Measurement of Online Video Audiences

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Why measuring video usage?

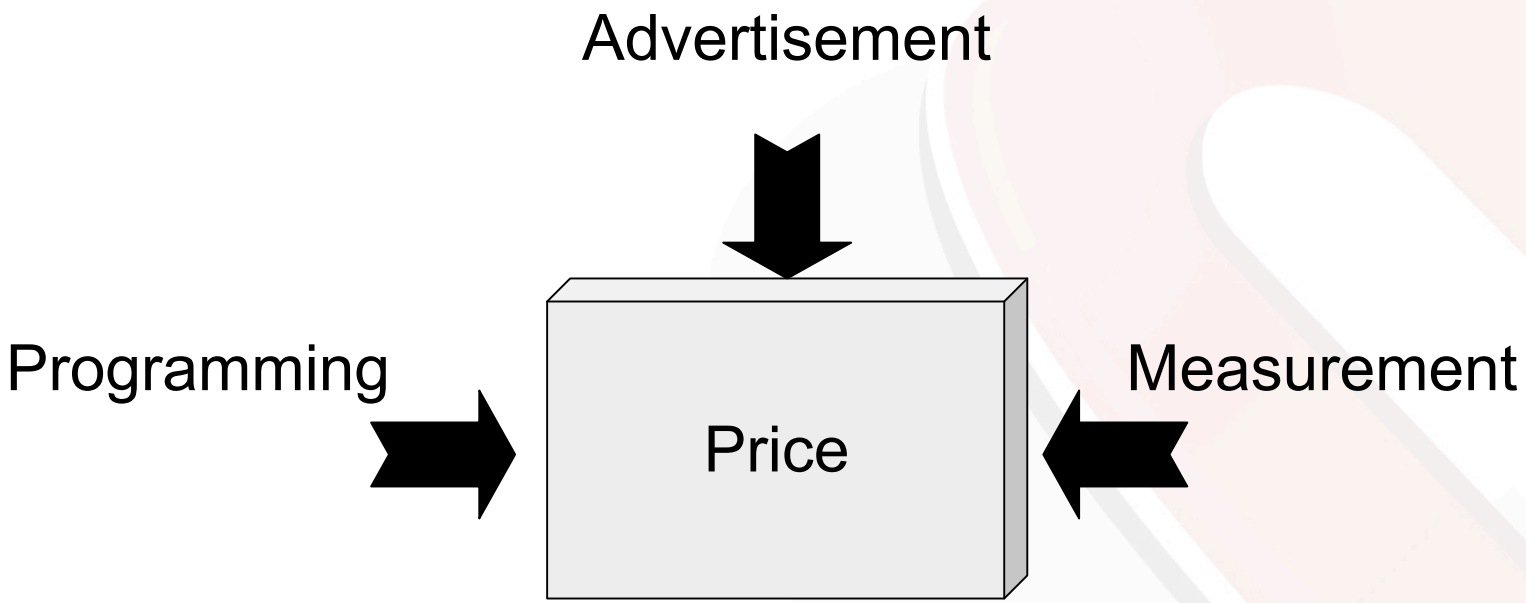
Imagine…

trying to place an ad online and not knowing the audience?

