are different KPIs for social platforms and there are issues with the way sites like Facebook track content. However it is an issue we will look at in the future.

5. For those of us who use Google Analytics and not Adobe DTM is there a requirement that we put projects in an iframe as well?

From Adobe/CMF: We agreed for simplicity sake we would advise everyone to use the iframe to avoid issues and potential conflict down the road. Producers are sometimes unaware of a broadcaster's analytics and service providers may change in the future.

6. IFRAME seems doable for page load measurement but when it comes to the play function on a video how are we going to deal with the fact that it's not on the same page?

From Adobe: You mention a very real challenge. The content, whether it be a video or a game would have to be within the page. If so, we may be able to capture an actual success event. However if not we may simply be able to capture a page load. Ideally we would like to capture at least the initiate (clicking play) which would take a little bit of development on your end.

7. I don't think we will be able to put videos or games inside iframes for the reason that we would lose data on our side. And the reason we would not put them in an iframe is related to performance.

From Adobe: We appreciate that challenge. What we are trying to capture, in lieu of true video tracking would be an event button click. That is the ideal but as you know it would have to be wrapped in an iframe. Adobe understands from a performance perspective that this not ideal and it may present challenges.

4) Action Plan and Timeline

- Adobe has granted an extension to continue using comScore but CMF must transition to Adobe before the end of the fiscal year.
- At this point, timeframes are not set in stone as much will depend on testing and validating.
- New projects will continue to be given comScore tags for the time being. We acknowledge that this is an inconvenience but we cannot have a hole in our data.
- Updates to digital media reporting are among the terms agreed upon in the contract signed by producers.
- The portal to request tags will be reopened within the next two weeks.
- There are approximately 700 projects to transition. Without unforeseen issues we hope to have them transitioned in the next three to four months.

5) Final Comments from those in Attendance

1. Our concern is that we (digital producers) may not be the contract holder and in many instances finances have already been allocated. If you tell us to somehow have money in four months to retag, when everything has been allocated, that puts us in a precarious situation.

From CMF: We understand the current situation is not ideal. Unfortunately this transition came through acquisition. ComScore will no longer be operational and we need to transition over. The producer signed contracts agreeing to ongoing updates. With that said, projects that are very close to the end of their lifecycles could be exempt. However this will be decided on a case by case basis so please contact us. We are mindful of the situation and we will make every effort to avoid potential defaults due to tagging issues for the time being.

2. In terms of SPAs (single page application). Please make sure your solution takes into consideration those kinds of websites. As they are becoming more popular for television websites.

From Adobe: That should be part of what we discuss when we find out about your project. If you outline SPA then we can account for that.

3. Will we get to see your data once the transition is complete?

From CMF: CMF encourages you to have your own analytics. We look at specific factors and report on the aggregate. However you can email us and receive a copy (as a sample) but please keep in mind that this should not replace your own analytics.

4. For those of us who already have Adobe SDK's in our projects are you proposing we put in a second version of the SDK?

From Adobe: No, in those instances we would have to work specifically with the broadcaster/producer. It would be a specific case and we would probably have to tap into the existing SDK.

5. What about mobile apps that are built with Flash or other technologies?

From Adobe: We have the capability to tag many of them and have SDKs for many of those technologies. If you have these alternative development platforms please let us know.

Next Steps

CMF is seeking volunteers for a Test Phase of Adobe tag implementation. If you are interested in participating please contact us as soon as possible. We greatly appreciate your support during this transition.

We will take into account all comments from the sub-committee as we proceed with testing. We understand the inconvenience and added expense for producers, developers and sub-contractors and will make every effort to minimize this going forward.

General points of interest to consider during Test Phase include:

- Possible complexities with iframe
- Measurement of games, videos and waypoints
- Social media measurement

Sub-committee meeting adjourned 3:35 p.m.