

The Measurement Journey: From Concept to Execution

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The Project: PBS KIDS 24/7




Initial Challenges



The Terror of Measurement



The Big Idea

- 
- A man with a beard and a lightbulb on his head, wearing a 'Thinkin'g Cap', is giving two thumbs up. He is sitting at a desk with a notebook and a pen in front of him. The background is a chalkboard.
- How many users are using the live stream?
 - How much time are users spending with the live stream?
 - What are they watching?
 - Basic behavioral data
 - How do we ensure this data (or at least some of it) is available to stations?

TEAMWORK MAKES THE DREAM WORK



PARENTS ▶

Sponsored by: *Beaches* UnitedHealthcare



MORE VIDEOS



kcptv
KANSAS CITY PBS



GROWNUPS

A black excavator with a grapple attachment is lifting a wooden block. The block is part of a larger structure of wooden blocks arranged in a staircase pattern. The letters C, E, L, S, O, U, R are visible on the blocks.



Event Category	Secondary Dimension	Total Events	Unique Events	Event Value	Avg. Event Value
		134,120	100,590		
PBS KIDS 24/7 – Video Playback *		82,912	62,184		
PBS KIDS 24/7 – User Interaction **		51,208	38,406	4,264,368	92.73

Back					
Event Action	Secondary Dimension	Total Events	Unique Events	Event Value	Avg. Event Value
		41,573	31,180		
[ShowName] Episode [EpisodeName]*		8,777	6,583		
[ShowName] Episode [EpisodeName]*		6,988	5,241		
[ShowName] Episode [EpisodeName]*		6,502	4,877		
[ShowName] Episode [EpisodeName]*		6,246	4,685		
[ShowName] Episode [EpisodeName]*		4,681	3,511		
[ShowName] Episode [EpisodeName]*		4,481	3,361		
[ShowName] Episode [EpisodeName]*		2,277	1,708		
[ShowName] Episode [EpisodeName]*		1,591	1,193		
[ShowName] Episode [EpisodeName]*		30	23		

Back					
Event Action	Secondary Dimension	Total Events	Unique Events	Event Value	Avg. Event Value
		41,339	31,004	40,964,977	843
[ShowName] Episode [EpisodeName]		8,751	6,563	12,963,629	1,477
[ShowName] Episode [EpisodeName]		6,962	5,222	8,602,228	1,231
[ShowName] Episode [EpisodeName]		6,476	4,857	9,031,278	1,389
[ShowName] Episode [EpisodeName]		6,220	4,665	2,979,342	477
[ShowName] Episode [EpisodeName]		4,655	3,491	196,602	42
[ShowName] Episode [EpisodeName]		4,455	3,341	3,006,751	671
[ShowName] Episode [EpisodeName]		2,251	1,688	2,092,563	919
[ShowName] Episode [EpisodeName]		1,565	1,174	2,090,574	1,314

Event Action	Secondary Dimension	Total Events	Unique Events	Event Value	Avg. Event Value
		82,912	62,184		
MediaStart		41,573	31,180		
MediaStop		41,339	31,004	40,964,977	843

The 24/7 Model - Simple but Powerful

- MediaStart i.e. video stream starts
- [Program Name]||[Episode Name]||[Video Type]
- MediaStop i.e. video stream stops
- *Bonus* Event Value i.e. seconds watched
- *Double Secret Bonus* custom dimensions!



Think Like a Developer...

Screenviews				
Screen	Name to send with Screenview to Goog	Description		
User enters the Free VOD experience	FVOD	If a user is in the LIVESTREAM and selects a character from the navigation bar, the FVOD experience begins and should fire this screen name		
User enters the Live Stream (24/7) experience	Live Stream (app)			
User interacts with the gaming prompts* (*TBD)	Game Interaction (app)			
User opens the livestream schedule	TV Schedule (app)			
User opens More Apps Screen	More Apps			
Event-Tracking				
Behavior	Event Category	Event Action	Event Label	
User begins/joins the live stream	PBS KIDS 24/7 - Video Playback	MediaStart	[Show Name] [Episode Name] ID Episode	
While the user is watching the livestream, a new program begins	PBS KIDS 24/7 - Video Playback	MediaStart	[Show Name] [Episode Name] ID Episode	
User leaves the live stream	PBS KIDS 24/7 - Video Playback	MediaStop	[Show Name] [Episode Name] ID Episode	
While the user is watching the livestream, the current program er	PBS KIDS 24/7 - Video Playback	MediaStop	[Show Name] [Episode Name] ID Episode	
User's total time in the livestream	PBS KIDS 24/7 - Video Playback	LiveStreamTotalTime		
Users click the Grownups Bar (*formerly the Parents Bar)	PBS KIDS iOS - Grownups Bar			
Users click the "Make Donation" button located in the Grownups	PBS KIDS iOS - Grownups Bar	Make Donation	[Localized Station callsign]	
Custom Dimensions				
	Custom Dimension Index Number			
iOS Device Type	3 (this is for the iOS app ONLY)	Returns the users specific iOS device type (iPad2, iPad	http://stackoverflow.com/questions/11197509/ios-how-to-get-dev	
Client Hour	4	Programming Hour and Client Hour MIGHT be the sam	This should record the two-digit hour of the day in the user's local time z	
Client GMT Offset	5		Currently exists in General Audience Google Tag Manager Container	
Client Date	6		Currently exists in General Audience Google Tag Manager Container	
Client Day of Week	7		Currently exists in General Audience Google Tag Manager Container	

