

Digital Metrics for Classical

Beginning the Discussion

public media futures
A Project of the Wyncote Foundation

Background

- Begin with “Opportunities in Journalism,” co-sponsored by SRG and Wyncote, March 15
- Form a working group: First meet Apr 28
- Continue through several webinars and in-person meetings

Aims of the Working Group

- 1 Refine and advance KPIs for News-centered public radio stations and some joint licensees.
- 2 Identify appropriate communications and conferencing technology for this group process.
- 3 Understand visitor/user interests, values and behavior through personnas and advance data analytics.
- 4 Develop a framework for increasing online subscription revenues.
- 5 Expand tool development and data sharing.

Motivating Interests

- There was a high level of agreement that, “as a system, we haven’t defined success.”
- Top line data is inadequate for
 - Managing daily digital operations,
 - Measuring a broadly defined sense of “impact,”
 - Identifying the parts of local digital journalism that support our business model.
- There was noticeable support for NPR Digital.

It's a "News Group"

- **NPR**
- **APM/MPR**
- **WGBH**
- **WNYC**
- **KQED**
- **WBUR**
- **WBEZ**
- **KPCC**
- **OPB**
- **KUT**
- **KPBS**
- **St. Louis
Public Radio**
- **NHPR**
- **WITF**
- **WHYY**
- **WAMU**
- PRX
- CPB
- Greater
Public

...with National Networks and Podcast Producers...

- **NPR**
- **APM/MPR**
- WGBH
- **WNYC**
- KQED
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General Observations

- The digital staff and senior staff at larger stations are bringing a deeper skill set to digital analytics.
- NPR Digital staff is providing strong and continued support.
- Stations are asking: Is our investment in digital service providing adequate returns, both in service and revenue?

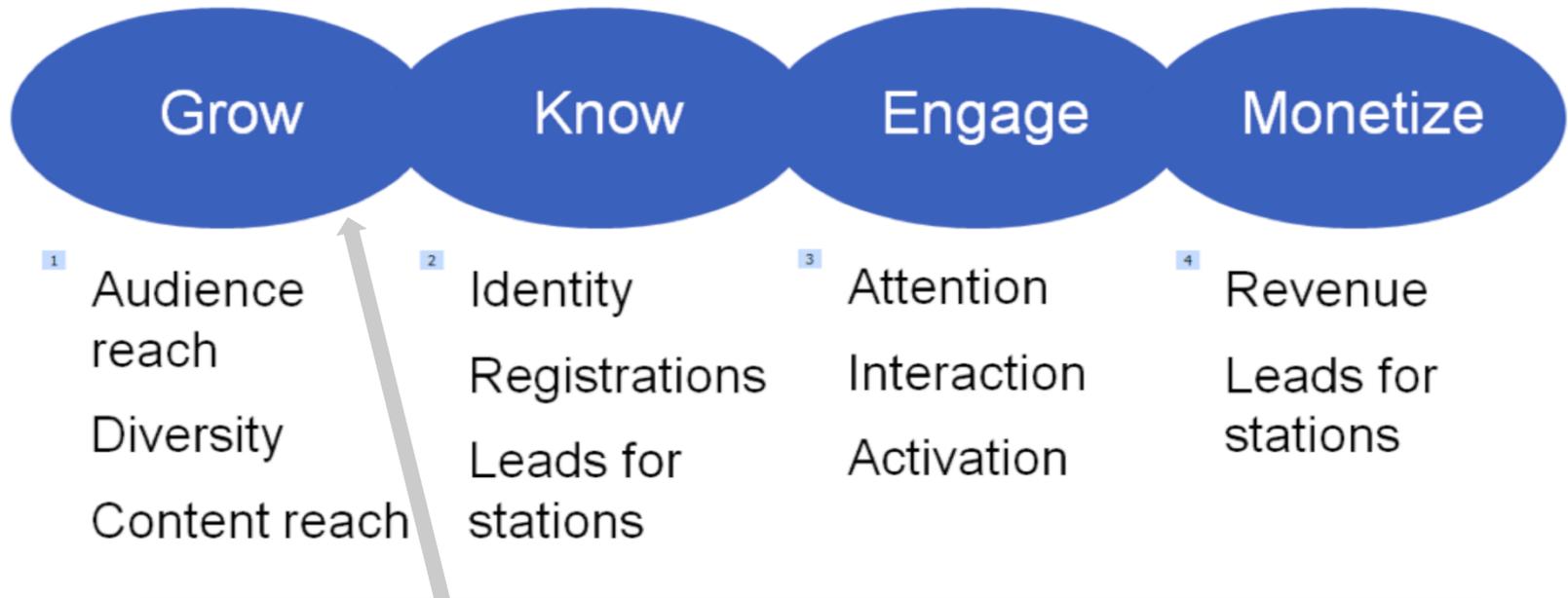
Process so far

- Collect Dashboards from all 16 participants
 - 110 different items now being tracked.
- Survey the Participants
 - We identified common objectives
- Met in Boston 4/28 (with two follow ups)
 - Examined Dashboards
 - Discussed “Frameworks”

Boston Meeting Highlights

- Steve Mulder introduces the NPR Framework
GROW – KNOW – ENGAGE – MONETIZE
- WBEZ dashboard: separate “Listening sessions” from “Non-Listening sessions.”
- KQED provides a “rainbow engagement framework.”
- WGBH shares initial persona development
- MPR, OPB, NHPR and others provide additional perspective

