



Methodology for Standard Audience Metrics included in Adobe Digital Publishing Suite

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Sept, 2013

ABSTRACT

This document outlines the methodology used by Digital Publishing Suite to calculate and present the Standard Audience Metrics as defined by the Digital Edition Standardization Initiative (DESI)

Table of Contents

Purpose	3
Definition Of Metrics:	4
Standard Audience Metrics	4
Audience Accumulation	5
Methodology used by DPS	6
Terminologies used	6
Methodology used	6
Assumptions made	9
“Getting started” instructions for DPS Publishers	10

Purpose

Currently in the print publication world, there is a clear standardization in measurement and reporting of Audience & Engagement Metrics.

There is no clear measurement methodology that provides standardization in measurement and reporting of Audience and Engagement Metrics for digital publications. The metrics definition also needs to be consistent.

DPS provides consistency in measurement and reporting of various metrics for digital editions out of the box when a new publication is launched with DPS. Adobe is working with MPA and its Digital Edition Standardization Initiative (DESI) committee to define print equivalent, digital edition Standard Audience and Engagement metrics. This will help achieve standardization in metrics definition and measurement for digital editions built using DPS. The purpose of this document is to give an overview of the four standard audience metrics that DPS provides. This document also provides a detailed methodology for Standard Audience Metrics in DPS. These metrics have been audited and verified by Alliance For Audit Media (AAM).

DPS Publishers can now get print equivalent, digital edition relevant Standard Audience and Engagement reports that they can share with the advertisers and media planners.

Definition Of Metrics:

Standard Audience Metrics

Here are the four Standard Audience Metrics that DPS supports:

- 1) **Accumulated Readers** – This is the total number of digital edition readers per issue. Its an audience metric, technically defined as the total number of “unique” readers who have opened a full (full issue and not a single article download) edition on a device for the first time and viewed an article.
 - a. Within DPS each unique install of the publication app on a device is considered as a unique reader to the publication. When this reader is entitled to an issue, downloads the issue completely and opens it at least once to trigger a *content view* event – this reader is now considered as a *unique reader* to this issue.
 - b. Each publication app install on a device is considered a unique reader to the publication. This reader identification does not change when the reader uninstalls and re-installs the app. However, if the reader wipes the device and re-installs the app, then the reader identification is changed and this reader is treated as a new reader to the publication.
- 2) **Accumulated Sessions** – This is the total number of sessions per issue. Its an audience metric, defined as the total number of aggregate sessions for a version of the specified digital edition on a digital newsstand.
 - a. Within DPS, this is the total number of visits or sessions initiated by the *unique readers* to an Issue.
- 3) **Accumulated Time Spent Per Reader** – This is the avg. amount of time spent per reader per issue. Its an audience/engagement metric, derived from the aggregate total time spent across all measured digital issues divided by the total number of “unique readers”.
 - a. Within DPS, this is the total time spent per *unique reader* per Issue.
- 4) **Accumulated Sessions Per Reader** – This is the average number of sessions per reader per issue. Its an audience/engagement metric, derived from the aggregate total number of sessions across all measured digital issues divided by the total number of “unique readers”.
 - a. Within DPS, this is the total number of visits or sessions initiated per *unique reader* per Issue.

Audience Accumulation

Each of the specified metrics are measured and reported in aggregate within a specified timeframe, with any and all activity occurring within this timeframe to be counted towards the total aggregate tally of the digital edition. The timeframe for capture (i.e. Accumulation period) is defined as OnSale period + 4 weeks.

Publish Frequency	Audience Accumulation start date	Accumulation period (calculated)
Weekly	Specified by publisher	35 days (1 week + 4 weeks)
Bi-weekly	Specified by Publisher	42 days (2 weeks + 4 weeks)
Monthly	Specified by Publisher	56 days (4 weeks + 4 weeks)
Quarterly	Specified by Publisher	112 days (12 weeks + 4 weeks)

Methodology used by DPS

Terminologies used

- 1) Audience Accumulation Start Date: This is the OnSale start date on newsstands when the Issue is officially available for sale on newsstands. For Standard Audience Metrics calculation, this would be the start date for the metrics calculation. This date does not have any relationship with the actual date on which the issue is published in DPS. DPS Publishers set this date in Audience Settings.
- 2) Audience Accumulation Period: Duration for which the audience is accumulated for a specific issue after it's available for sale on newsstands. Actual details on Audience Accumulation are defined in section above.
- 3) Audience Accumulation End Date: This is the same as Expiry of OnSale Date and defined as - Audience Accumulation Start date + Accumulation Period. For Standard Audience Metrics calculation, this would be the end date for the metrics calculation.
- 4) Publish Frequency: This is the frequency at which specific issue is published. DPS Publishers set this date in Audience Settings.

Methodology used

Method used for defining and calculating the Standard Audience Metrics is listed below in four steps.

Step 1: Publishers set the Audience Accumulation Start Date and Publish Frequency

On the New DPS Base Analytics Portal and within Standard Audience Accumulation Settings menu publishers set *Audience Accumulation Start Date* and *Publish Frequency*.

Step 2: Audience Accumulation End Date is calculated

The New DPS Base Analytics Portal will have the logic calculate the *Audience Accumulation End Date* based on Audience Accumulation Start Date and Publish Frequency.

