COM 213 NEW MEDIA & TECHNOLOGY

New Media & Digital Analytics

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Outline

- Digital analytics
- Digital analytical tools
- Terminologies
- Online advertising and monetization – VCLASS DISCUSSION

MEDIA ANALYTICS

- Media analytics describes analysing in-depth audience engagement, content usage, and gathering marketing audience data to fulfil business goals

- Through analytics, we are offered comprehensive data on consumer/audience behavior towards by accomplishing your media goals and objectives.

- Why is this important?
  - A vital tool for making strategic and business decision
  - Access to insights help to optimize your marketing efforts and strategy
  - To measure and improve return on investment and the performance of your campaigns
  - Compare your social media performance against competitors

MEDIA ANALYTICS

KEY AREAS TO USE MEDIA ANALYTICS

- **Audience analytics**
- Performance analytics
- Competitive analytics
- Influence analytics
- Sentiment analytics
- Customer service analytics

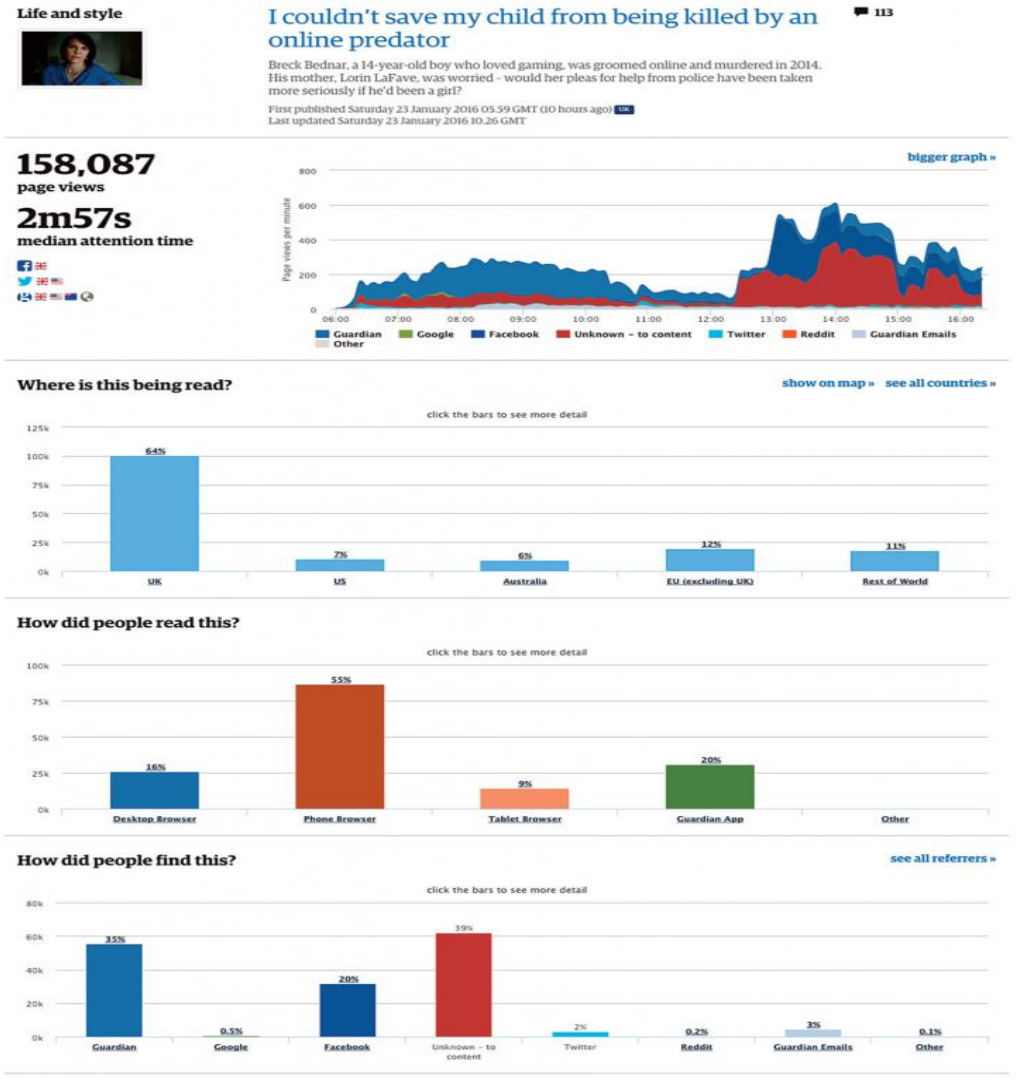
CASE STUDY – EDITORIAL ANAYTICS

- How are news media developing and using audience data and metrics?
  - Example: The Guardian's approach to analytics is anchored around their in-house real-time analytics tool ‘‘ophan'
  - *Ophan offers minute-by-minute data on individual articles with a high level of granularity. It is browser based, easily accessible on mobile, and can be accessed with a Guardian email address and a password*

The data can be broken down by different segments, including:

time, section, device, browser, country, referrer, loyalty, and attention time.

It shows where the readers come from and where they will go next.



CASE STUDY – EDITORIAL ANAYTICS

- How are news media developing and using audience data and metrics
  - Ex. BBC News
  - They established a multidisciplinary team to handle media analytics for BBC World.
  - Members of the analytics team use **chartbeat** tool.
  - Chartbeat data are also displayed on a screen in the newsroom

