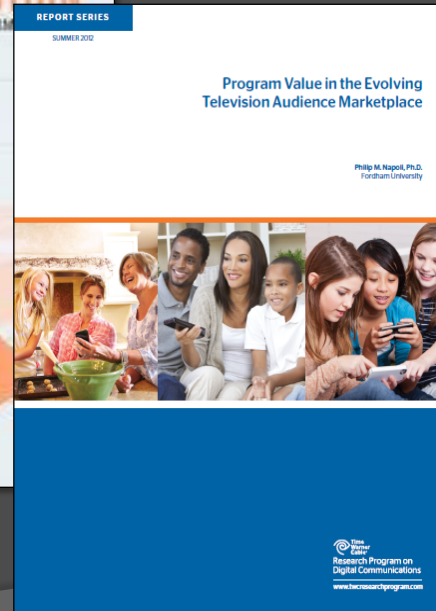
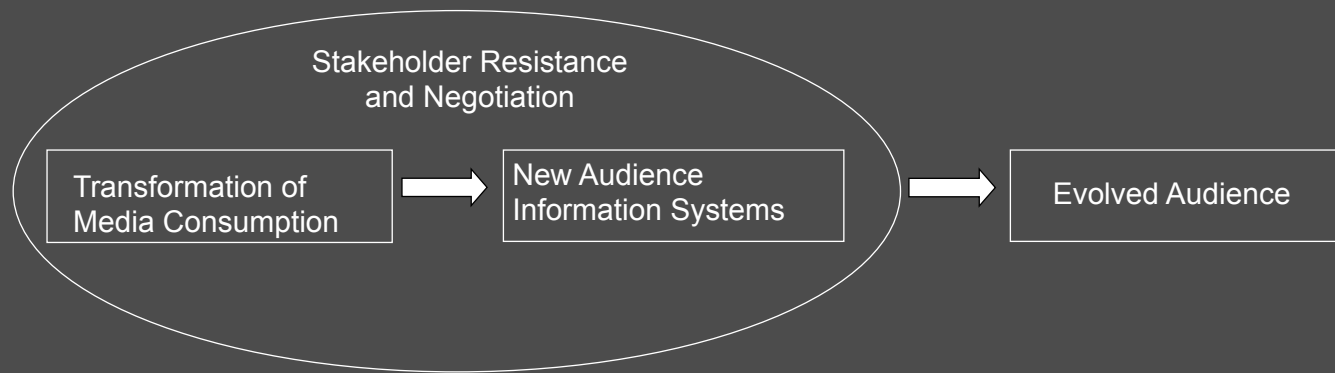


MEASURING NEW AUDIENCES

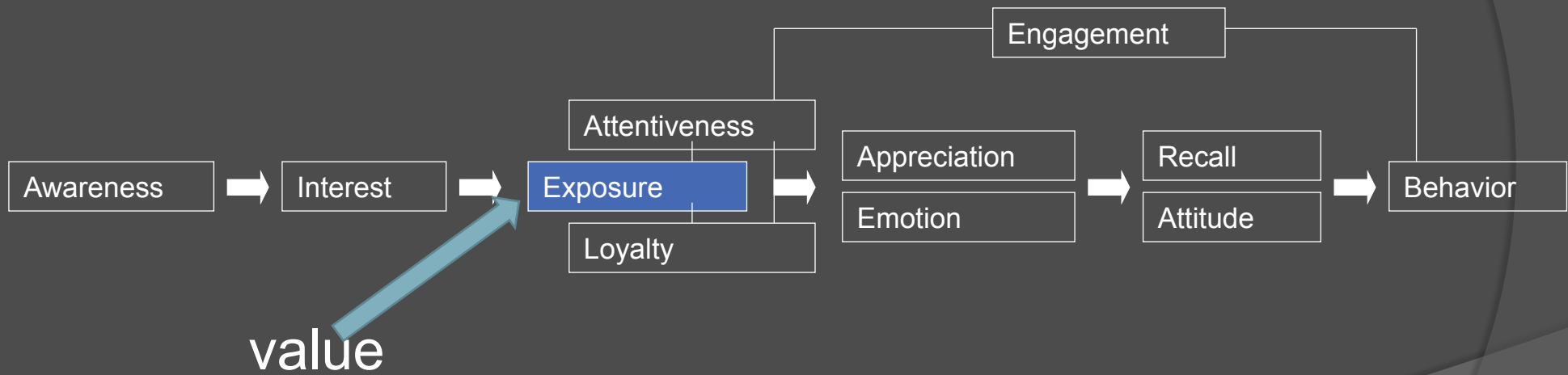
Philip M. Napoli
Professor, Communication & Media Management
Co-Director, Center for Communications
Graduate School of Business
Fordham University
New York, NY USA