Step 3: Segment gets created to only include reader activity relevant for the calculation of the Standard Audience metrics

Step 3 a):

For *Accumulated Readers, Accumulated Sessions, Accumulated Sessions Per Reader* metrics - here is the methodology to create segments:

- 1) Include all activities from a reader that has opened the Issue at least once. Here is the actual rule used in the segment creation process:
 - a. Include all reader activity that sent a Content View event: Include: Event Type (eVar1) = Content View
- 2) Exclude all reader activity from non-entitled readers that have not downloaded the full digital issue. This should exclude all reader activity coming from DPS's Web Viewer and Free Content Preview functionality. This will include reader

activity from all entitled readers that have downloaded the full digital edition because the issue was free or externally entitled by publishers or purchased from appstores. Here is the actual rule used in the segment creation process:

- a. Exclude all reader activity where “Purchase type” (eVar19) is null
- 3) Exclude any reader activity coming from HTML store / library. Here is the actual rule used in the segment creation process:
 - a. Exclude all reader activity where “Content type and Name” (eVar16) equal to “html”

Step 3 b):

For *Accumulated Time Spent Per Reader* metric, here is the methodology to create segments:

- 1) Include all activities from a reader that has opened the Issue at least once. Here is the actual rule used in the segment creation process:
 - a. Include all reader activity that sent a Content View event: Include: Event Type (eVar1) = Content View
- 2) Include time spent by a reader that has engaged with the issue:
 - a. Include (with a “or” clause) all reader activity where Event Type (eVar1) = Overlay Started or Overlay Stopped or Video Started or Video Stopped or Video Stop or Video Start or Video Pause or Video Resume or Video Status Change Start or Video Status Change Stop or Video Segment or Audio Started or Audio Stopped or URL clicks or End of article reached or Social Content Share or Content Exit.
- 3) Include time spent by a reader that has viewed the content in Content Browse mode (by clicking upper right corner of the application):
 - a. Include (with a “or” clause) all reader activity where Event Type (eVar1) = Content Browse
- 4) Exclude all reader activity from non-entitled readers that have not downloaded the full digital edition. This should exclude all reader activity coming from DPS’s Web Viewer and Free Content Preview functionality. This will include reader activity from all entitled readers that have downloaded the full digital issue because the issue was free or externally entitled by publishers or purchased from appstores. Here is the actual rule used in the segment creation process:
 - a. Exclude all reader activity where “Purchase type” (eVar19) is null
- 5) Exclude any reader activity coming from HTML store / library. Here is the actual rule used in the segment creation process:
 - a. Exclude all reader activity where “Content type and Name” eVar16 equal to “html”

Step 4: DPS Base Analytics Portal presents the Standard Audience Metrics

After publishers set Accumulation settings per Issue on the New DPS Base Analytics Portal, they can access Standard Audience Metrics.

When the New DPS Base Analytics Portal presents the data for any of the Standard Audience Metrics specific to an Issue:

- 1) It only includes the Issue data that belongs to the Accumulation period (i.e. between the *Audience Accumulation Start Date* and *Audience Accumulation End Date*).
- 2) It excludes any offline reader activity for the Issue that was recorded in the time period specified in 1), but is received post *Audience Accumulation End Date* will not be added to the Standard Audience Metrics calculated.

Here are the four Standard Audience Metrics that DPS provides:

1) Accumulated Readers:

- a. For a DPS publication, this is the *total unique readers* to an Issue that have opened the Issue and viewed at least one article.
- b. This metric in DPS is reported on the segment created in step 3 a) and is calculated as “total of unique visitors” to the Issue.
- c. The New DPS Base Analytics Portal shows “total unique visitors” and cumulative value of “unique visitors” per day. The start date for this metric data is *Audience Accumulation Start Date* and end date is *Audience Accumulation End Date*.

2) Accumulated Sessions:

- a. For a DPS publication, this is the total number of visits or sessions initiated by the *unique readers* to an Issue.
- a. This metric in DPS is reported on the segment created in step 3 a) and is calculated as “total visits” to the Issue.
- b. The New DPS Base Analytics Portal shows “total visits” and cumulative value of “visits” per day during the Accumulation Period. The start date for this metric data is *Audience Accumulation Start Date* and end date is *Audience Accumulation End Date*.

3) Accumulated Time Spent Per Reader

- a. For a DPS publication, this is total time spent per unique reader per Issue.
- b. This metric in DPS is reported on the segment created in step 3 b) and is calculated as “total time spent” per issue divided by “total unique visitors to the issue”.
- a. The New DPS Base Analytics Portal shows “Total Time Spent Per Reader” and cumulative value of “Time Spent Per Reader” per day during the Accumulation Period. The start date for this metric data is *Audience Accumulation Start Date* and end date is *Audience Accumulation End Date*.

4) Accumulated Sessions Per Reader

- a. For a DPS publication, this is total number of sessions (i.e. Visits) initiated per unique reader per Issue.

- b. This metric in DPS is reported on the segment created in step 3 a) and is calculated as “total visits to the Issue” divided by “total unique visitors to the issue”
- c. The New DPS Base Analytics Portal shows “total visits per reader” and cumulative value of “Visits Per Reader” per day during the Accumulation Period. The start date for this metric data is *Audience Accumulation Start Date* and end date is *Audience Accumulation End Date*.

Assumptions made

- 1) Typically DPS publishers have different Folio Producer accounts that publish content i.e. Issues to apps on different appstores. It typically allows publishers to present relevant content to readers on specific appstores. Each published Issue is available to readers on a single appstore. When publishers log into the New DPS Base Analytics Dashboard to view Standard Audience metrics, they can view metrics for one single publication that contains Issues that are published to a specific appstore. Hence in calculating accumulation period, there is no need to filter out audience per appstore.
- 2) Special Editions are not a part of this phase of rollout to the New DPS Base Analytics Portal.

“Getting started” instructions for DPS Publishers

Here is the link to the documentation that has a section on Standard Audience Metrics with details on next steps www.adobe.com/go/dps-baseline-analytics



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