Know Your Audience – How and Why?

Media Forum 2018, Chișinău
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What do media researchers do?

And: how do we do it?

Provide data basis for strategic decision making process on managing level

Measure reach as an indicator for success

Enable journalists to improve content based on data

Get direct feedback to improve content on operative level

Reach measurement
Representative research, TV ratings

Program assessment
Focus group discussions, in-depth interviews, VideoMetrics, …

Digital Analytics
Web statistics, social media monitoring, user analytics, …

Other approaches
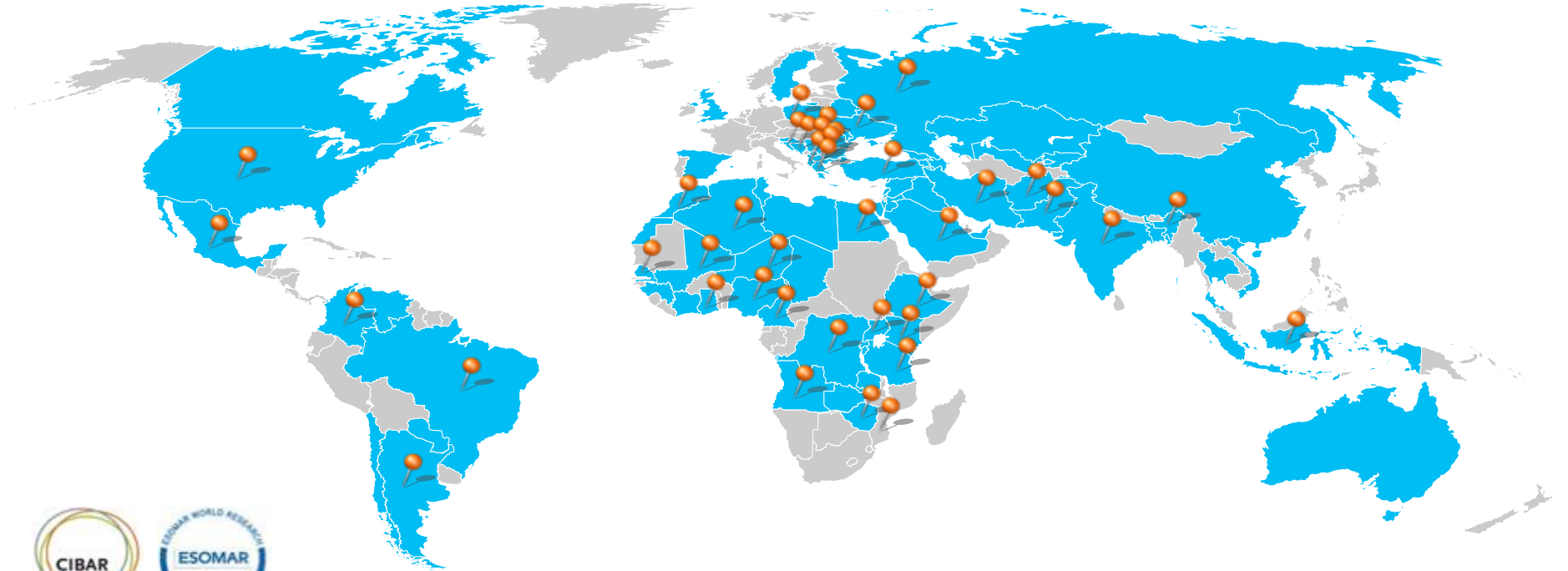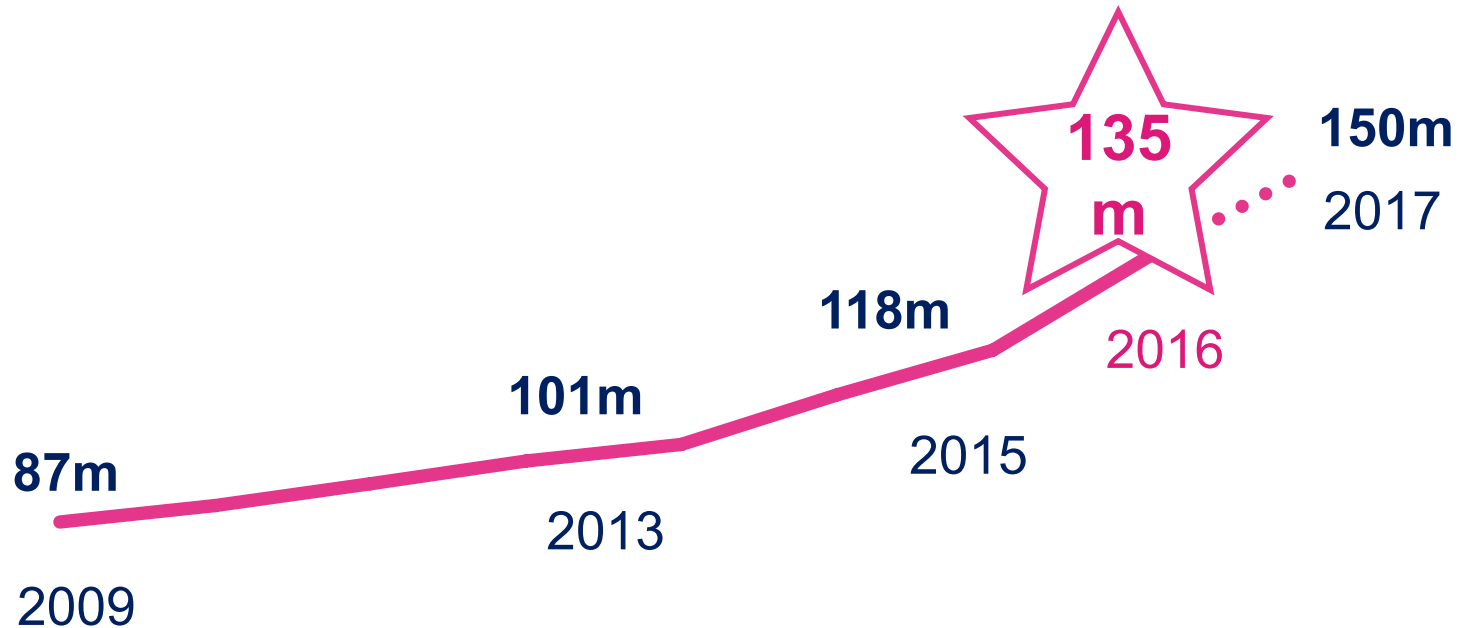Market analyses, content analyses, …