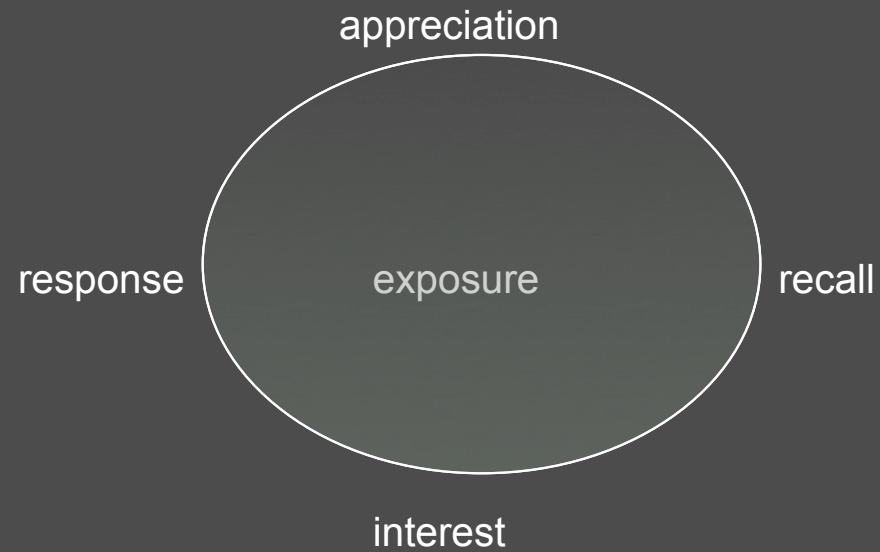
Audience Evolution



Components of “Audience-ing”



The Post-Exposure Audience Marketplace



Concerns

⦿ “Black Box” Audiences

- Mechanisms by which audience data are produced are increasingly complex, increasingly unclear

⦿ “Data Determinism”

- Relative of “Technological Determinism”
 - Belief that technology drives social, cultural, and institutional change
- Audience data are central to driving and improving organizational performance

The Current Craze: Social Media Analytics

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we will **exploit** your data — hacker group

DIGITAL

Will Social Media Be the New Nielsen for TV Ad Buyers?

Data on Most Engaging Shows -- and Who They Engage -- Help to Direct Marketer Dollars

By: Kunur Patel | Published: October 03, 2011

Article | Stock Quotes | Comments (1)

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BY EMILY STEEL
The animated series "South Park" on Viacom Inc.'s

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SHARED INTERESTS
What your followers watch: General Sentiment matches brands to TV shows by looking at a brand's percentage of shared Twitter followers.

SKECHERS: 8.05%



What Do Social TV Analytics Do?

- ⦿ Program Performance Assessment
 - Quantity of online comments
 - Share of online comments
 - Sentiment
 - Involvement
- ⦿ Content Performance Assessment
 - Plot/characters
- ⦿ Advertisement Performance Assessment
- ⦿ Affinity Tracking
 - Brand ↔ Program
 - Program ↔ Program
- ⦿ Trend Analysis
- ⦿ Audience Analysis
 - Demographics (limited)
 - Influence/reach

How Do They Do It?