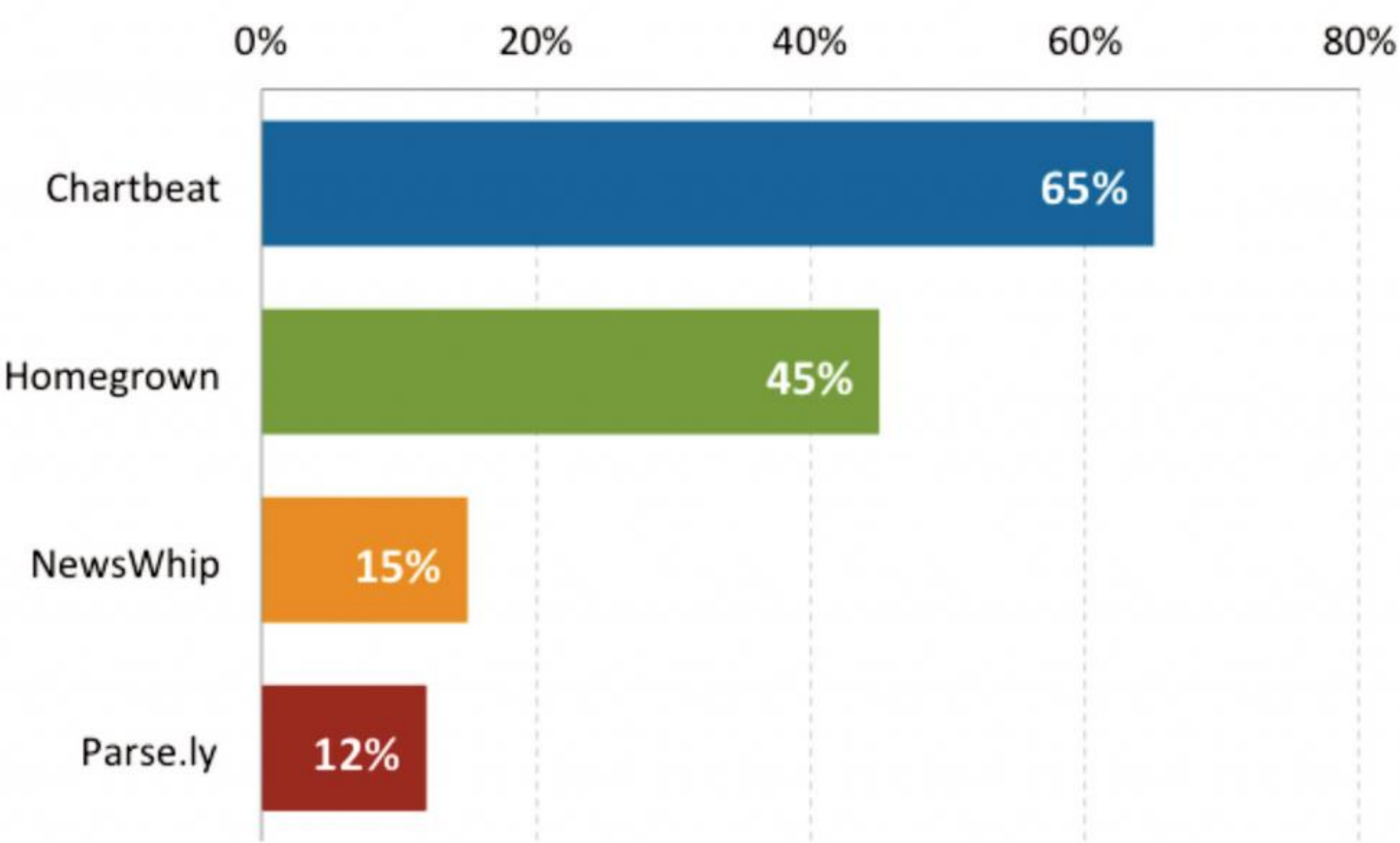
MEDIA ANALYTICS TOOLS

- In media analytics **Measurement (metrics)** is very important

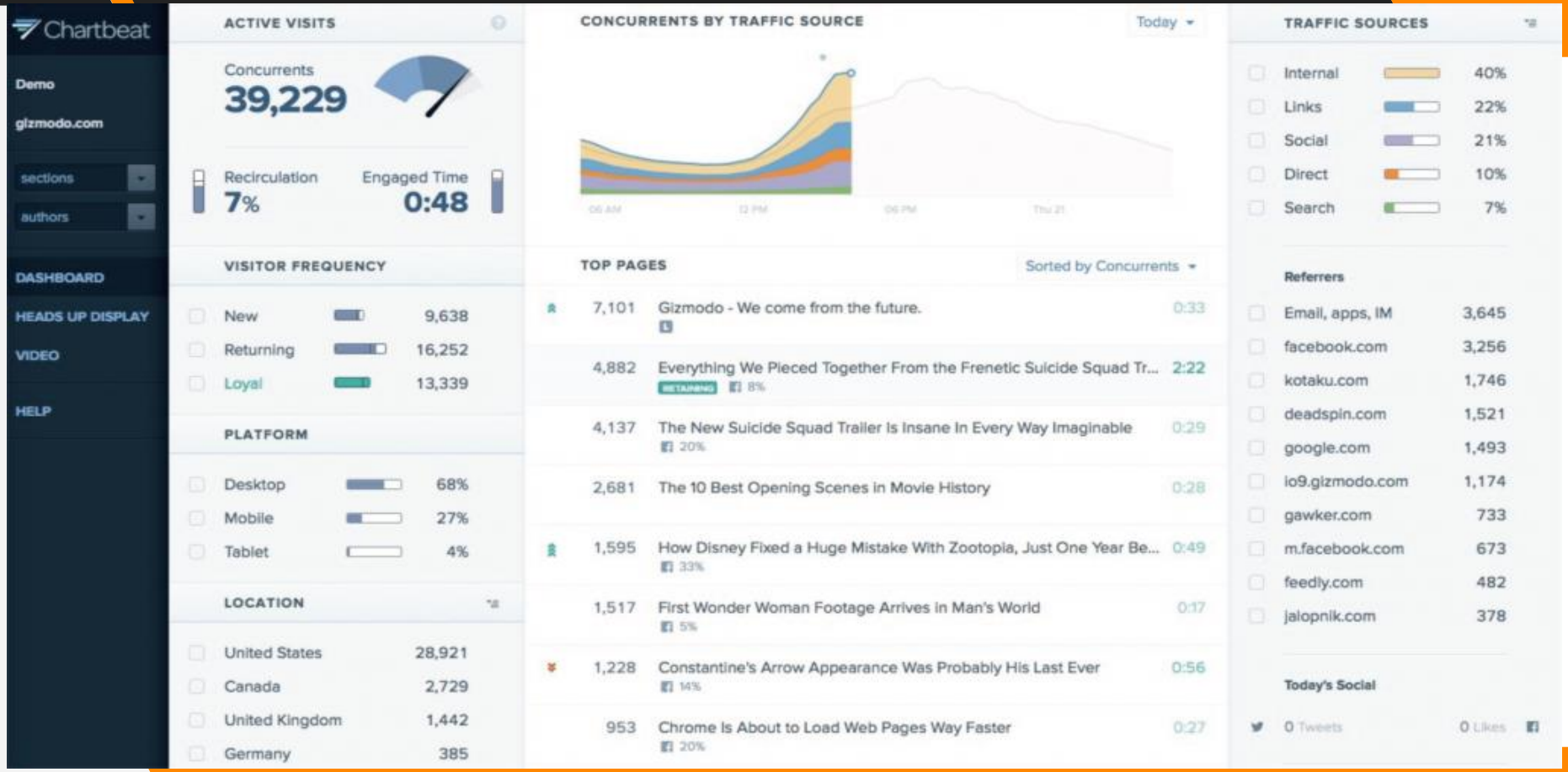
TOOLS USED BY MEDIA ORGANISATION:

- **Paid For tools:**
  - News whip
  - Parse.ly
  - chartbeat
  - Omniture (Adobe Analytics)
  - ComScore DAX (Digital Analytics)
  - Google Analytics

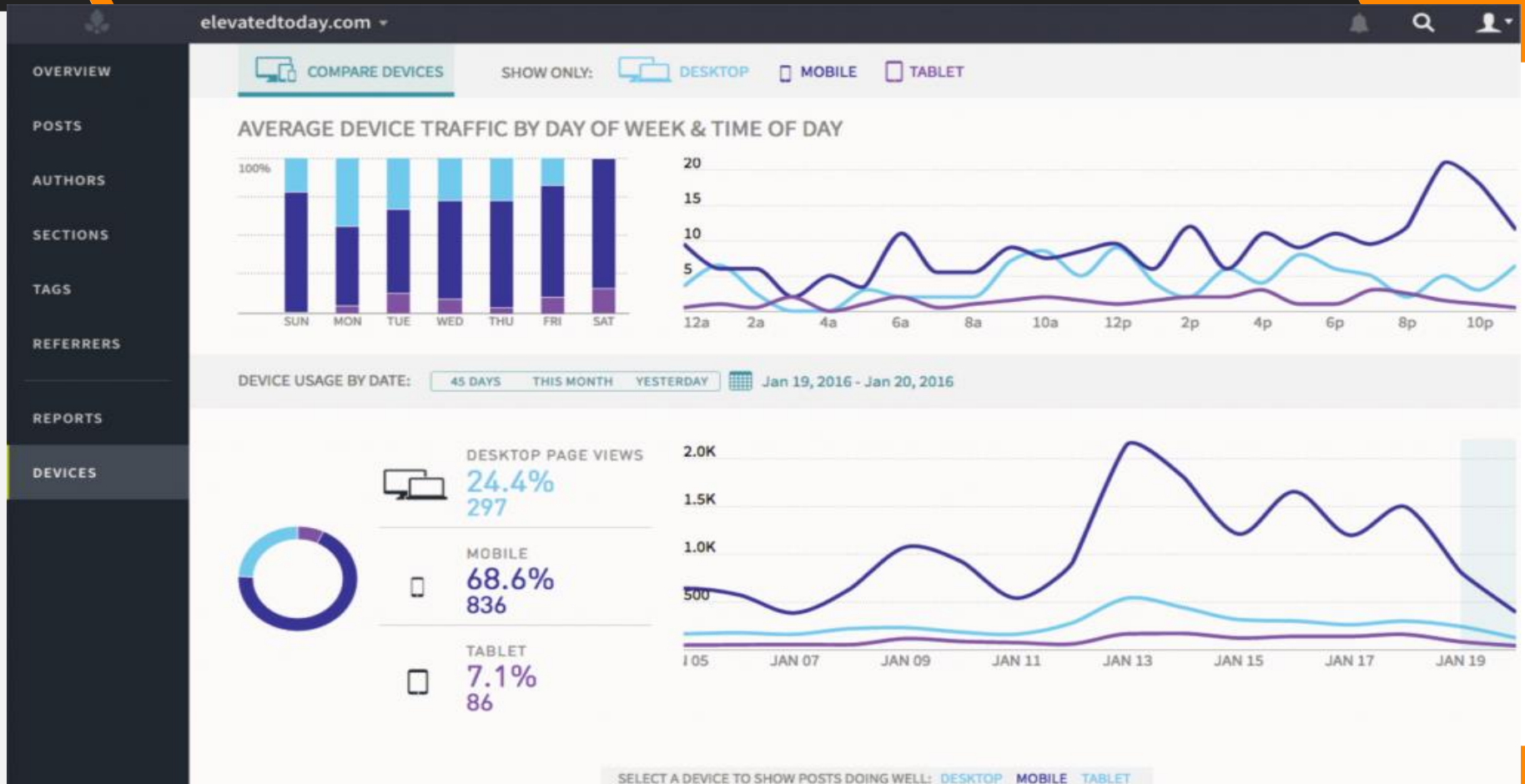
- **Generic tools**: Twitter Analytics, Facebook Insights (free to use)