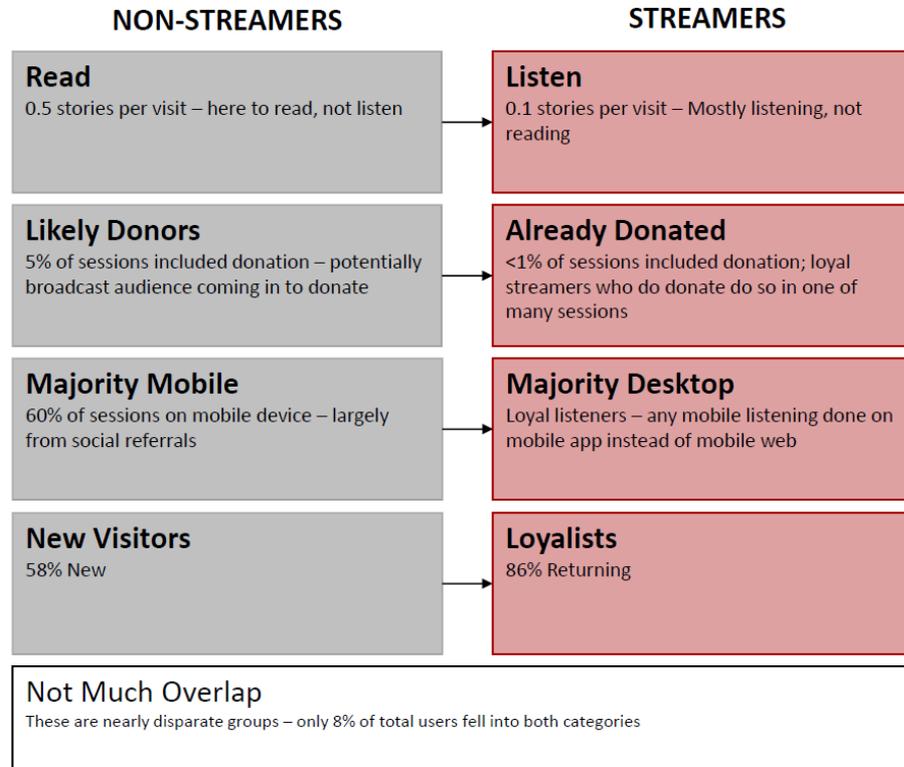
NPR's (relatively new) framework for audience KPIs



After the first meeting, all of the discussion has focused on GROWTH METRICS.

