New engagement metric:
A conversation piece
Eleanor Baird, December 2007
disclaimer

- I wrote this metric at 3 a.m. on Monday morning for a class project. I’ve since simplified it, but the basic concepts are the same.

- This is based on what I know to date about TV and metrics, but not itself the product of rigorous academic investigation. It’s untested.

- This is a metric for engagement with a currently broadcast program and the accompanying advertising, not long-term fans or shows that are off the air.

- It’s meant as a conversation piece, not a prescription. Let me know what you think.
the main idea

A weighted total of the percentage change in quantifiable behaviors that demonstrate engagement in a particular period of time that incorporates both engagement in entertainment content and advertising content.
proposed engagement metric

4 EQUALLY IMPORTANT “ENGAGED” BEHAVIORS & ATTITUDES

<table>
<thead>
<tr>
<th>Share of media interaction time</th>
<th>In week share of demo(s)/behavioral groups</th>
<th>Nielsen ratings, census-style viewing data</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchasing patterns</td>
<td>Views online</td>
<td>Network site ad supported streams</td>
</tr>
<tr>
<td>Retention/Repeat interaction</td>
<td>C3 rating</td>
<td>Nielsen Ratings</td>
</tr>
<tr>
<td>Social interactions</td>
<td>Sponsor product sales</td>
<td>Nielsen, Retailers</td>
</tr>
<tr>
<td></td>
<td>Program content &amp; merch. sales</td>
<td>Billboard, Amazon, Studios</td>
</tr>
<tr>
<td></td>
<td>Change in weekly rating</td>
<td>Nielsen Ratings</td>
</tr>
<tr>
<td></td>
<td>Conversation &amp; buzz</td>
<td>BuzzMetrics, Hey Nielsen, You Tube, Facebook, MySpace</td>
</tr>
</tbody>
</table>
proposed engagement metric

- In week share of demo(s)/behavioral groups: 25%
  - 0.125 * % change in share of demo
  - 0.125 * % change in share of demo on site

- Views online: 25%
  - 0.125 * % change in demo C3 rating

- C3 rating: 25%
  - 0.125 * % change in product sales

- Sponsor product sales: 25%
  - 0.125 * % change in sales of DVDs (retail), downloads (iTunes, Amazon Unbox) and program merchandise (retail)

- Program content & merch. sales: 25%
  - 0.125 * % change in weekly rating

- Change in weekly rating: 25%
  - 0.05 * % change in blog activity
  - 0.05 * % change in YouTube views of program clips
  - 0.05 * % change in YouTube views of sponsor ad clips

- Conversation & buzz: 25%
  - 0.1 * % change in top 5 fan group membership in Facebook, MySpace