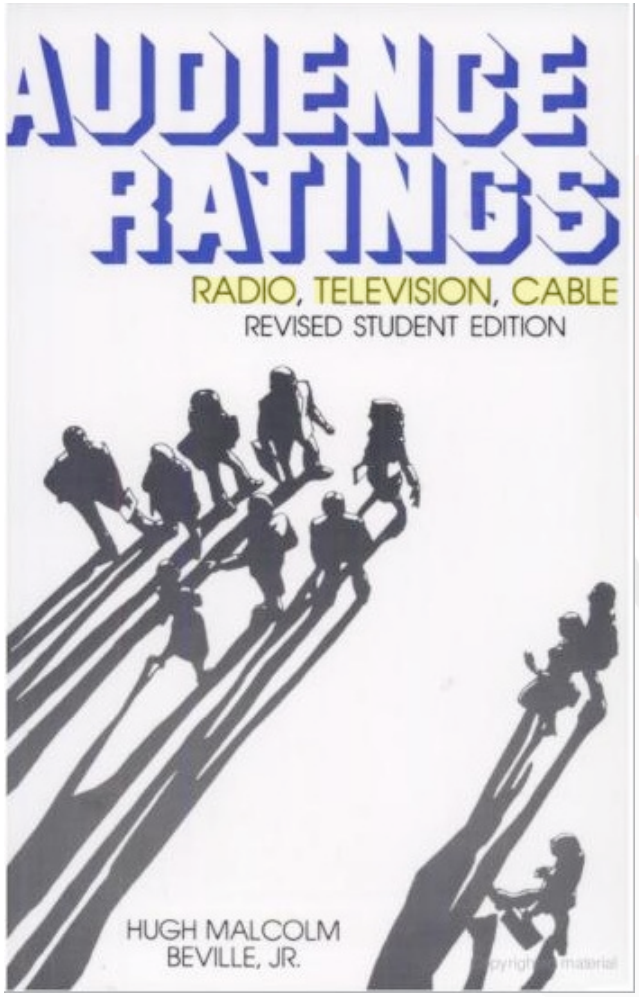
trying to determine communication policy and not knowing how online viewership compares to Radio and TV?

trying to understand what is happening to your brand online and not knowing how many people are influenced by the videos?

Determine TV Ad value



It wasn't always that way



H.M. Beville JR

"It is difficult to imagine a successful system of free commercial broadcasting without audience rating as feedback. The ratings report the size and composition of the audience that is reached by a given program, station, or schedule of commercial announcements. These data are crucial to the activities of broadcasting management, sales representatives, program producers, advertisers and their agencies, writers, performers, and their agents."

Online Audience Measurement

Web Analytics

- Ad campaign conversions
- Search engine referrals effectiveness
- Exit analysis
- Composition of the audience

