



# Cross Platform Metrics for Buying Video

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**My focus is on**

- **Online Platform**
- **Video Metrics**
- **beyond advertising**





# Why should we measure video?

Goals are what matter

more video views

more video ad views

more conversions



# So, what video are we talking about?

video content

video ads

viral video on YouTube

user-generated mash-ups

market & competitor watch



# Example Metrics Sites

# Video Audience Analytics

Video Metrics Stream Metrics User Metrics Tech Metrics Reporting

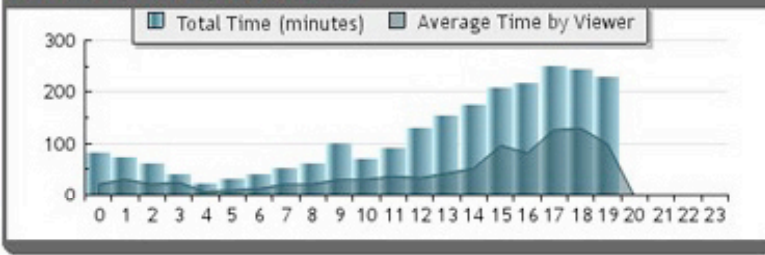
## Active Video Session



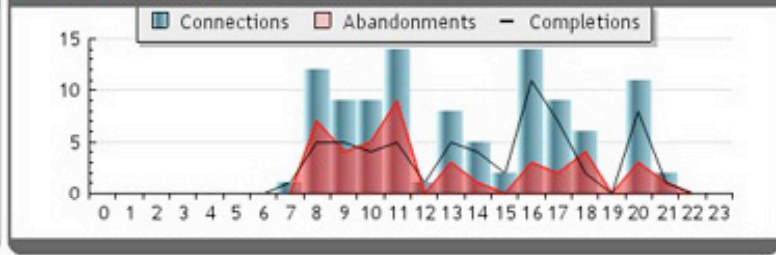
## Videos Being Watched Right Now



## Average Viewing Time



## Video Activity



## In/Out Streams Digest

### Access

Referrers : 4265  
Auto Referrer : 8945  
Partners : 702  
Direct Access : 524  
Search Engines : 1422

### 6342 Videos Viewed

Connections : 15858  
Completions : 8723  
Completion Rate : 55%  
Unic Viewers : 5780  
Returning Viewers : 5678  
New Viewers : 102  
Video Sessions : 8432  
Total Time : 165:24:43  
Average Time by Viewer : 00:02:21  
Average Time by Video : 00:01:23  
Average Video by Viewers : 2.25  
Average Video by Session : 1.88

### Skip

Skipped Away : 3010  
Skipped to Videos : 4125  
Skipped Away Rate : 19%  
Skipped to Video Rate : 26%

### Top 5 - Entries

Pos.	Name	Cnx.	%
1	Good Life	1893	36.8
2	One Heart	1342	26
3	Becoming the Bull	834	16.2
4	The Pretender	632	12.3
5	Beautiful Girls	453	8.8

