

Audience Measurement and Bundling


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Audience measurement refers to **the goal-oriented** process of **collecting, analyzing, reporting, and interpreting data** about the size, composition, behavior, characteristics, and preferences **of individuals** interacting with particular media brands or products.

Audience Measurement Over History





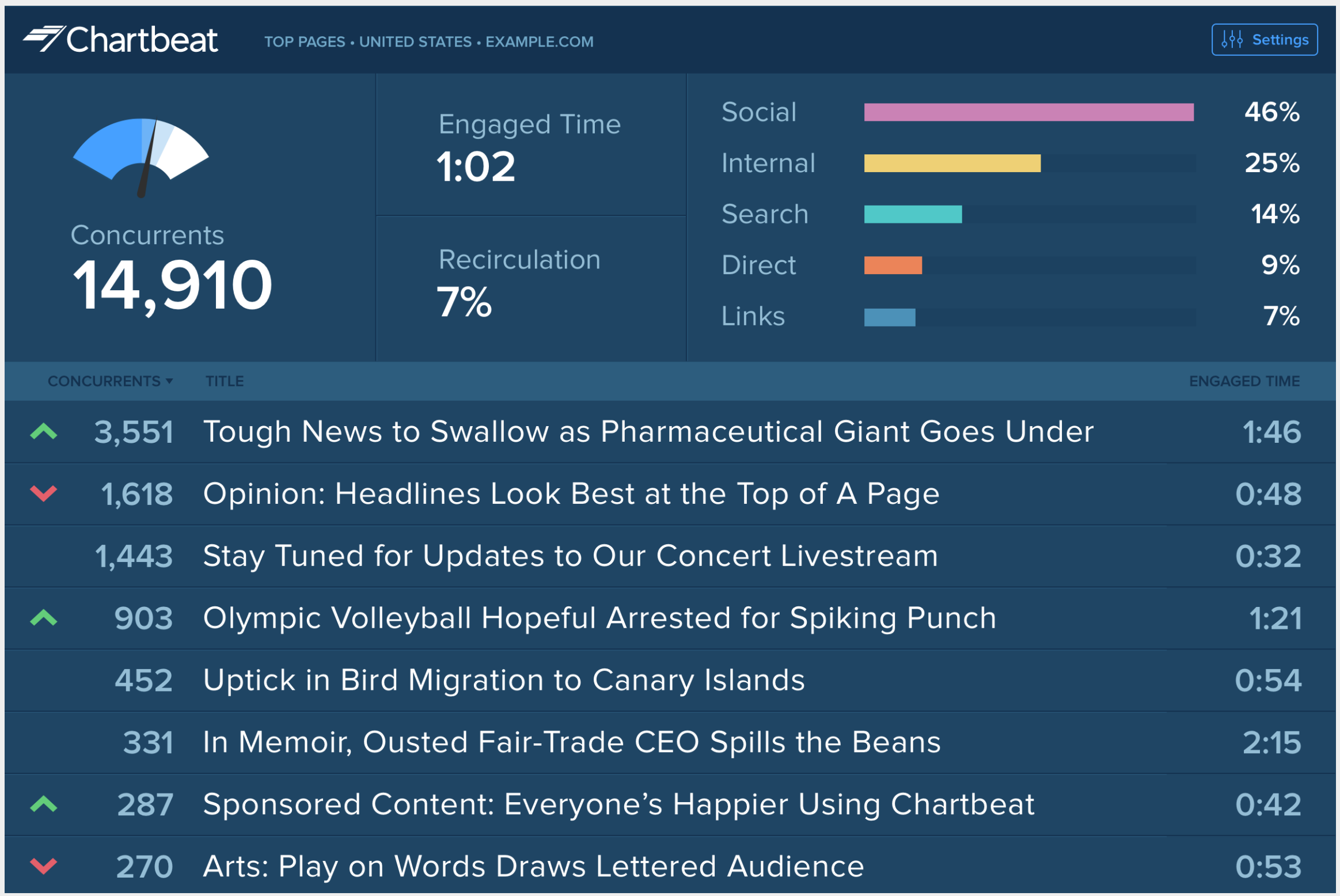
Tell us what you think!

Time Quarter-Hours	TV SET OFF ON	Station or Channel Name	Chan. No.	Name of Program or Movie	George	Jane	Tom	Susan	Visitor						
					1	2	3	4	5	6	7	8	9		
5:00-5:15 PM	X	WAAA	1	Children's Spotlight			X	X							
5:15-5:30 PM															
5:30-5:45 PM															
5:45-6:00 PM															
6:00-6:15 PM		KZZZ	82	E News Highlights	X	X			X						
6:15-6:30 PM															
6:30-6:45 PM	X														
6:45-7:00 PM															
7:00-7:15 PM	X	KZZZ	82	Movie-Desert Story—VCR		X	X		X						
7:15-7:30 PM								X							
7:30-7:45 PM															
7:45-8:00 PM															

Example



Audience Analytics and Metrics



Incentives for Using Analytics + Metrics

- Journalists and newsrooms have historically marginalized audience measurement data
 - They perceived it as an intrusion on their **autonomy** and **independence**
 - The historical profitability of journalism made it easier for journalists to resist managerial initiatives to use those data to serve **audience interests** (or wants) more efficiently
- Analytics and metrics do not exist to solely further economic benefits, though
 - Journalists can use them to make civically important content more appealing to audiences

News as a Bundled Product



Source

News as a Bundled Product

- With a bundle, content that is cheaper to produce can help subsidize more expensive content
 - Investigative journalism is rarely profitable, for example
- Today, audiences are less likely to look for a bundle of news; instead, they seek the best pieces from different organizations
 - By doing so, they have effectively unbundled journalistic products
- Journalistic organizations have lost their monopolies on dual-channel revenue sources like classifieds

Key Takeaways

- Audience analytics and metrics enable more detailed measurements of individual audience members and of the audience as a whole
- There is now great economic pressure to make use of audience metrics in guiding editorial decisions (though journalists still do not blindly follow them)
- Journalistic products are no longer bundled in the ways they were before, and no longer receive those economic benefits