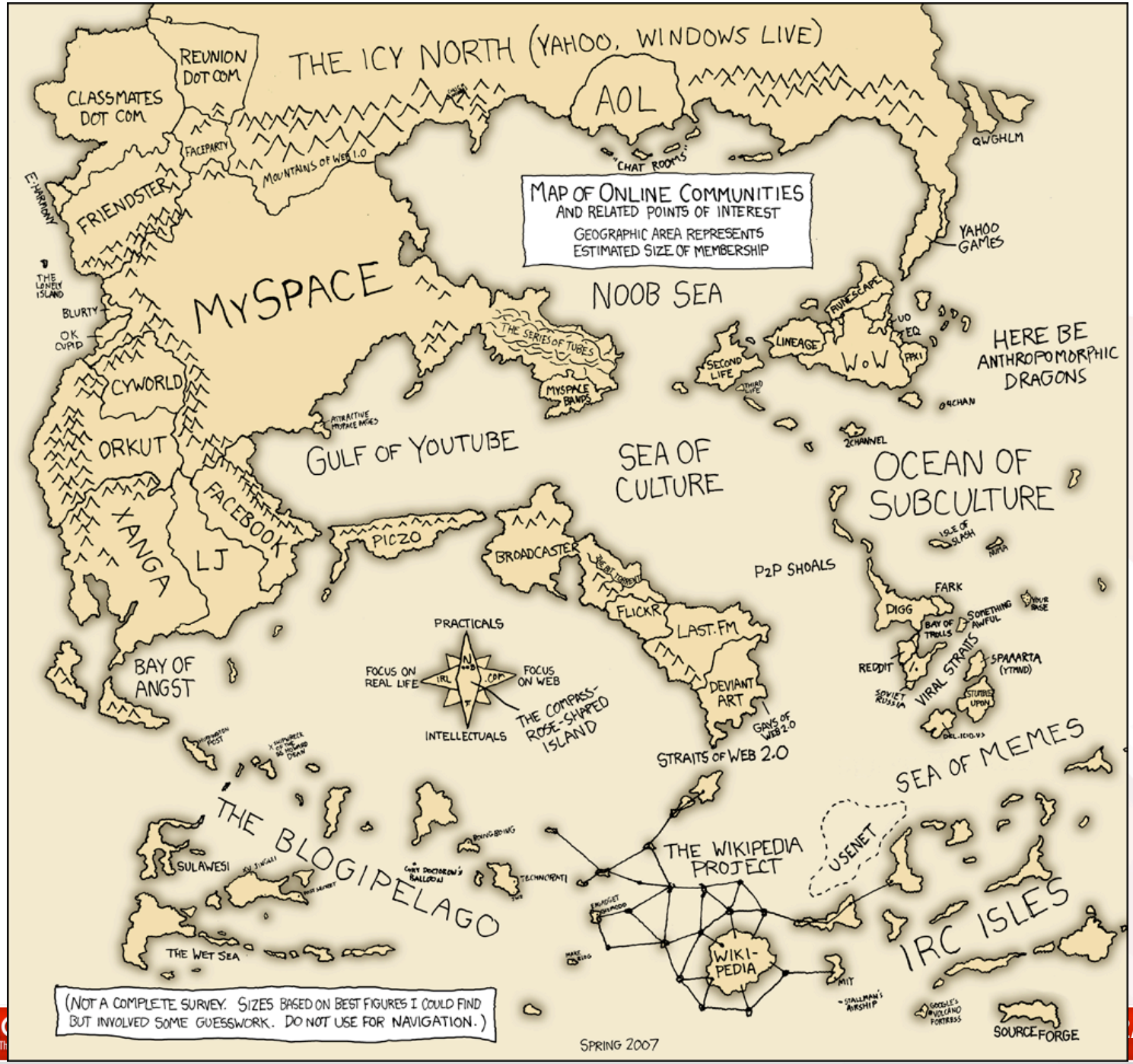
Online Audience Measurement

Approaches:

- On-site metrics
  - Web server log files
  - javascript hooks
- Off-site metrics
  - Panels
  - ISP network logs

Video Communication Types

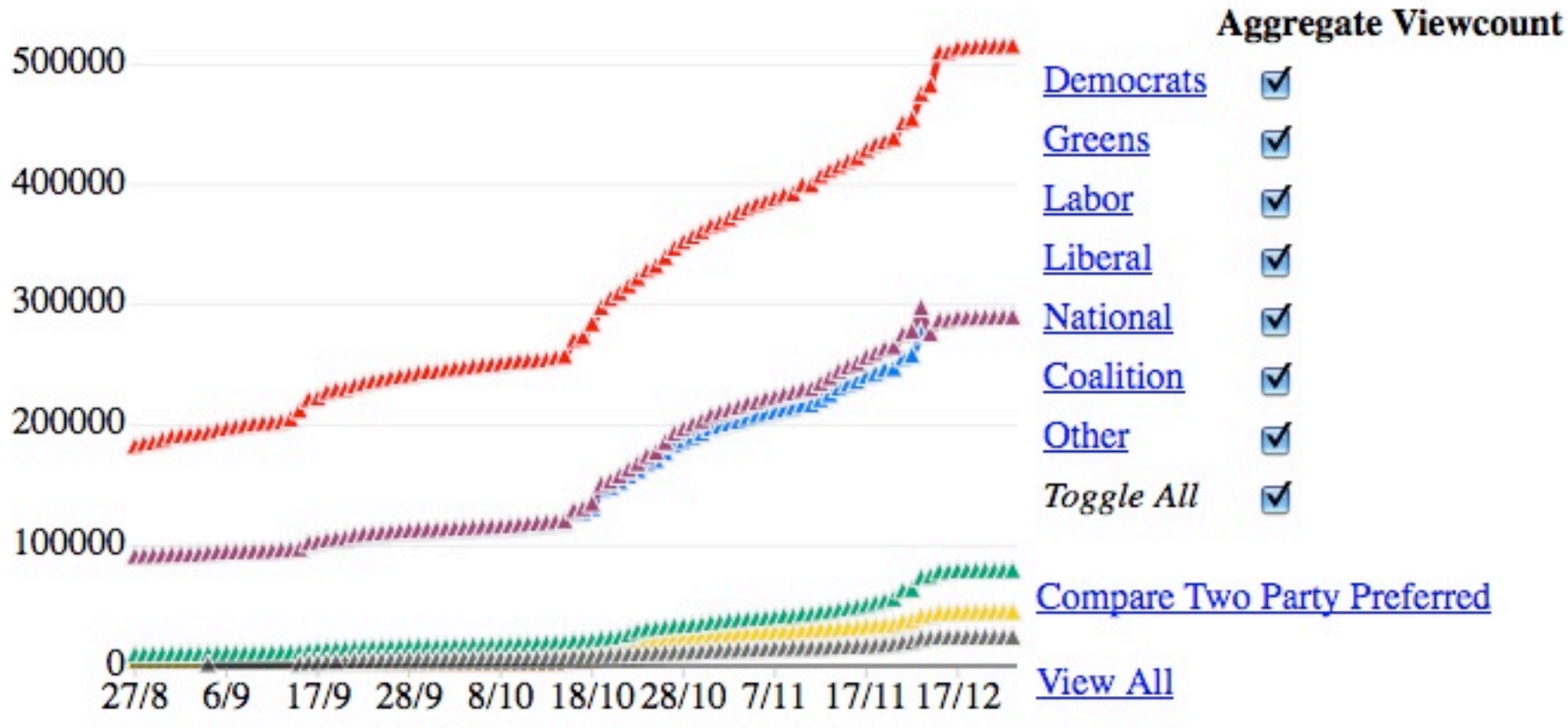
- Live interactive video, e.g. skype
- Video streaming, e.g. streaming of conferences
- P2P video distribution, e.g. bittorrent
- Social video publication, e.g. YouTube, MySpaceTV, Dailymotion