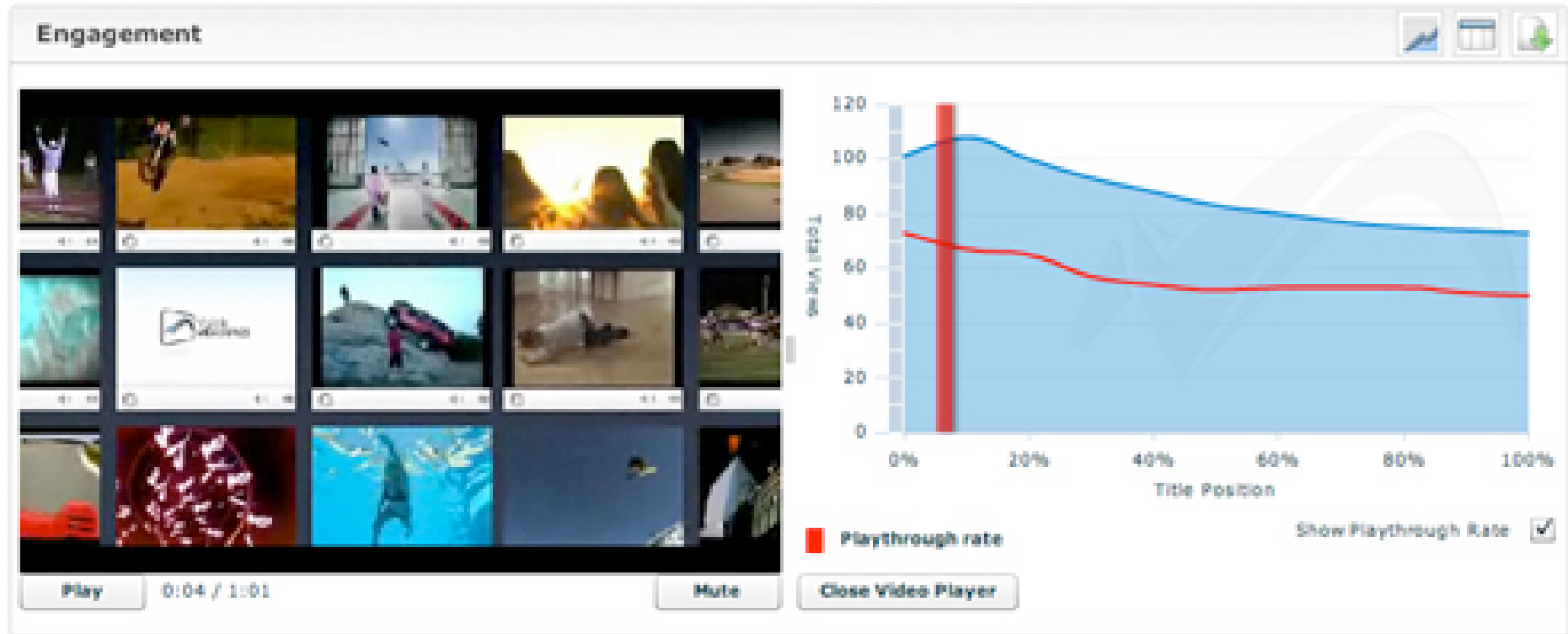
### Top 5 - Exits

Pos.	Name	Cnx.	%
1	Big Things Poppin'	1893	36.8
2	Underclass Hero	1342	26
3	Teenagers	834	16.2
4	Bleed It Out	632	12.3
5	Good Life	453	8.8

## Video Audience Rates

## Geolocalization

# VisibleMeasures



**Video Audience Analytics**



# Nielsen VideoCensus

Table 1: Stream Composition Percent among Women and Men 18-34 (U.S., Home and Work)

Target Group	Network TV Web Sites	CGM Web Sites
Women 18-34	22%	11%
Men 18-34	12%	27%

Source: Nielsen Online, VideoCensus

Table 2: Network TV Web Site Viewer Overlap (U.S., Home and Work)

Network TV Site	ABC.COM	NBC.com	CBS Television	FOX Broadcasting
ABC.COM	NA	16%	5%	4%
NBC.com	24%	NA	7%	8%
CBS Television	21%	17%	NA	10%
FOX Broadcasting	18%	20%	10%	NA

Source: Nielsen Online, VideoCensus

Table 3: CGM Web Site Viewer Overlap (U.S., Home and Work)

CGM Web Site	Viewer Overlap with YouTube
Myspace.com	84%
Veoh	93%
Break.com	87%

Source: Nielsen Online, VideoCensus

**Market and Competitor Watch**





# ComScore Video Matrix

Top U.S. Online Video Properties* by Videos Viewed November 2007 Total U.S. – Home/Work/University Locations Source: comScore Video Matrix		
Property	Videos Viewed (MM)	Share (%) of Videos
Total Internet	9,491	100.0%
Google Sites	2,966	31.3%
Fox Interactive Media	419	4.4%
Yahoo! Sites	328	3.5%
Viacom Digital	245	2.6%
Time Warner Network	184	1.9%
Microsoft Sites	181	1.9%
Disney Online	96	1.0%
ABC.com	88	0.9%
ESPN	87	0.9%
Break	47	0.5%

*\*Rankings based on video content sites; excludes video server networks. Online video includes both streaming and progressive download video.*

**Market and Competitor Watch**

Videos

Search

[settings](#)

Upload

[My Account](#) / **About My Video**



[Budokai Karate Sparring](#)