Reach Measurement Worldwide

Weekly user contacts of all DW products

87m

2009

101m

2013

118m

2015

135m

150m

2016

2017

Build groups of 4-5 people, pick one person to be the spokesperson!

Discuss:

- What do you already do to get info, data and feedback by your audience?

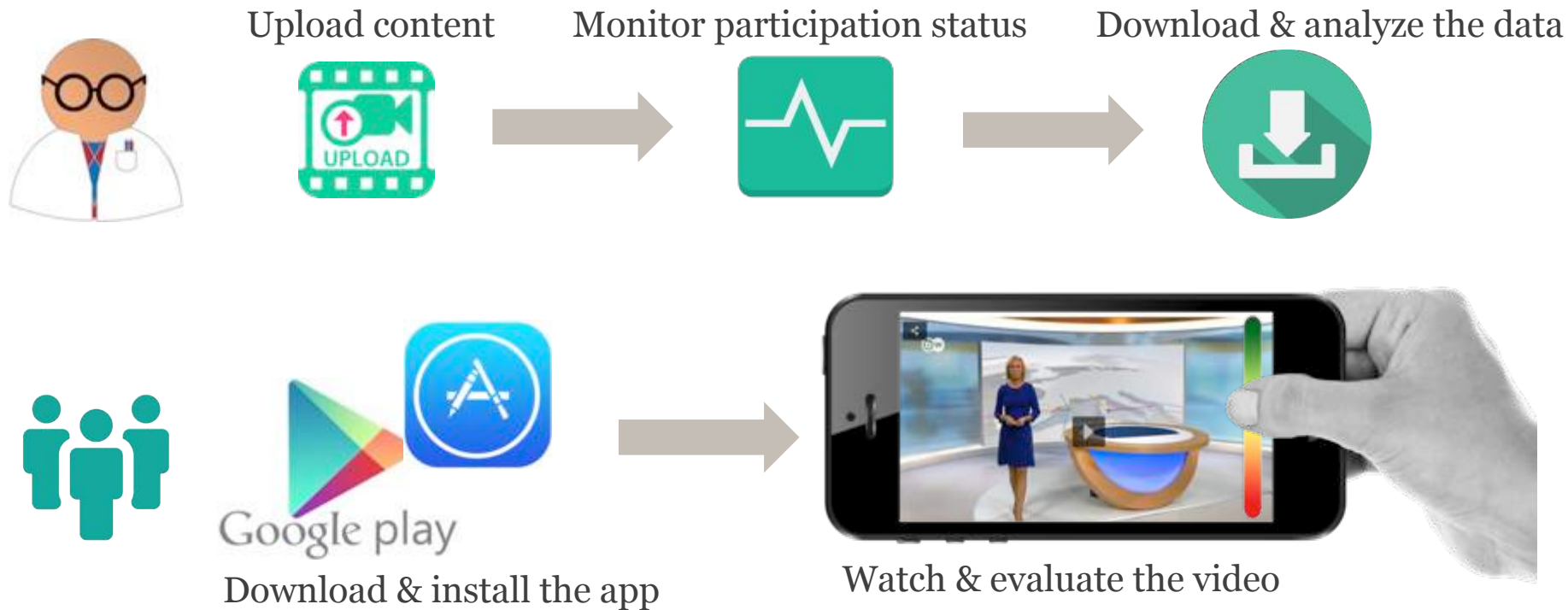- Where is information missing?