From WBEZ dashboard discussion

If people aren't streaming, what are they doing? – WBEZ.org



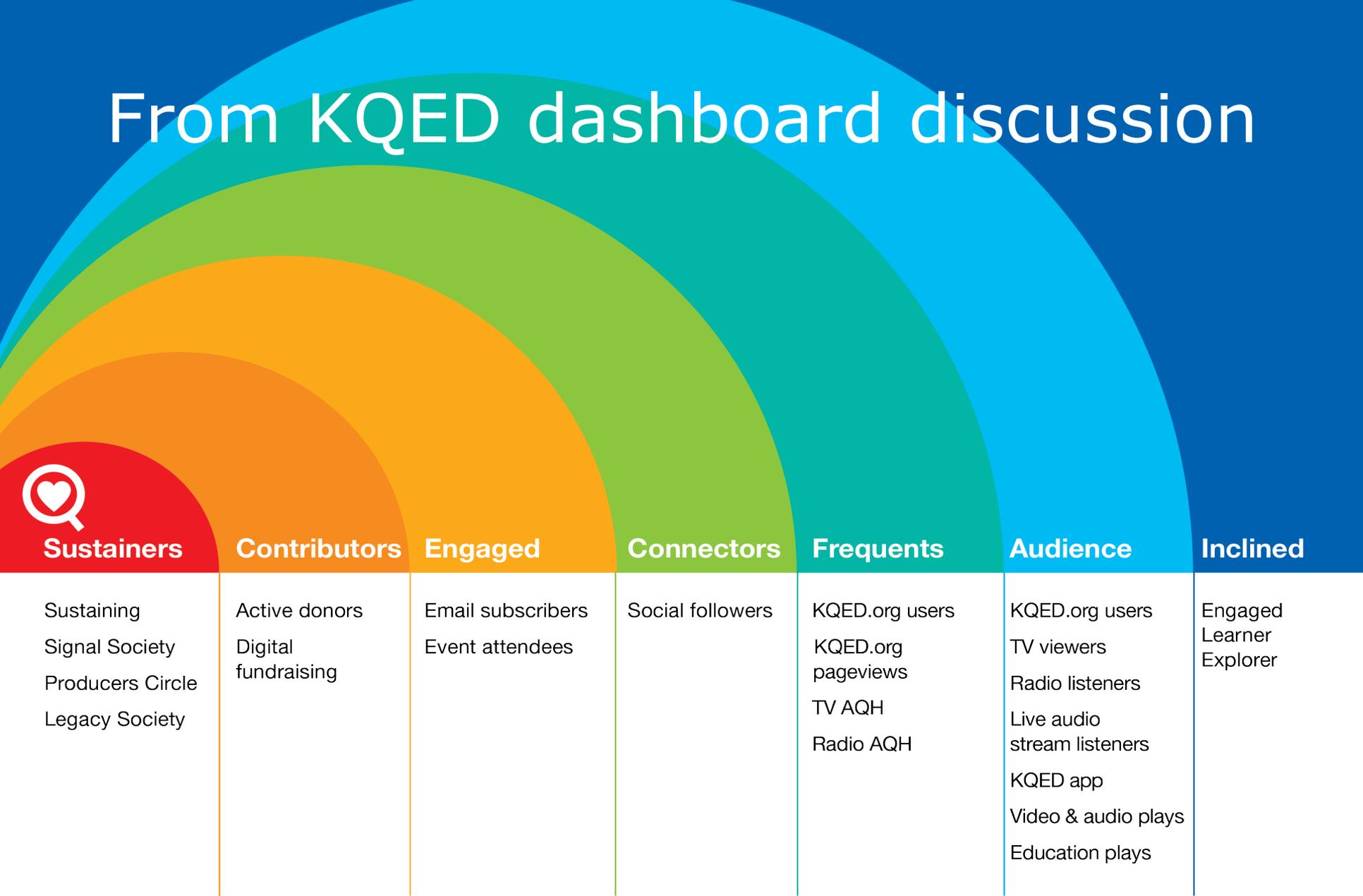
WBEZ91.5

Source: Google Analytics (Sep 2016-Feb 2017)

3

Provided by Steve Rish and Isaac Kim

From KQED dashboard discussion



Levels of Engagement

From WGBH persona discussion

Janine The Cultural Connoisseur

“The arts are important to the fabric of my community. That’s why I support PBS and WGBH.”

News/Info Habits:

- Gets news online and from radio (NPR, NYT, WSJ)
- Reads content-rich email subscriptions like The Skimm
- Follows arts organizations through web, email, social

WGBH habits:

- Attends WGBH events with family – Fun Fest, 5K run
- Visits WGBHNews.org and live streams BPR
- Watches BBC drama, Masterpiece, & Frontline

Media:

- Cable package with internet
- Heavy user of iPhone and iPad

Donation Profile:

- \$120/year sustainer
- Responded to a WGBH email after signing up for the WGBH-localized version of the PBS Channel on Roku



Janine wants to... * Be a lifelong learner * Stay in the know about issues * Share photos of her kids, stay connected with family

Age 42 | Marketing Manager | Brookline | Married



And after Apr 28.... we

- Started with the NPR “Grow/Know/Engage/Monetize” Framework
 - Steve Mulder segments the 110 metrics.
- Hosted two follow-up meetings
 - Discussions of “Metrics related to Growth”
- Agreed to focus on “news stations with a large investment in posting news stories.”

Steve’s work is available for review at
<http://bit.ly/2ujHki6>

Digging Deeper in "GROW"

Org goal	Platform	Metric	Priority	KPI?	Question we're trying to answer	Pros	Cons
Grow	Website	Users		Y	How many people are we reaching overall?	Familiar, already measured, overall reach is still important	Overcounting due to multiple device usage (applies to all user metrics)
Grow	Website	In-market users			How many people are we reaching in our area who we can reasonably target for long-term relationships?	Keeps us focused on addressible local market	Not sure how actionable it is. Not as relevant for national content producers.
Grow	Website	Users with 3+ sessions			How many people are we reaching who are loyal visitors and more likely to become long-term relationships and donors?	Keeps us focused on growing loyal audience, not fly-bys who are less likely to ever donate. More actionable: increase sessions/user.	Small segment and not naturally growing. Potentially difficult to increase.
Grow	Website	Users who listen			How many people are we reaching who are consuming our core audio content and perhaps more likely to become loyal audience and donors?	Keeps us focused on our core: audio. We assume listeners are more likely to become donors. More actionable: increase listening.	Small segment. Websites are different than broadcast and listening may not always signal loyalty potential.
Grow	Website	Demographics (e.g., users under 45)			Are we reaching a diverse audience?	Keeps us focused on diversity.	GA can track age and gender but not ethnicity, so we miss an important one without surveys.
Grow	Website	Pageviews			How much content is being consumed overall, with a focus on the written word?	More accurate number than users, can be added across properties.	Measures overall usage, not reach. Can grow even if audience isn't growing.
Grow	Website	Story pageviews			How much written-word journalism is being consumed overall?	Focuses on the pageviews that matter most. More accurate number than users, can be added across properties.	Might overweight text content. Measures overall usage, not reach. Can grow even if audience isn't growing.
Grow	Website	Sessions			How many visits overall is our site getting?	More accurate number than users, can be added across properties.	Measures overall usage, not reach. Can grow even if audience isn't growing.

Which of these 7 "growth" metrics is provides the best guidance?

Draft conclusions

(not yet formally accepted by the group)

- **“Total Uniques/Users:” essential but flawed.**

PROs

- Universally shared as a way of measuring reach.
- Required for ad placement sales.
- “The top of the funnel”

CONs

- Volatile.
- Affected by reposting and viral distribution.
- Contains many one-time visitors
- Only loosely related to business imperatives

Draft conclusions

(not yet formally accepted by the group)

- **“Users visiting X times per period*” is likely to be a one of the growth KPIs.**

PROs

- Return visits is a key indicator of loyalty.
- Other research suggests “frequency of use” is related to “willingness to support.”

