

CANADA MEDIA FUND

Digital Media Performance Measurement – Advisory Committee

Date: November 1st, 2012

Presenter: C. Briceno/J. Look

FOR DISCUSSION

SUBJECT: Social Media – its role in delivering CMF’s strategic objective of Audience Success

Objective:

To assess the merits and relevance of including social media as a catalyst toward driving audience success to CMF-funded television and digital media (DM) projects in the Convergent and Experimental streams

Background:

During the launch of the CMF Digital Media Performance Measurement Framework (“DMMF”) in May 2012, the CMF acknowledged that the framework has to stay current with the fast-paced and continually-evolving digital media landscape. The CMF has committed to ongoing consultations with stakeholders to ensure that the framework remains fresh. Working committees will be organized to continue the development of the DMMF to ensure its relevance in the digital milieu.

The considerable volume of media buzz that has been generated since early 2011 over the two brands, Facebook and Twitter, has given prominence to the term “social media”. Considering that an increasing number of globally recognized consumer brands have experimented with social media strategies with reportedly favourable outcomes, the CMF has observed that social media appears to have earned respect and established its legitimacy as a mainstream consumer media vehicle deployed to stimulate awareness, encourage trial and usage while helping to build loyalty for marketers’ products or services. This session aims to introduce discussions among the group on the merits and relevance of social media for the CMF and to establish a sub-committee to monitor and assess the attributes of social media, prior to determining whether social media should be added to the DMMF, and should this be implemented, which social media metrics are most appropriate and applicable.

To stimulate discussion, the CMF has compiled three documents. Appendix A outlines the metrics unique to 3 popular social media brands, Facebook, Twitter and Pinterest, Appendix B dissects and examines the utility and efficacy of social media metrics and how it best align with television consumption metrics of reach, frequency and duration, while Appendix C lists the most commonly-used metrics for social media.

Today’s Agenda:

1:30pm-1.40pm

Welcome remarks and introduction of all participants

1:40pm-2:10pm

Review current measurement practices at CMF in terms of DM and TV. Presentation of results from the CMF-Seevibes pilot project in summer 2012;

2:10pm-2:30pm

Presentation of the industry landscape, research and findings on social media, including glossary of terms (social media, social marketing, social TV); industry remarks on social measurement, its impact, and the current set of metrics such as likes, share, etc.;

2:30pm-3:00pm

Attendees divided into smaller groups for discussions on specific topics that were identified in the presentation by the CMF;

3:00pm-3:30pm

Invite participants to share their comments and insights; identify topics that require further discussions;

3:30pm-4:00pm

Recap and conclusions;

4:00pm

Conclusion of meeting.