Program Analysis

What we did in Russia

- 40 participants

- Evaluate 2 episodes via the on-screen slider

- Answer some brief questions during the episodes
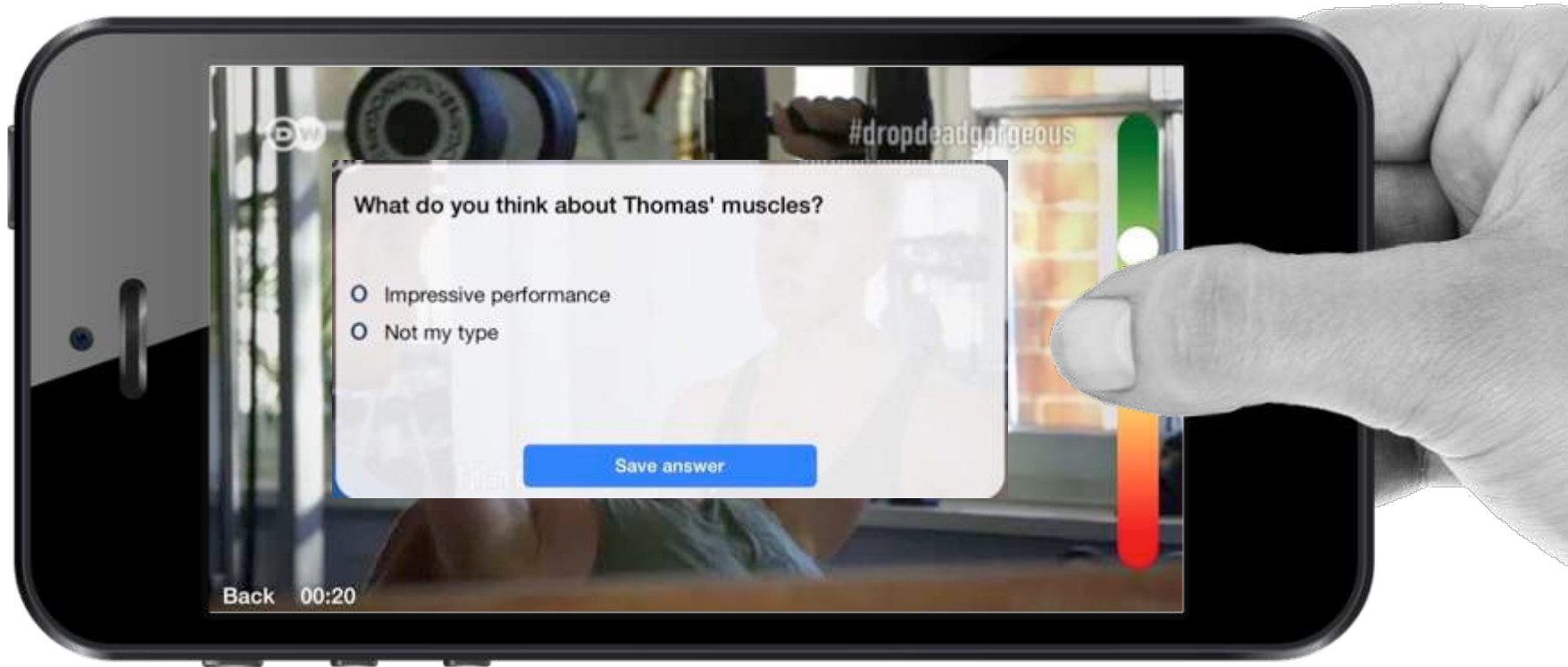
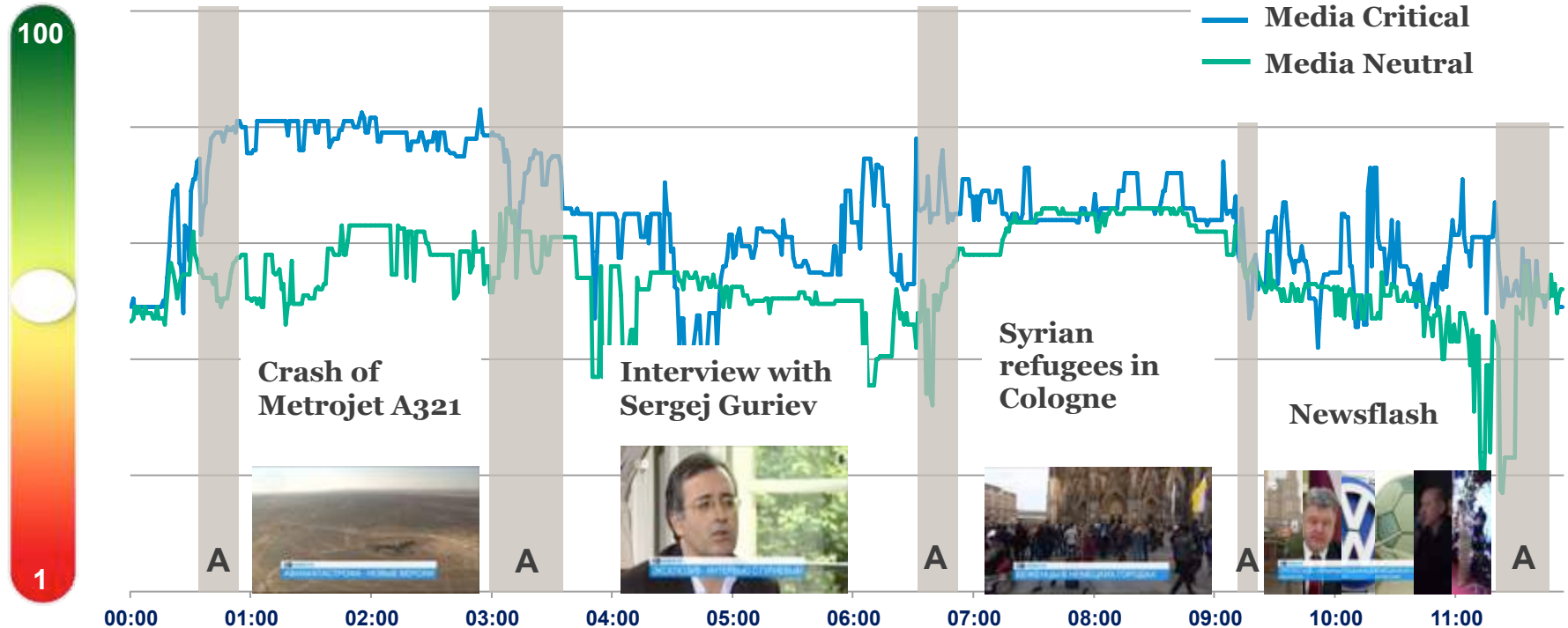- Afterwards: in-depth interviews based on our data