CONs

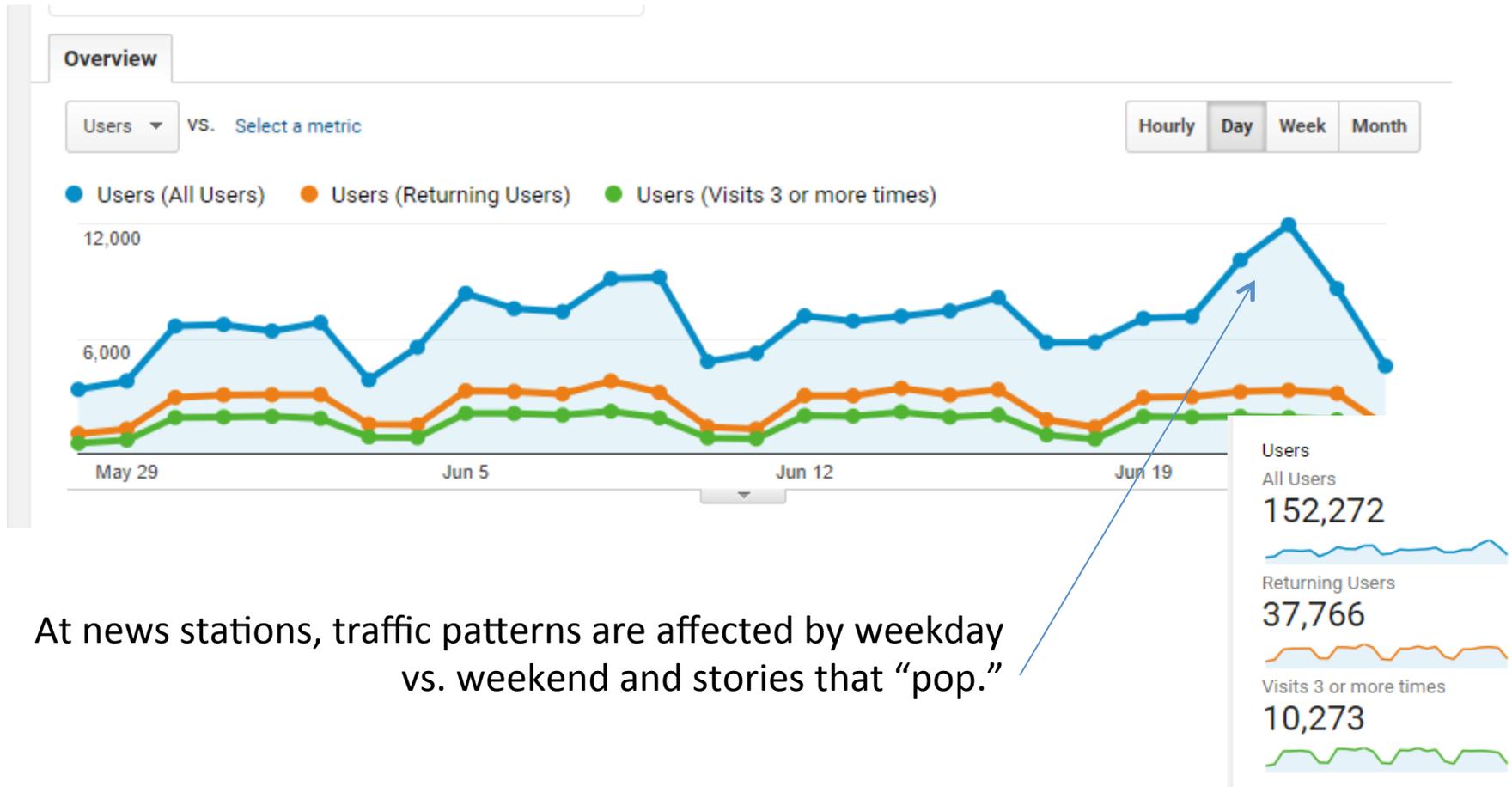
- There is no way to capture cross-platform use.
- May need to distinguish listening from non-listening sessions.

*For now, at the recommendation of APM, we are using $x=3$ or “3 visits per month.”

WHAT DOES ONLINE TRAFFIC
REALLY LOOK LIKE?