- ⦿ Data Gathered from Online Social Media Sources
 - Twitter
 - Facebook (public pages)
 - TV Check-in platforms
 - Other online communities
 - Online news media
- ⦿ Analyzed via Language Processing Algorithms
- ⦿ Synchronized with Program Schedule/Content Data
- ⦿ To Produce a Wide Range of Analytical Outputs

Points of Differentiation

- ⦿ Data sources
- ⦿ Algorithm/search terms
- ⦿ Measurement period
- ⦿ Granularity

A Crowded Marketplace



Variety of Methodological Concerns

- ⦿ Which audience segments/tastes are represented and which aren't?
- ⦿ How susceptible are these systems to manipulation?
- ⦿ How accurately are they capturing the full range of program discussion?

New Audiences Emerging from Black Boxes

- ◎ On methodological transparency/clarity:
 - “They never tell you what’s in the black box. There’s no transparency.”
 - “People who are qualified to come up with solutions are coming from a completely different direction from traditional media research people. There’s no overlap in terms of skill sets, pedigree, etc.”

Creeping Data Determinism

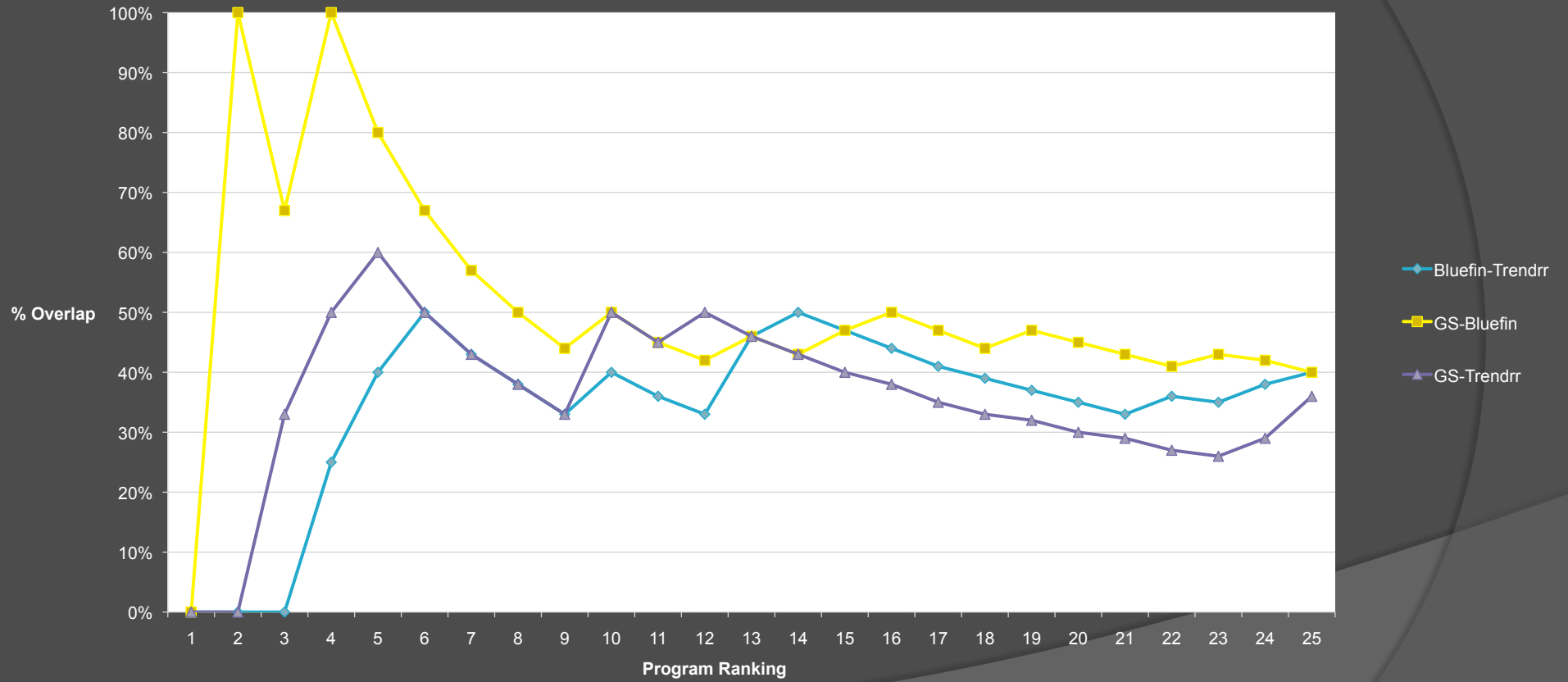
- ◎ On possible methodological shortcomings:
 - “I don’t know anyone that really cares”
 - “Everyone pretty much accepts the limitations of the samples at this point”
 - “All this stuff is not research to know, it’s research to show.”