...Then Learn To Communicate Like One



Flexibility is Key



THE QA PROCESS



LAUNCH DAY



Constant Iteration



Here Comes The Data



New Product = Perfect Time To Innovate



Google Data Studio

[24/7 Users](#)
8,354
↑ 139.8%

[24/7 Sessions](#)
17,021
↑ 218.5%

[Streams \(24/7 \(by\)\)](#)
43,114
↑ 244.2%

[Streams \(All by 24/7 \(by\)\)](#)
324,043
↑ 178.1%

[24/7 User Session Duration](#)
00:34:39
↓ -1.6%

[Donation Clicks](#)
24
↓ -38.5%

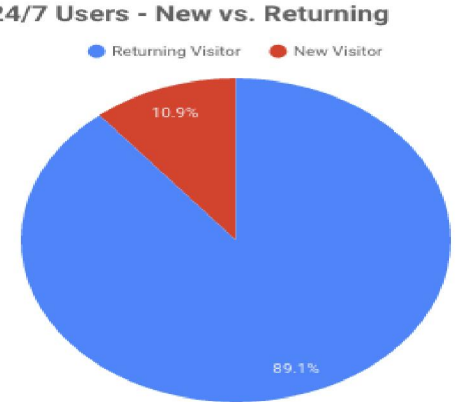
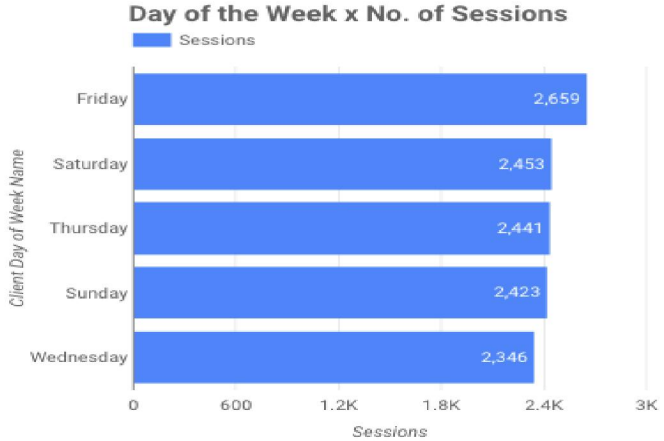
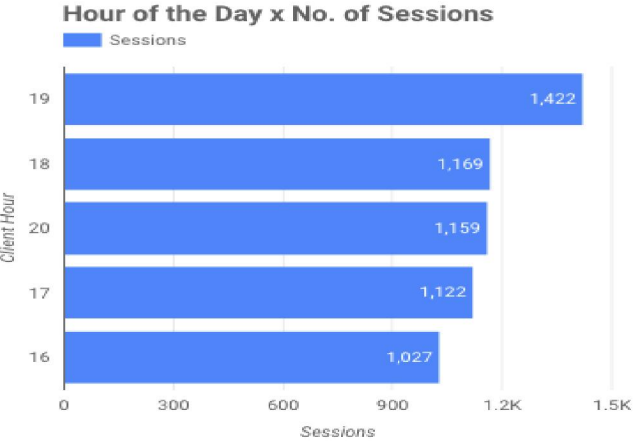
[Local TV Schedule](#)
54
↑ 25.6%

City	Sessions
San Francisco	3,984
San Jose	2,247
Oakland	659
Fremont	457
Sunnyvale	303
Richmond	297
Santa Clara	282
Hayward	251

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Program Name Episode Name	Total Streams
Sesame Street Grover's Street Safari NULL Episode	443
Super Why! Mathis' Book of Why NULL Episode	441
Odd Squad Rookie Night:Who Let The Doug Out? NULL Episode	420
Sesame Street Camping Show NULL Episode	401
Odd Squad The Cherry-On-Top-Inator:Sir NULL Episode	366
Super Why! Tilden the Caterpillar NULL Episode	365
Odd Squad O is for Opposite:Agent Oksana's Kitchen Nightmares NULL Episode	360
Sesame Street School for Chickens NULL Episode	348
Sesame Street Birdie & the Beast NULL Episode	339

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HOME MADE
FRESH CHIPS
FISH
ICE-CREAM

f FOR OPENING