News1

Daily User Count

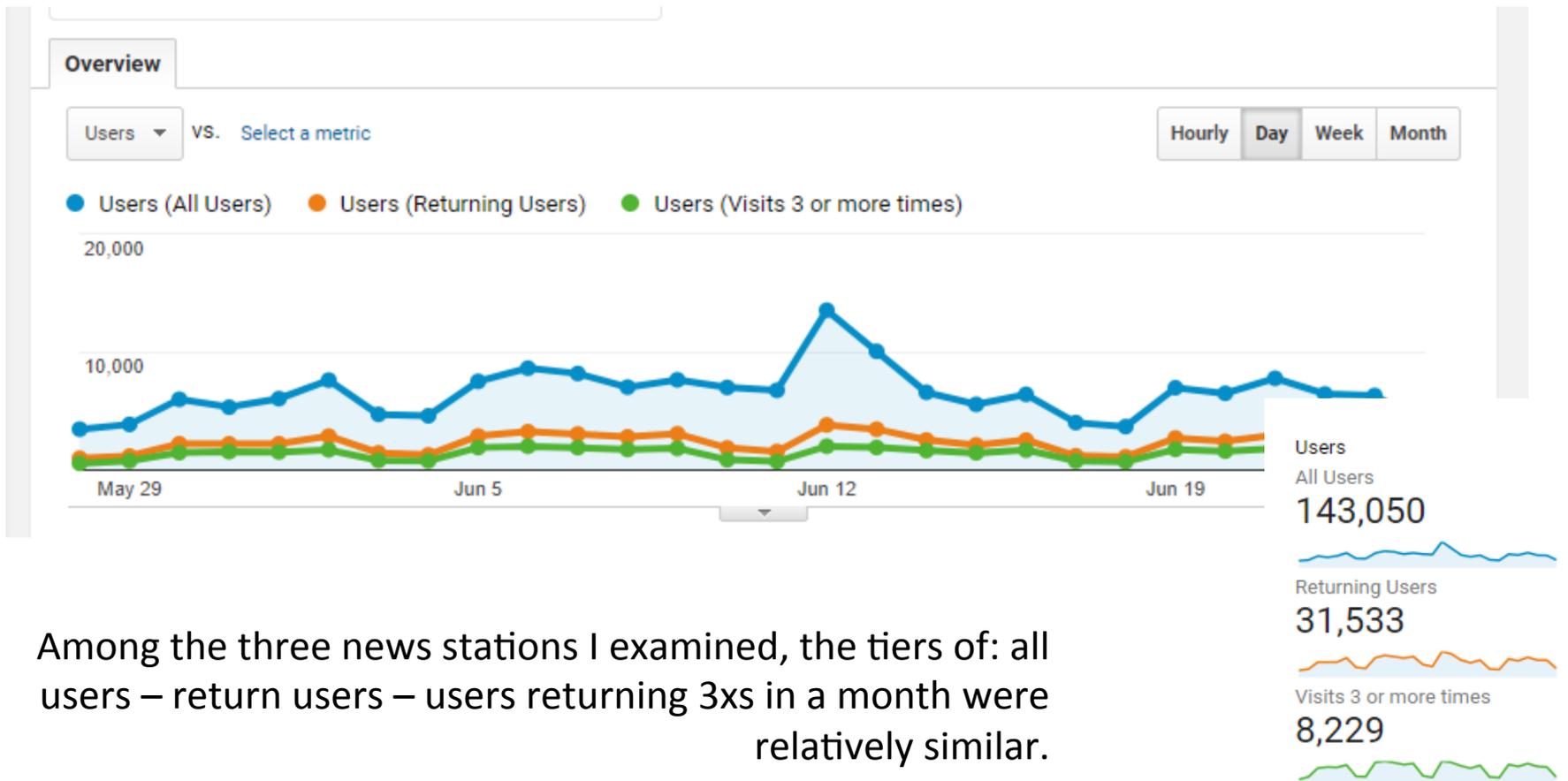


At news stations, traffic patterns are affected by weekday vs. weekend and stories that “pop.”