0%
20%
40%
60%
80%
Chartbeat
65%
Homegrown
45%
NewsWhip
15%
Parse.ly
12%

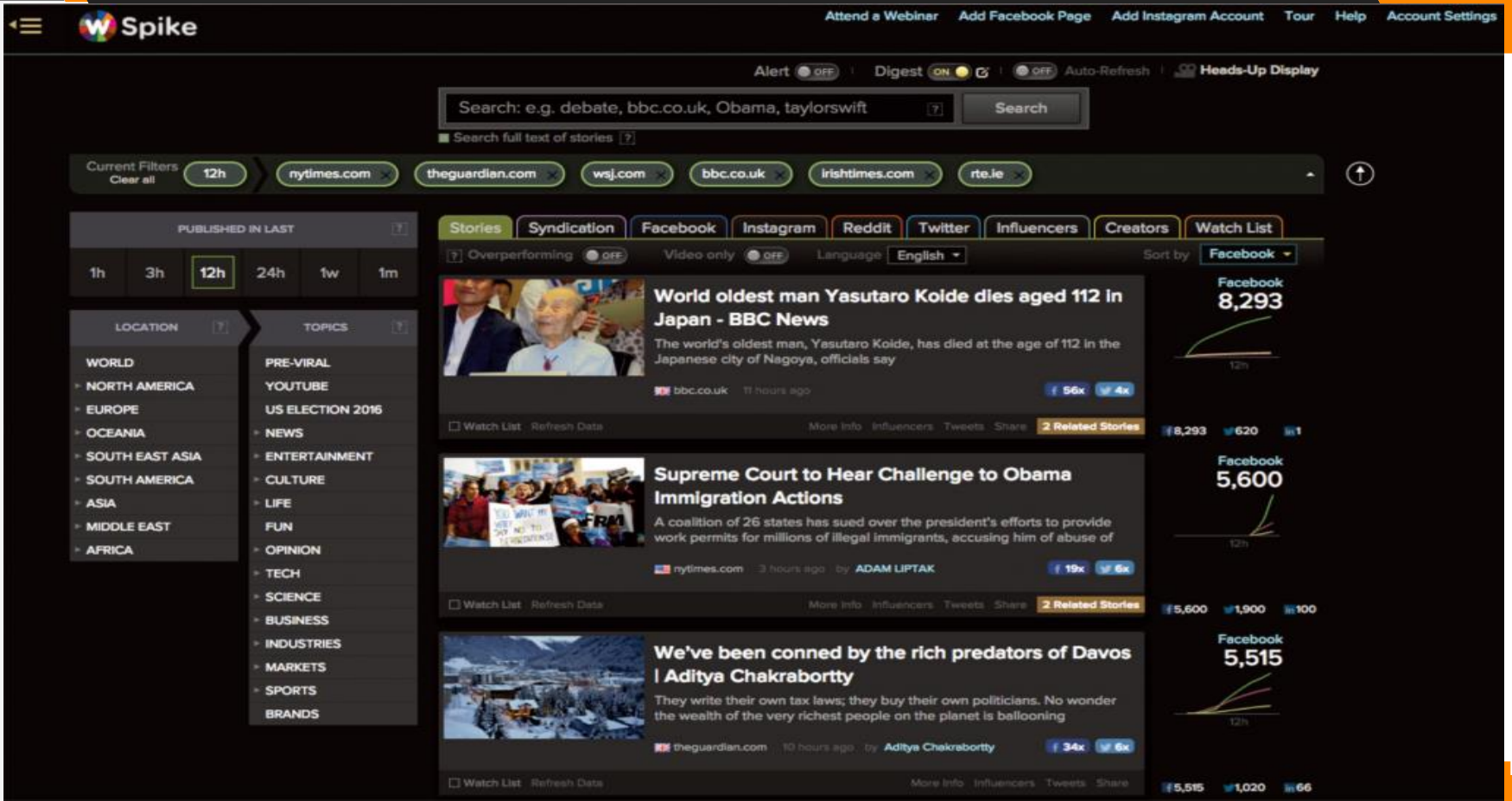
CHARTBEAT


Chartbeat
Demo
gizmodo.com
sections
authors
DASHBOARD
HEADS UP DISPLAY
VIDEO
HELP
ACTIVE VISITS
Concurrents
39,229
Recirculation
7%
Engaged Time
0:48
VISITOR FREQUENCY
New 9,638
Returning 16,252
Loyal 13,339
PLATFORM
Desktop 68%
Mobile 27%
Tablet 4%
LOCATION
United States 28,921
Canada 2,729
United Kingdom 1,442
Germany 385
CONCURRENTS BY TRAFFIC SOURCE
Today
TOP PAGES
Sorted by Concurrents
7,101 Gizmodo - We come from the future. 0:33
4,882 Everything We Pieced Together From the Frenetic Suicide Squad Tr... 2:22
4,137 The New Suicide Squad Trailer Is Insane In Every Way Imaginable 0:29
2,681 The 10 Best Opening Scenes in Movie History 0:28
1,595 How Disney Fixed a Huge Mistake With Zootopia, Just One Year Be... 0:49
1,517 First Wonder Woman Footage Arrives in Man's World 0:17