00:12

Added: October 14, 2006, 08:48 AM

Views: 2,927

**Viral Video Analytics**

Views

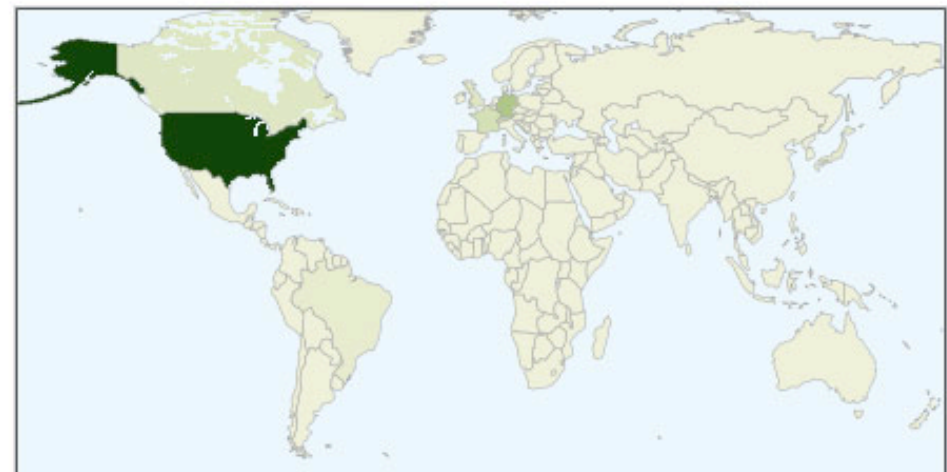
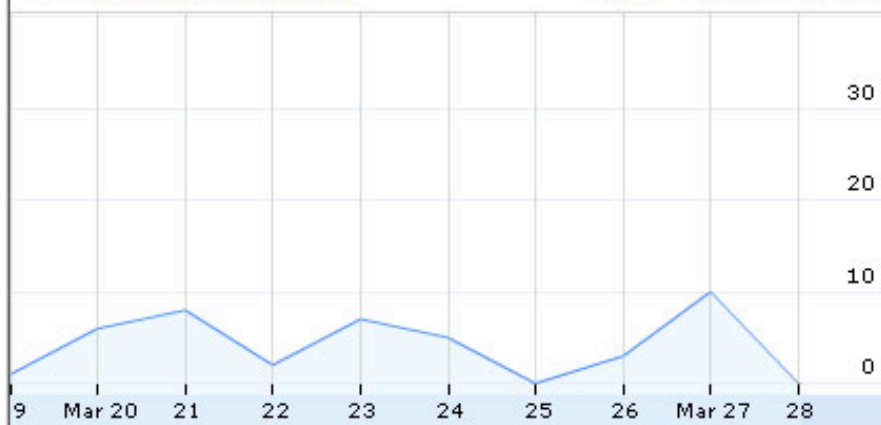
Popularity