For May 28 – Jun 24, 2017

News2

Daily User Count

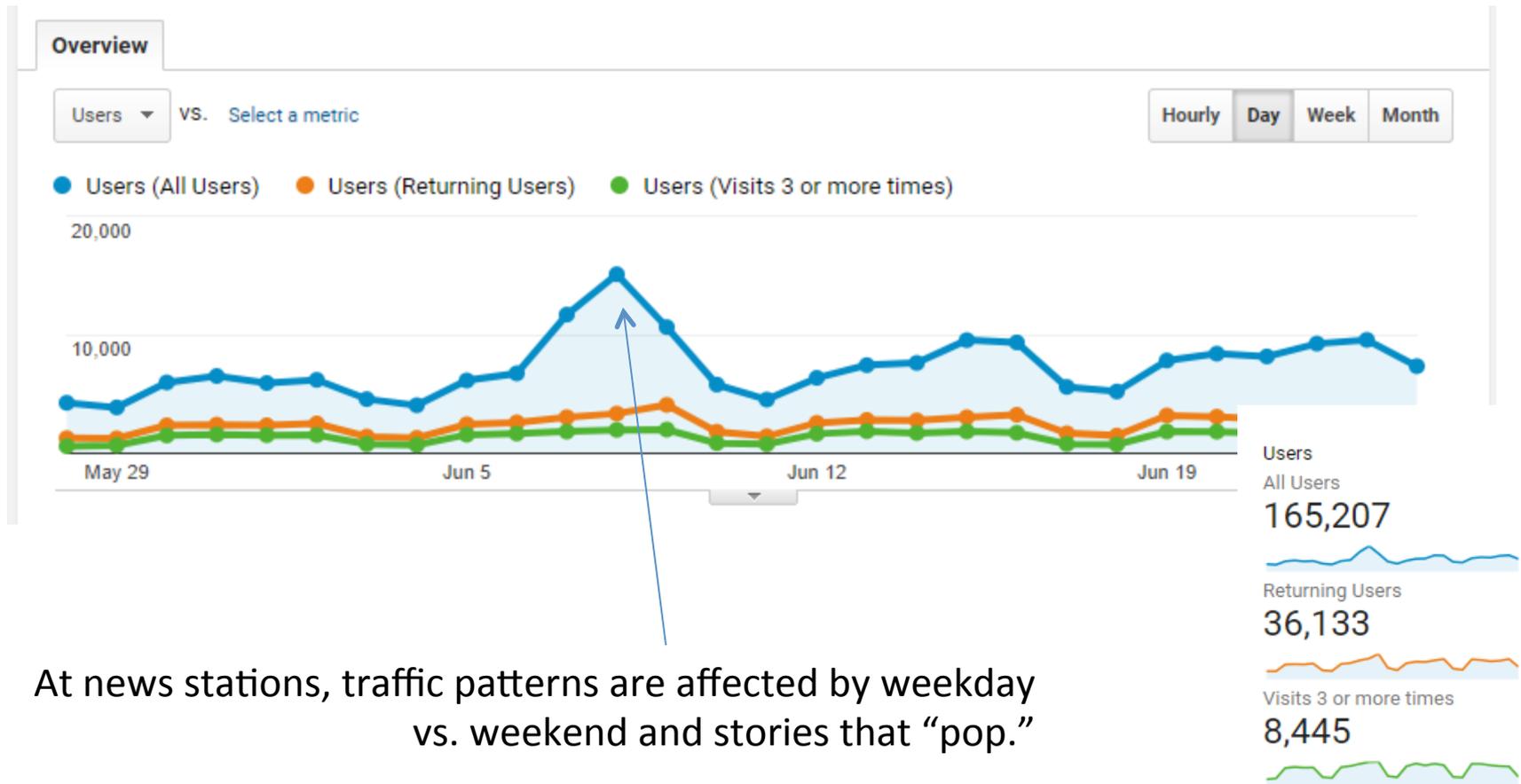


Among the three news stations I examined, the tiers of: all users – return users – users returning 3xs in a month were relatively similar.

For May 28 – Jun 24, 2017

News3

Daily User Count



At news stations, traffic patterns are affected by weekday vs. weekend and stories that “pop.”

For May 28 – Jun 24, 2017

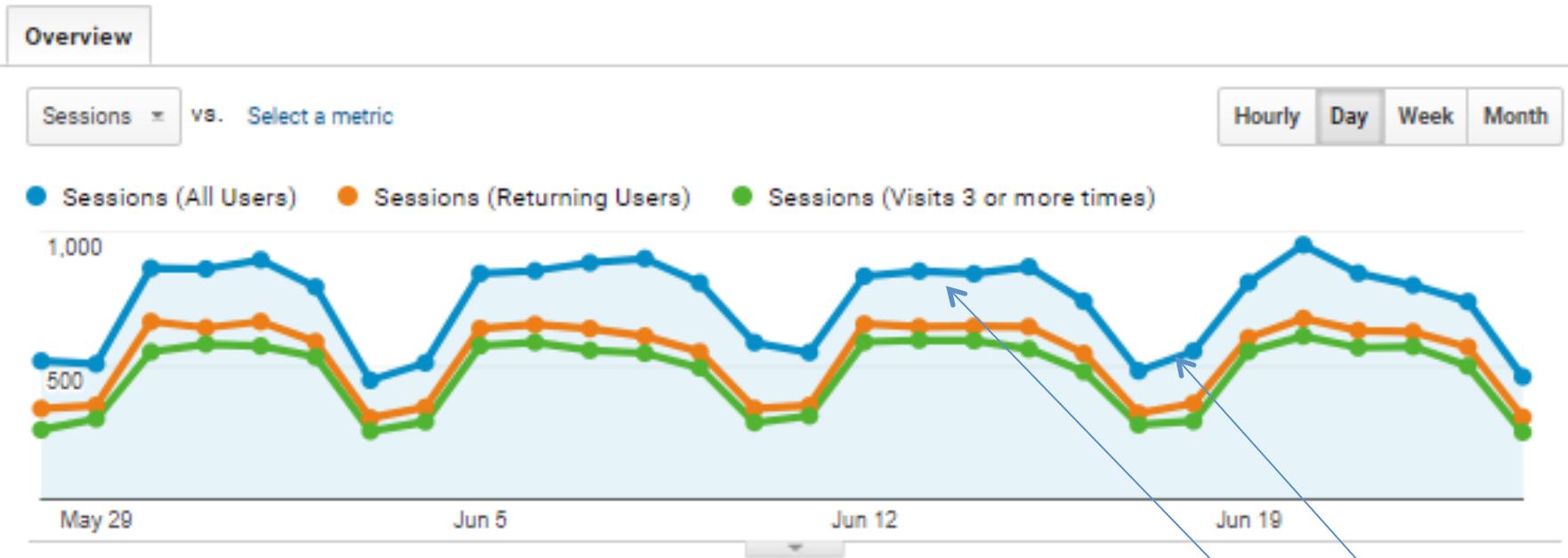
Music Stations are Different

The 3 classical music stations I reviewed:

- Had noticeably **fewer users** (uniques) and **fewer sessions** (as a ratio of their broadcast cume).
- Had different ratios of New and Return Users than the three news stations.
- Had noticeably higher % of returning users and “users returning X times per period.”

Classical Music 1

Daily User Count



At the three Classical stations, traffic patterns were shaped by weekdays vs. weekends. None of the three I examined had stories that “pop.”