1,228 Constantine's Arrow Appearance Was Probably His Last Ever 0:56
953 Chrome Is About to Load Web Pages Way Faster 0:27
TRAFFIC SOURCES
Internal 40%
Links 22%
Social 21%
Direct 10%
Search 7%
Referrers
Email, apps, IM 3,645
facebook.com 3,256
kotaku.com 1,746
deadspin.com 1,521
google.com 1,493
io9.gizmodo.com 1,174
gawker.com 733
m.facebook.com 673
feedly.com 482
jalopnik.com 378
Today's Social
0 Tweets
0 Likes

PARSE.LY


elevatedtoday.com
OVERVIEW
POSTS
AUTHORS
SECTIONS
TAGS
REFERRERS
REPORTS
DEVICES
COMPARE DEVICES
SHOW ONLY:
DESKTOP
MOBILE
TABLET
AVERAGE DEVICE TRAFFIC BY DAY OF WEEK & TIME OF DAY
100%
SUN
MON
TUE
WED
THU
FRI
SAT
20
15
10
5
12a
2a
4a
6a
8a
10a
12p
2p
4p
6p
8p
10p
DEVICE USAGE BY DATE:
45 DAYS
THIS MONTH
YESTERDAY
Jan 19, 2016 - Jan 20, 2016
DESKTOP PAGE VIEWS
24.4%
297
MOBILE
68.6%
836
TABLET
7.1%
86
2.0K
1.5K
1.0K
500
JAN 07
JAN 09
JAN 11
JAN 13
JAN 15
JAN 17
JAN 19
SELECT A DEVICE TO SHOW POSTS DOING WELL:
DESKTOP
MOBILE
TABLET