How VideoMetrics works

Upload content

Monitor participation status

Download & analyze the data

Download & install the app

Watch & evaluate the video

Results: assessment of *DW Novosti* – Critical vs. Neutral

Media Critical

Media Neutral

100

1

Crash of
Metrojet A321

Interview with
Sergej Guriev

Syrian
refugees in
Cologne

Newsflash

A A A A A

00:00 01:00 02:00 03:00 04:00 05:00 06:00 07:00 08:00 09:00 10:00 11:00

Source: DW VideoMetrics | Median, 39 Users | 1 – not at all interested to 100 – very interested

Why do we need qualitative research such as Group Discussions or Interviews?

Understand the „Why"

Get complex answers to complex questions

Take time to generate insights

Adapt to what our audience thinks is important

Use the same groups you just built.

- Pick one product (for example: website, TV show, radio show) – yours or imaginary

- Define your target group: For what kind of people are you producing content? (for example: think about gender, age, region, interests,…)

New Ways of Reach Measurement: Tracking Reach Figures with *Smart Media Studies*
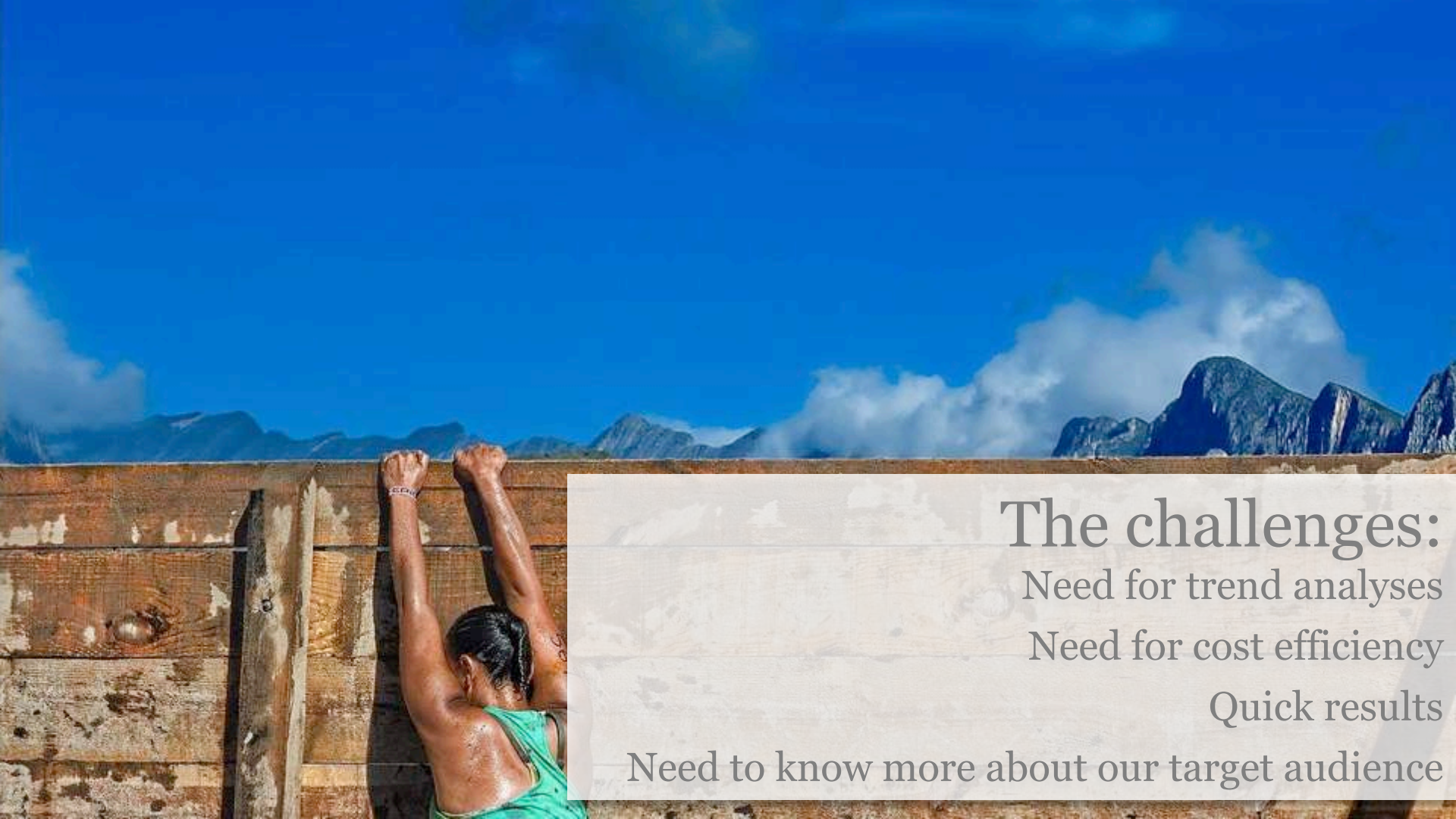
The challenges:

Need for trend analyses

Need for cost efficiency

Quick results

Need to know more about our target audience

Media use

Demographics

Weekly reach
(Stations & Programs)

Flexible questions
(Open for partners)

Our solution: *Smart Media Studies*
short, mobile, worldwide
discover trends where they come up
reseach current developments by getting quick results
focus on target audience

Use the same groups you just built.

- Agree on a research method to find out what you need to know: How do you get answers?

Case study 2: Digital Analytics Increasing the Impact of Media Research

What was the issue?

„You've got to be **data-informed**. …
Some news organisations are not going to survive. They're either going to be greatly reduced or … will have ceased to exist.

No news organisation, big or small … **can keep on going without looking into their data**. If you're not looking at the data, **you're blind**."

Reuters News Report, Editorial Analytics: How News Media are developing and using Audience Data and Metrics, 2016

Development of an organization's analytics capability requires the combination of …

The right set of tools

An organizational structure
that incorporates the expertise to use the tools

A newsroom culture
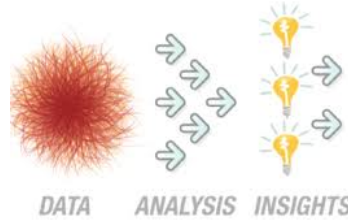that embraces data-informed decision making

http://digitalnewsreport.org/publications/2016/editorial-analytics-2016/

DigiDesk – a Team of Digital Analysts

Enable journalists to do their work based on data

Proactively offer analyses

Analytical support when covering major events (e.g. elections, world cup)

Respond to requests and questions faster

Improve exchange between analysts and journalists

Scenario: Regional news TV program with presenter

No audience info yet.

Problems

New presenter needed

No info if relevant for audience

Out-dated „look"

Elections coming up

No interest by regional marketing clients

Last task: Please take 15 min. to work, present it in 5 min.

Look at the problems!

Help the TV editors!

TASK: Create questions you want to ask a focus group of 10 TV-users in Focus Group Discussions

Spokesperson presents set of questions to the entire group!

-New presenter needed

-No info if relevant for audience

-Out-dated „look"

-Elections coming up (event reporting needed?)

-No interest by regional marketing clients

- No suggestive questions

- Open questions get people to to talk

- Never be satisfied with yes/no, find out WHY

- Introduce the topic to create a nice atmosphere

- Structure: Start with general questions, then get into detail

- Don't mix random topics, create „chapters"

- Leave space for what audience thinks is important

Next steps for the future...

1. Agree on questions

2. Pick a method

3. Create a questionnaire or discussion guide

4. Recruit participants

5. Organize and conduct research event like focus groups

6. Analyze, present and implement results