

**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

...COULD TRANSLATE TO

...AND BE MEASURED WITH

Share of media interaction time	% CHANGE IN	In week share of demo(s)/ behavioral groups	Nielsen ratings, census-style viewing data
		Views online	Network site ad supported streams
Purchasing patterns		C3 rating	Nielsen Ratings
		Sponsor product sales	Nielsen, Retailers
Retention/Repeat interaction		Program content & merch. sales	Billboard, Amazon, Studios
		Change in weekly rating	Nielsen Ratings
Social interactions		Conversation & buzz	BuzzMetrics, Hey Nielsen, You Tube, Facebook, MySpace

proposed engagement metric

In week share of demo(s)/ behavioral groups

0.125 * % change in share of demo

Views online

0.125 * % change in share of demo on site

C3 rating

0.125 * % change in demo C3 rating

Sponsor product sales

0.125 * % change in product sales

Program content & merch. sales

0.125 * % change in sales of DVDs (retail), downloads (iTunes, Amazon Unbox) and program merchandise (retail)

Change in weekly rating

0.125 * % change in weekly rating

Conversation & buzz

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

0.1 * % change in top 5 fan group membership in Facebook, MySpace