Views for All countries: March 18, 2008 - March 27, 2008

This video was watched in 11 countries during this time

Views by country 0 Max

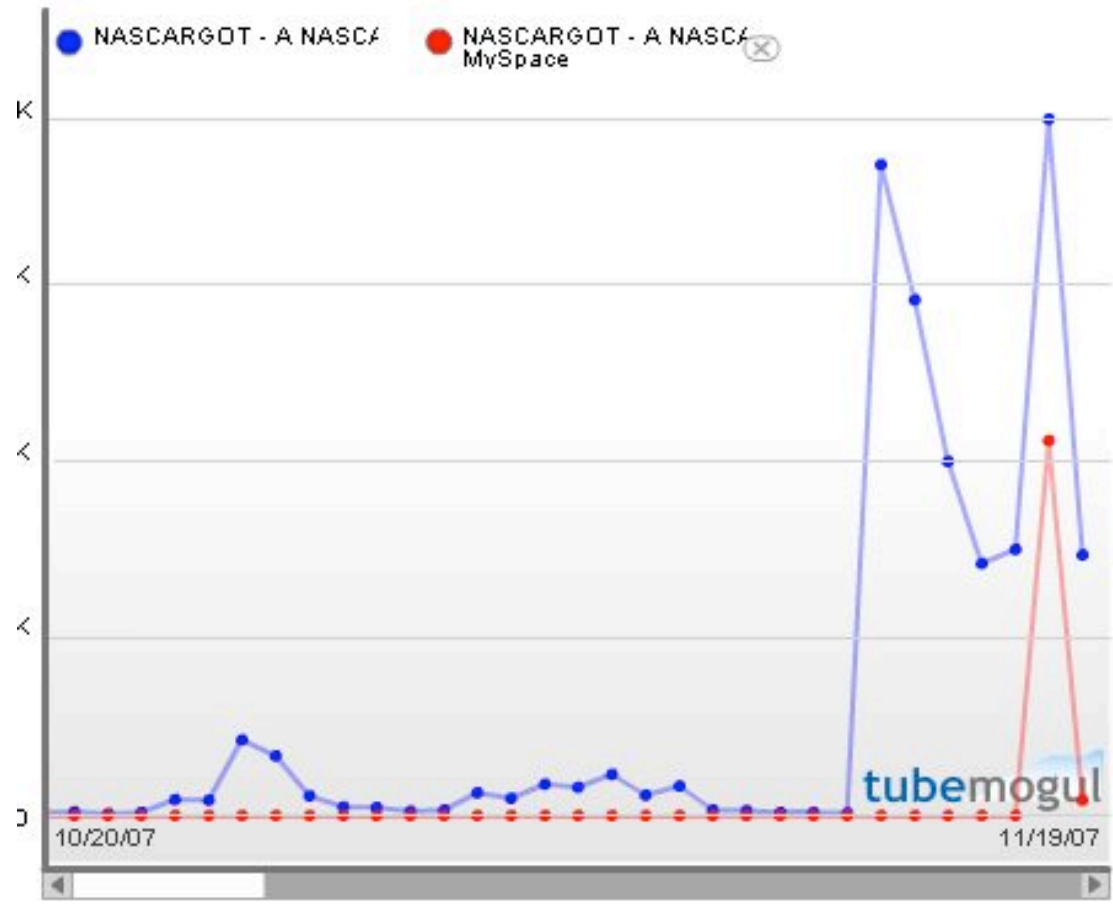
Zoom: [5d](#) [1m](#) [3m](#) [6m](#) [1y](#) [Max](#) • Views | March 28, 2008



All countries

The data represented in the graphs is an informational, aggregate representation and the number of actual views may be higher or lower.

Plotting viewership by day Date Range: 10/20/07 - 11/19/07



Traffic break out by site (last 30 days)

Site	Views	Percent
YouTube	634,071	77 %
Yahoo	91,559	11 %
MySpace	94,800	12 %
Metacafe	49	0 %
Google	11	0 %
Rewer	56	0 %
DailyMotion	103	0 %
Crackle	15	0 %
Stupid Videos	12	0 %