For May 28 – Jun 24, 2017

Classical Music 2

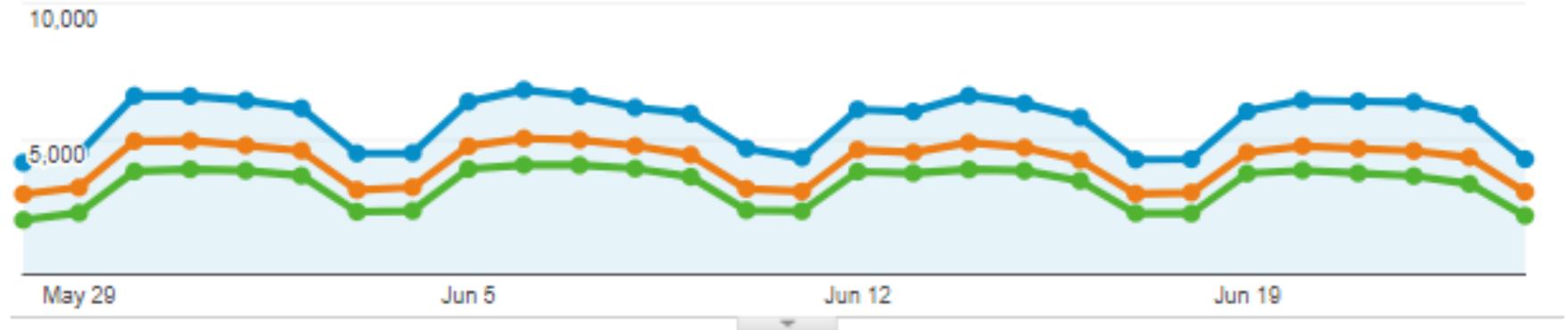
Daily User Count

Overview

Users vs. Select a metric

Hourly Day Week Month

● Users (All Users) ● Users (Returning Users) ● Users (Visits 3 or more times)



For May 28 – Jun 24, 2017

Classical Music 3

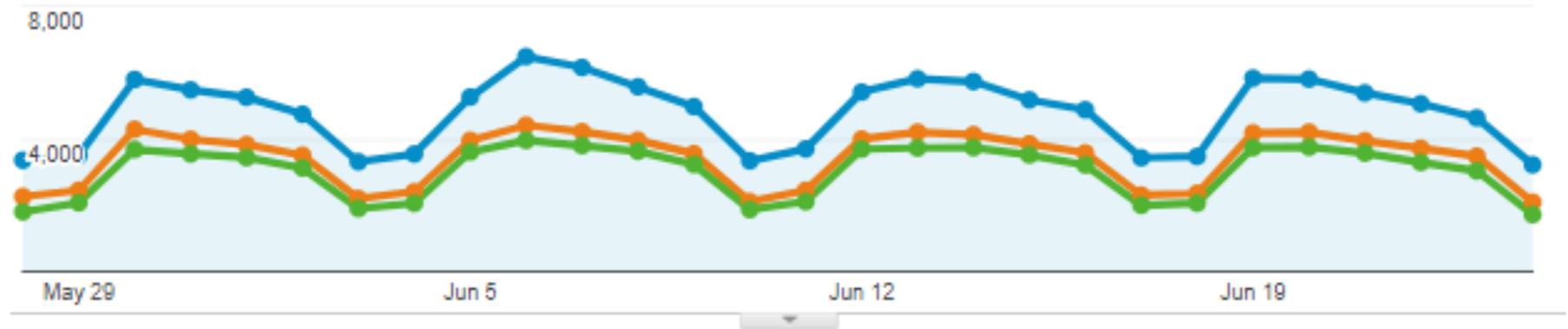
Daily User Count

Overview

Sessions vs. Select a metric

Hourly Day Week Month

● Sessions (All Users) ● Sessions (Returning Users) ● Sessions (Visits 3 or more times)



For May 28 – Jun 24, 2017

C-M Stations vs. News: Fewer Users

News Station 1		
Total Users	1,565,388	100%
Return users	633,790	40%
New Users	931,598	60%

Classical Music Station 1		
Total Users	184,983	100%
Return Users	123,074	67%
New Users	61,909	33%

For Jan 1 – Aug 1, 2017

C-M stations: higher *Return-Users* % at each tier of Return visits

of Users at X Visits

Classical Music Station 1			News Station 1		
All Users	61,909		All Users	944,843	
2 visits	13,592	22%	2 visits	133,291	14%
3 v	7,060	11%	3 v	55,958	6%
4 v	4,783	8%	4 v	33,940	4%
5 v	3,708	6%	5 v	23,882	3%
6 v	3,055	5%	6 v	18,427	2%

Caution very small sample:
3 News and 3 Classical Stations

For Jan 1 – Aug 1, 2017

News Stations had more mobile traffic (as % of total user base)

% of total users on this platform			
	News1	News2	News3
Desktop	35%	41%	39%
Mobile	57%	51%	54%
Tablet	8%	9%	7%

Caution very small sample:
3 News and 3 Classical Stations

For May 28 – Jun 24, 2017

C-Music attracted a high % Desktop across many sectors of total user base

% of Total Users on Desktop			
	C-M1	C-M2	C-M3
All Users	60%	68%	64%
Return users	62%	68%	72%
3Vs	67%	77%	83%

Caution very small sample: 3 News and 3
Classical Stations

For May 28 – Jun 24, 2017

Even for News Stations: 3vs are more likely to use Desktops

% of Users with 3+Visits			
	News1	News2	News3
Desktop	50%	56%	56%
Mobile	42%	36%	38%
Tablet	7%	8%	6%

Caution very small sample:
3 News and 3 Classical Stations

For May 28 – Jun 24, 2017

C-M Stations: Higher % Return Users, 3Vs than News Stations

(as a proportion of their total online traffic)