NEWSWHIP


Spike
Attend a Webinar
Add Facebook Page
Add Instagram Account
Tour
Help
Account Settings
Alert OFF
Digest ON
OFF Auto-Refresh
Heads-Up Display
Search: e.g. debate, bbc.co.uk, Obama, taylorswift
Search
Search full text of stories
Current Filters
Clear all
12h
nytimes.com
theguardian.com
wsj.com
bbc.co.uk
irishtimes.com
rte.ie
PUBLISHED IN LAST
1h
3h
12h
24h
1w
1m
LOCATION
WORLD
NORTH AMERICA
EUROPE
OCEANIA
SOUTH EAST ASIA
SOUTH AMERICA
ASIA
MIDDLE EAST
AFRICA
TOPICS
PRE-VIRAL
YOUTUBE
US ELECTION 2016
NEWS
ENTERTAINMENT
CULTURE
LIFE
FUN
OPINION
TECH
SCIENCE
BUSINESS
INDUSTRIES
MARKETS
SPORTS
BRANDS
Stories
Syndication
Facebook
Instagram
Reddit
Twitter
Influencers
Creators
Watch List
Overperforming OFF
Video only OFF
Language English
Sort by Facebook
World oldest man Yasutaro Koide dies aged 112 in Japan - BBC News
The world's oldest man, Yasutaro Koide, has died at the age of 112 in the Japanese city of Nagoya, officials say
bbc.co.uk
11 hours ago
56x
4x
Watch List
Refresh Data
More Info
Influencers
Tweets
Share
2 Related Stories
Facebook
8,293
8,293
620
1
Supreme Court to Hear Challenge to Obama Immigration Actions
A coalition of 26 states has sued over the president's efforts to provide work permits for millions of illegal immigrants, accusing him of abuse of
nytimes.com
3 hours ago
by ADAM LIPTAK
19x
6x
Watch List
Refresh Data
More Info
Influencers
Tweets
Share
2 Related Stories
Facebook
5,600
5,600
1,900
100
We've been conned by the rich predators of Davos | Aditya Chakrabortty
They write their own tax laws; they buy their own politicians. No wonder the wealth of the very richest people on the planet is ballooning
theguardian.com
10 hours ago
by Aditya Chakrabortty
34x
6x
Watch List
Refresh Data
More Info
Influencers
Tweets
Share
Facebook
5,515
5,515
1,020
66

WHAT DO YOU WANT TO MEASURE

Bounce rate: Percentage of single-page sessions (e.g. users who land on a site and leave immediately)
Click-through rate: Percentage of visitors to a page who follow a hypertext link to another webpage (e.g., when a user gets from one article to the next through links, 'related articles', and similar means).
Concurrent visits: The total number of people on a site at a given point in time. Unlike metrics like pageviews or unique users that are typically aggregated over a set period of time, concurrent visits give an impression of the number of real-time users and can inform decisions on when to publish as well as decisions around newsroom workflow.
Conversion rate: Percentage of users who take a desired action (e.g. buy a subscription, register, sign up to a newsletter, etc.).
Engaged time: Amount of time that users spend actively interacting with a page or site – reading, writing, scrolling, watching. Sometimes reported as an aggregate of 'attention minutes', sometimes as median attention time for a given article, section, or the whole site.
Entry rate: Percentage of visits starting on a particular page (i.e. the number of entry pageviews divided by total number of visits). Important for thinking about how to use popular parts of a site to draw people to other content. The reverse is **'exit rate'**, the percentage of visitors who left a site from a specific page.
Exit page: Last page accessed before a user leaves the site
Pageviews: Any time a user views a page by any method, such as clicking on a link, typing in a URL, or refreshing a page. Pageviews are sometimes called 'clicks', 'hits', or page impressions. Pageviews are sometimes broken down by device type, e.g. PC, smartphone, tablet.
Pageviews per visit: Average number of page views per visit (often expressed over a given time period).