Tools

Export

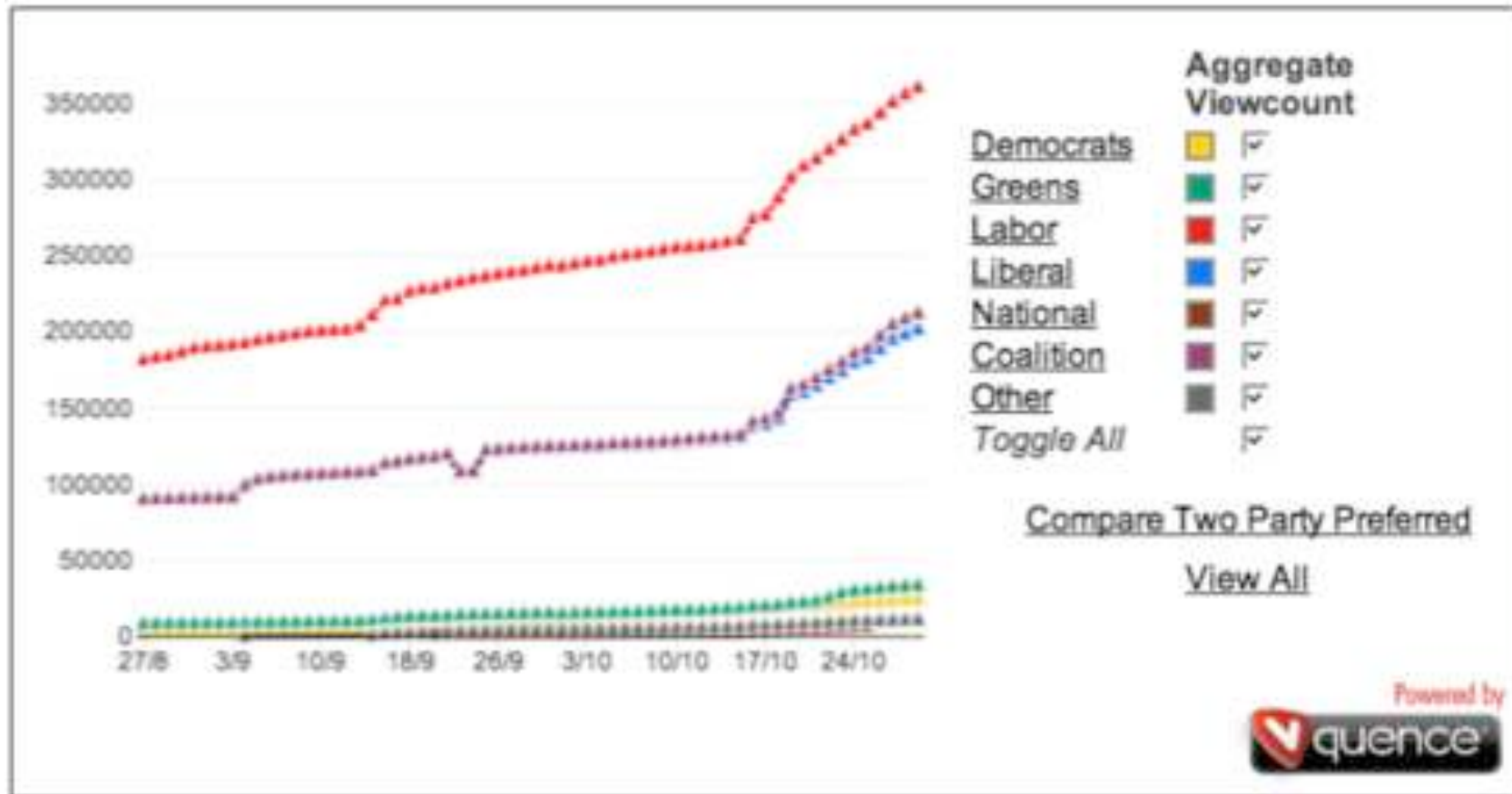
**Social Video Analytics**



# Vquence VQmetrics

- First feature: social video analytics
  - Views, comments, ratings counts
- Automated duplicate identification
- Tracking across blogs & forums
- Later: video audience analytics

# Measuring the Federal Election



# Vqmetrics Preview



The screenshot shows the Vqmetrics web application interface. At the top left is the Vqmetrics logo. The main content area is titled "Politics" and includes navigation tabs for "Dashboard", "Liberal Party Videos", "Labour Party Videos", "National Party Video", and "Green Party". A "Videos Tracker" section displays a video player for "The Labour Video" with its metadata: Host: VquenceYT, Title: The Labour Video, Description: A video to test charts, Uploaded on: 29 Aug 2007, Uploaded by: australianlabor, and Tags: Labour video. The video player shows a man speaking and has a progress bar at 0:00 / 0:00. Below the video is the URL: <http://www.youtube.com/?v=ZS25sTLsiHg>. To the right is a "Usage Graph" titled "Cumulative Comment Count" showing a line graph of views over time from 1/3 to 28/3. The y-axis ranges from 0 to 200. A "feedback" button is visible on the right side of the interface.

trackers / show

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**Politics**

Dashboard Liberal Party Videos Labour Party Videos National Party Video Green Party

**Videos Tracker**

**Tracking Video:**



Host: VquenceYT  
Title: The Labour Video  
Description: A video to test charts.  
Uploaded on: 29 Aug 2007  
Uploaded by: australianlabor  
Tags: Labour video

URL: <http://www.youtube.com/?v=ZS25sTLsiHg>

**Usage Graph**

**Cumulative Comment Count**

Views

Date	Views
1/3	130
4/3	135
7/3	140
10/3	145
13/3	150
16/3	155
19/3	160
22/3	165
25/3	170
28/3	175

Valid XHTML, CSS and RSS.

feedback