New engagement metric: A conversation piece

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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	25%	0.125 * % change in share of demo
Views online		0.125 * % change in share of demo on site
C3 rating	25%	0.125 * % change in demo C3 rating
Sponsor product sales		0.125 * % change in product sales
Program content & merch. sales	25%	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	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
		0.1 * % change in top 5 fan group membership in Facebook, MySpace