We Need to Interrogate these New
Audience Measurement Systems

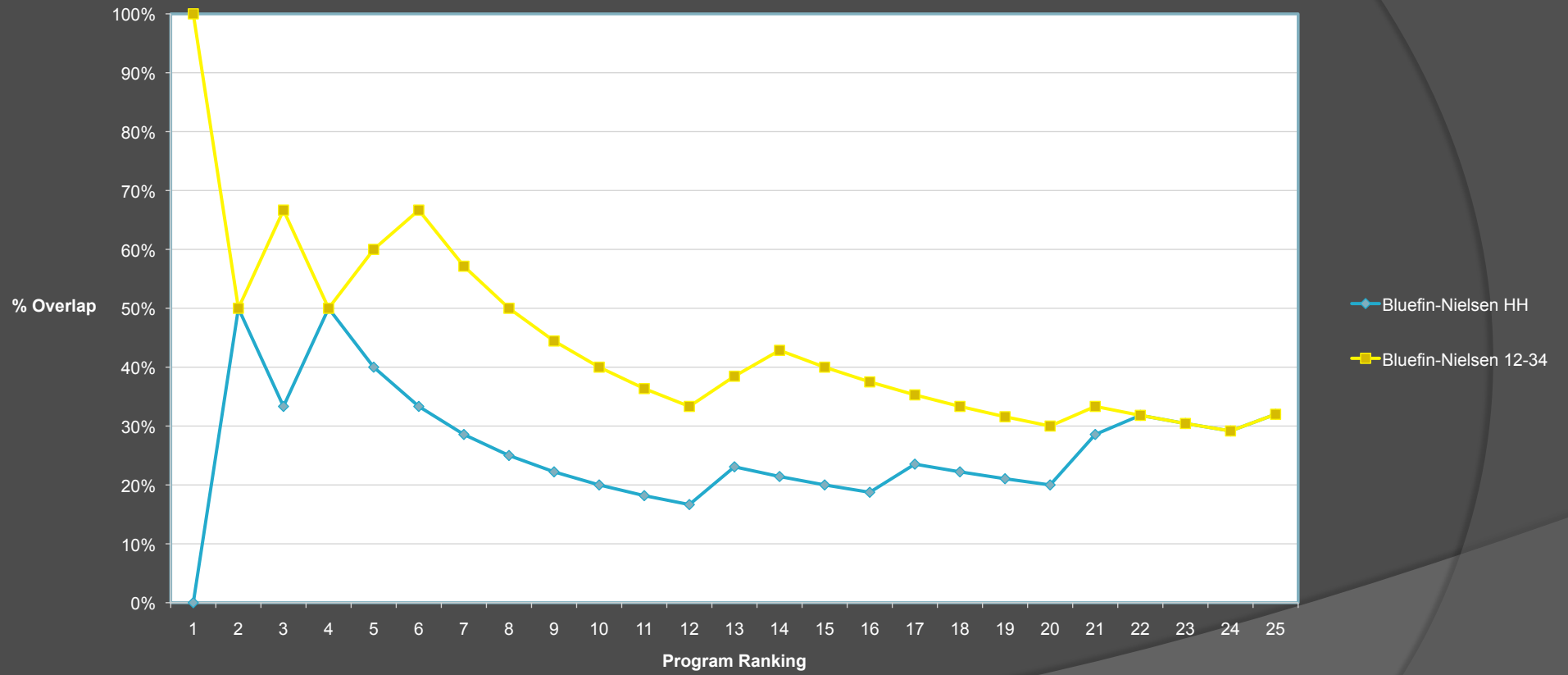
% Overlap in Top 25 Programs

	<u>Bluefin</u>	<u>Trendrr.tv</u>	<u>General Sentiment</u>	<u>Nielsen HH</u>	<u>Nielsen 12-34</u>
Bluefin		40%	40%	32%	32%
Trendrr.tv			36%	28%	40%
General Sentiment				16%	32%