	C-M1	C-M2	C-M3
Users	165,207	143,050	152,272
C-M % Returning Users	42%	43%	41%
C-M % 3Vs	18%	18%	17%
% 3Vs (News)	5%	6%	7%
Sessions per Mo			
C-M Returning Users	4.54	4.15	4.22
C-M 3Vs Sessions/Mo	9.19	9.05	9.10
3Vs (News)	7.31	7.20	6.94

Caution very small sample:
3 News and 3 Classical Stations

For May 28 – Jun 24, 2017

3V Users More Locally Concentrated for News Stations

% of Users in State* /Metro			
In State*	News1	News2	News3
News	99.0%	94.8%	95.2%
C-Music	80.4%	76.2%	70.0%
Metro	C-M1	C-M2	C-M3
News	73.9%	73.9%	74.4%
C-Music	79.7%	69.4%	65.1%

This may reflect the international, especially Asian, streaming audience for the West Coast C-music stations we chose.

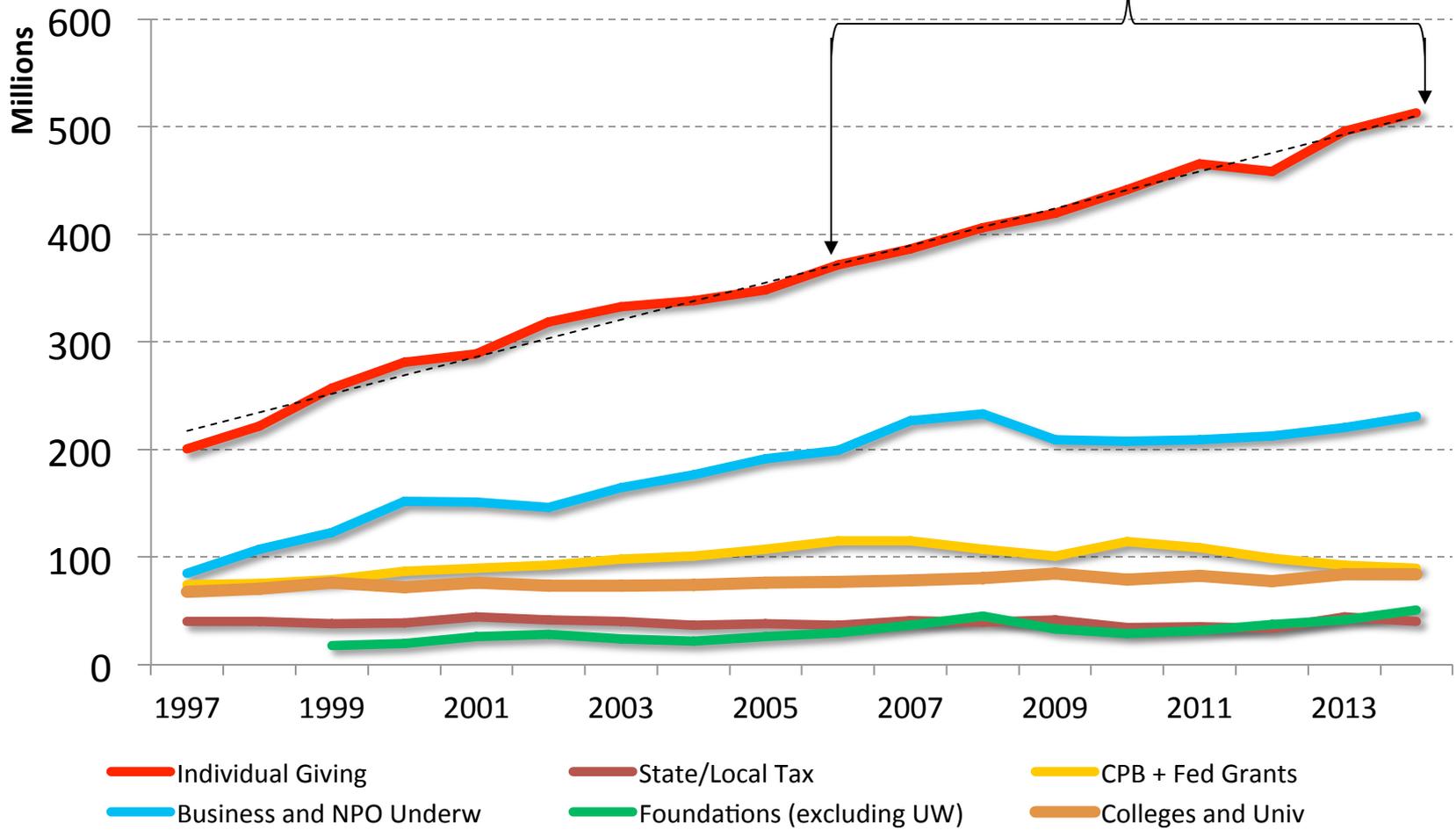
Caution very small sample:
3 News and 3 Classical Stations

For May 28 – Jun 24, 2017
*State or adjacent states

Major Revenue Sources - All Radio

(adj to 2014 dollars)

+\$141 MM



For more two decades, Individual Giving has driven Radio System Financial Growth

Next up for me

- Continued support for the Digital Analytics working group.
- “Local That Works” at the PRPD Conference
- “Local That Works Summit” at the Super Regional Conference in September.

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