WHAT DO YOU WANT TO MEASURE

Reach: Number of people who have theoretically been exposed to a given piece of content from a particular media organisation or exposed to content from that brand. Reach is normally calculated as a percentage of a known population, which can be relative to population (for broadcast ratings and print circulation), internet users (for site visitors), or the number of Facebook followers of a site who have had content shown in their NewsFeed. In most cases, reach is measured in platform-specific ways.
Recirculation: Percentage of the audience that has engaged with a particular piece of content (article, video, etc.) who proceeds to engage with another piece of content.
Referred traffic: Traffic that comes from an external source (as opposed to direct traffic). Referred traffic includes social referrals, search referrals, link referrals (from other sites), and 'dark social' where analytics tools cannot determine the referrer (e.g. emailed links).
Scroll depth: How far users scroll down on a page.
Site performance: Various metrics including load time and execution speed that measure how quickly a site or an app serves users.
Social shares: The number of times a piece of content has been shared via social media sites like Facebook, Instagram, Twitter, etc. Other social metrics include interactions (number of 'likes', etc.) and mentions.
Time spent: Amount of time (in minutes or seconds) visitors have spent on one site or on a particular page. Time spent and engaged time is not always the same, as not all analytics tools take into account whether users are actively interacting with a site or simply on it (while potentially doing something else).
Unique users: The number of different people who have visited a website or app in a given period of time. In reality, unique users (often referred to simply as 'uniques' or more precisely as 'unique browsers') are normally counted by associating individual IP addresses with a cookie. This tends to lead to both inflated numbers and uneven data quality – an individual accessing the same site from multiple devices, multiple browsers, via both apps and browsers, or who has deleted cookies

MEDIA PLAN

- One of the important aspects of the media plan is **goal setting**

- Goals have to be **SMART** > specific, measurable, attainable, relevant and timely
  - Ex. “we want to grow from 2000 to 5000 followers on twitter over the next 12 months”
  - Ex. “We want to increase the dialogue with our audiences on Facebook, specifically around the daily community talk show program from 9:00am to 10:00am over the next six months”

- Measure the size of your social media audience
  - Interested audience > reached audience > engaged audience. (The number of people who see your content is often described using the terms **“reach”**, ›“ **impressions”** or **“views”**

MEDIA PLAN TERMINOLGIES

- Everyone who knows your frequency or has programmed your station into their radio is your “**interested audience,”**
- those who tune in and listen to you are your **“reached audience**”
- those who discuss your program with family members, recommend your station to friends or call and text you are your “**engaged audience**.”
- **engagement rate** - This will show you the percentage of people who have seen your post and engaged with it.

ENGAGEMENT RATE

12/14/2018 5:04 PM	 Keep it short and simple! Non-verbale Kommunikation ist alles! Das			1.1K	12%	Boost Post
12/13/2018 6:00 PM	 As it is getting cold outside – it's time to remember the summer days! Have			446	2%	Boost Post
12/13/2018 5:35 PM	 Ready to roll! DW Akademie's trotro makes an entrance at re:publica			1.7K	6%	Boost Post
12/13/2018 11:14 AM	Looking for a challenge? We are looking for applicants from non-OECD countries for a			4.3K	3%	Boost Post

Engagement is more meaningful than reach in the sense that it is an indicator of how people are reacting to your content, not merely how many people are (potentially) coming into contact with it.

MEDIA PLAN

- **Targeting**
- feature which lets you decide who will see your post, based on demographic data or interest.
  - This can be particularly useful if you post content in multiple languages. By using the targeting feature you can, for example, make sure that only French speakers see French content and only English speakers see English content.
- **Boosting**
  - **A** term for promoting a piece of content by paying for extra exposure.
  - To boost a post, you need a credit card or PayPal account. If you boost a post, your statistics will break down into paid and unpaid (“› **organic**”) reach.

WHATSAPP ANALYTICS

- Although one of the most popular social networks yet it is one of the most difficult to analyze because it does not provide statistics about conversation.
  - **WhatsAnalyzer** – a free tool developed by the University of Wurzerg in Germany to analyse Whatsapp Group chats: identify the best times to post on Whatsapp

THANKS!

Any questions?

CHECK **VCLASS** FOR COURSE OUTLINE & COURSE MATERIALS