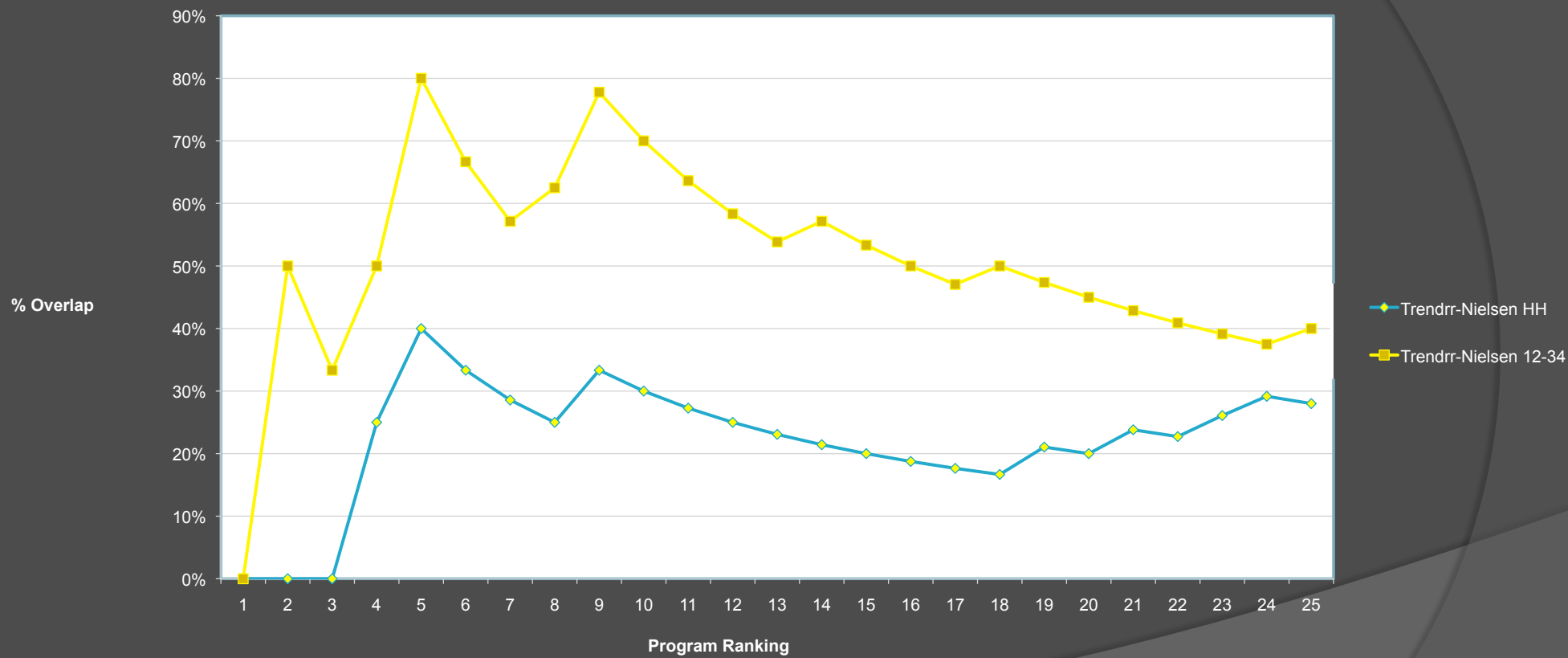
Bluefin-Trendrr-General Sentiment Comparison: Top 25 Programs