MAP OF ONLINE COMMUNITIES
AND RELATED POINTS OF INTEREST
GEOGRAPHIC AREA REPRESENTS
ESTIMATED SIZE OF MEMBERSHIP
THE ICY NORTH (YAHOO, WINDOWS LIVE)
REUNION DOT COM
CLASSMATES DOT COM
FACIPARTY
MOUNTAINS OF WEB 1.0
AOL
"CHAT ROOMS"
QWGHLM
E-HARMONY
FRIENDSTER
YAHOO GAMES
THE LONELY ISLAND
BLURTY
OK CUPID
MYSPACE
NOOB SEA
THE SERIES OF TUBES
MYSPACE BANDS
FARMESCAPE
LINEAGE
SECOND LIFE
THIRD LIFE
WoW
UO
EQ
FFXI
HERE BE ANTHROPOMORPHIC DRAGONS
4CHAN
2CHANNEL
CYWORLD
ORKUT
XANGA
LJ
FACEBOOK
GULF OF YOUTUBE
SEA OF CULTURE
OCEAN OF SUBCULTURE
ISLE OF SLASH
PICZO
BROADCASTER
FLICKR
LAST.FM
P2P SHOALS
DIGG
FARK
BAY OF TROLLS
SOMETHING AWFUL
REDDIT
SPAAARTA (YTMND)
VIRAL STRAITS
SOVIET RUSSIA
STUMBLE UPON
DEL.ICIO.US
PRACTICALS
FOCUS ON REAL LIFE
FOCUS ON WEB
IRL
.COM
INTELLECTUALS
THE COMPASS-ROSE-SHAPED ISLAND
DEVIANT ART
GAYS OF WEB 2.0
STRAITS OF WEB 2.0
BAY OF ANGST
SEA OF MEMES
THE BLOGIPELAGO
SULAWESI
BOING-BOING
CORY DOCTOROW'S BALLOON
TECHNORATI
THE WET SEA
THE WIKIPEDIA PROJECT
USENET
WIKI-PEDIA
MIT
STALLMAN'S AIRSHIP
IRC ISLES
SOURCEFORGE
(NOT A COMPLETE SURVEY. SIZES BASED ON BEST FIGURES I COULD FIND BUT INVOLVED SOME GUESSWORK. DO NOT USE FOR NAVIGATION.)
SPRING 2007

Video Metrics Approaches

- On-site video use: measurement of user interaction, e.g. VisibleMeasures, Omniture, Ooyala.
- Off-site video use on social video sites, e.g. TubeMogul,Vquence VQmetrics.
- Video spread on forums, blogs and other social networking sites; e.g. Vidmetrix.

Example from Vquence



A need for Standards

What is a “view”?

- A video started?
- A video fully viewed?
- A video played at least 3 sec?
- A video more than 50% viewed? 75%?

Interactive Advertising Bureau

- Digital Video In-Stream Ad Format Guidelines and Best Practices (May 2008)
- Digital Video In-Stream Ad Metrics Definitions (June 2008)
- http://www.iabaustralia.com.au/ creates local adaptations

Questions?