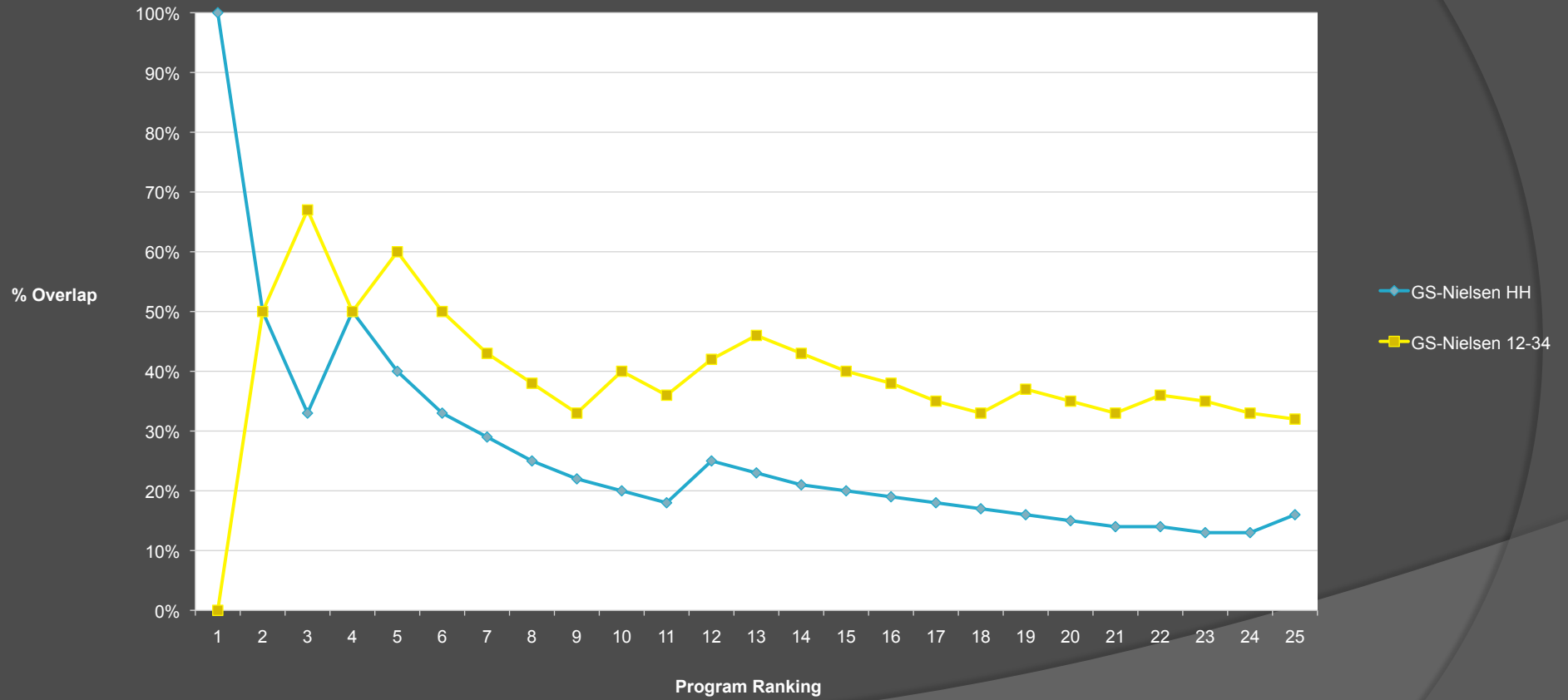
Bluefin-Nielsen Comparison: Top 25 Programs



Trendrr-Nielsen Comparison: Top 25 Programs



General Sentiment-Nielsen Comparison: Top 25 Programs



Conclusion

- ◎ To avoid the perils of data determinism:
 - Rigorous comparative analysis of alternative measurement systems
 - Force data providers to open up the “black boxes”
 - Assess (don't assume) relationship between metrics and desired performance outcomes

Grazie!

For more, visit:

<http://audienceevolution.wordpress.com>