Te Māngai Pāho

Producer's Q&A

August, 2022

CONTAGION

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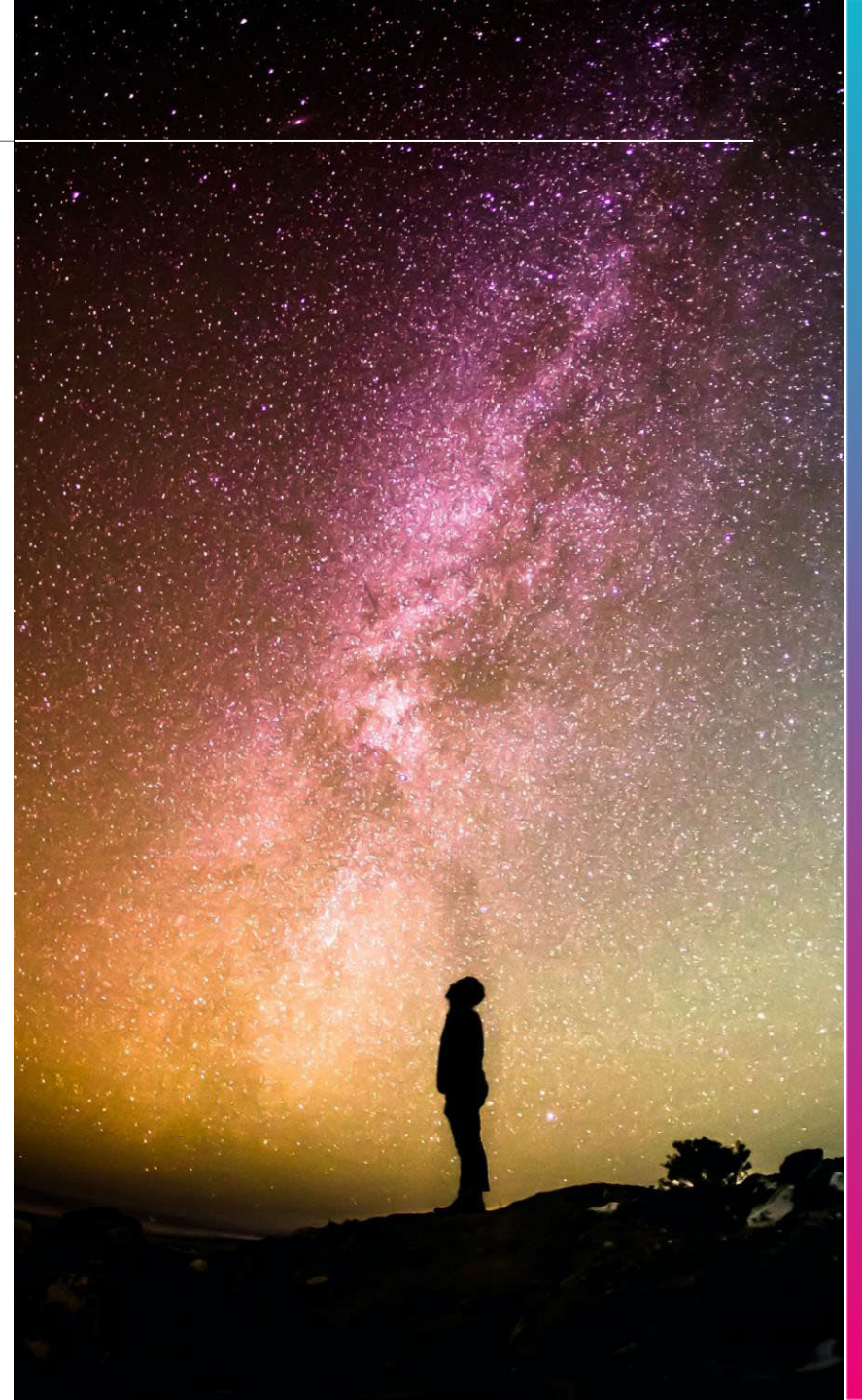
BACKGROUND

- With the new funding allocated to Te Māngai Pāho in Budget 2022 came a request to provide enhanced data and analysis in respect of the funding we administer. The aim to build a strong case for increased long-term funding.

- Te Māngai Pāho has asked Contagion to assist with this task. To work with us and our funded entities to collect the data necessary to provide the required metrics.

- To simplify the process, we aim to automate the data collection process. Secondly, we will work to unify the online metrics of measurement across different publishers and broadcasters

- The outcome will be better analytics to the sector without the need for ongoing reporting from the applicants

- The approach Contagion will employ for online audience measurement is quite simple

1. To track content on websites & YouTube

o A TMP 'Google Tag Manager' will be provided to all successful publishers with a request to deploy across their websites.

o This will be implemented across both GA4 and UA which is current best practice.

o However, in instances where the preferred option is not possible, we will provide a bespoke script that will need to be used on each piece of funded content.

2. Event tracking for APP & On-demand content

o Publishers directly pass events

3. Social tracking

o Publishers and/or content creators to share monthly key metrics

We will capture the content title as well as mandatory measures such as page views, 30" views, unique viewers/reach, average time spent viewing.

Individual publishers will be able to view their own data but not that of other publishers. All parties involved will follow all NZ privacy laws and sign an NDA to ensure data is not shared.

- TMP is engaging Contagion to set up measurement tool and provide support for publishers around their online setup
- The technical guidelines will be shared with all publishers/broadcasters/content creators
- Contagion will engage with each individual successful applicant to provide support for the process
- Success will require early set up on all sites on which a content creator plans to distribute the funded content.
- The aim will be to have set-up and testing completed no less than 2 weeks prior to content going live.

Contagion is a full service creative, strategy and media agency, founded in 2011. We are local and independent, with a passion for making sense of business and communication challenges.

While we also plan on our clients' behalf, our data analytics capability is an important facet of helping New Zealand businesses grow. We are committed to assisting Te Māngai Pāho and recipients of TMP Funding to better understand their engagement with the New Zealand public.

Our team is committed to the privacy and isolation of sensitive data away from the functions of the media services offered by Contagion.

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The original project started with NZ On Air – Public Journalism Fund in 2021. Where we were tasked to create a bespoke data collection, aggregation and automated report system that could span across multiple publishers for a variety of projects.

To date we have 34 publishers set up including, Stuff, NZME, RNZ, ODT, Sunpix and many more. We are also close to having Discovery, TVNZ, Whakaata Māori.

Projects to date with NZOA currently at 92.

PROJECT BREAKDOWN/

1. Data Collection

Data must only be captured on content funded by Te Māngai Pāho, with publishers and content creators identifying these articles, and other important meta-data, in different manners.

Collecting video data on a variety of different publishers and corresponding video hosts.

2. Data Aggregation

Data must be aggregated in a consistent way to facilitate efficient visualisation and data extraction.

3. Reporting & Visualisation

Publishers will have access to their own data.

4. Data protection

Pro-active steps are taken to ensure all data capture, aggregation and visualisation adheres to all provisions of the Privacy Act 2020.

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1. DATA COLLECTION

Six possible vehicles were originally explored for data capture & aggregation across a variety of different publishers.

We determined that a combination of four methods would work best. Each has different strength and weakness and therefore can be used to best fit the CMS/video host of the publisher.

Google Campaign Manager	**Google Analytics**	**Google Tag Manager**	**Analytics integrated with TMP logo**	**Bespoke solution**	**Segment BigQuery Connection**

2. DATA VISUALISATION
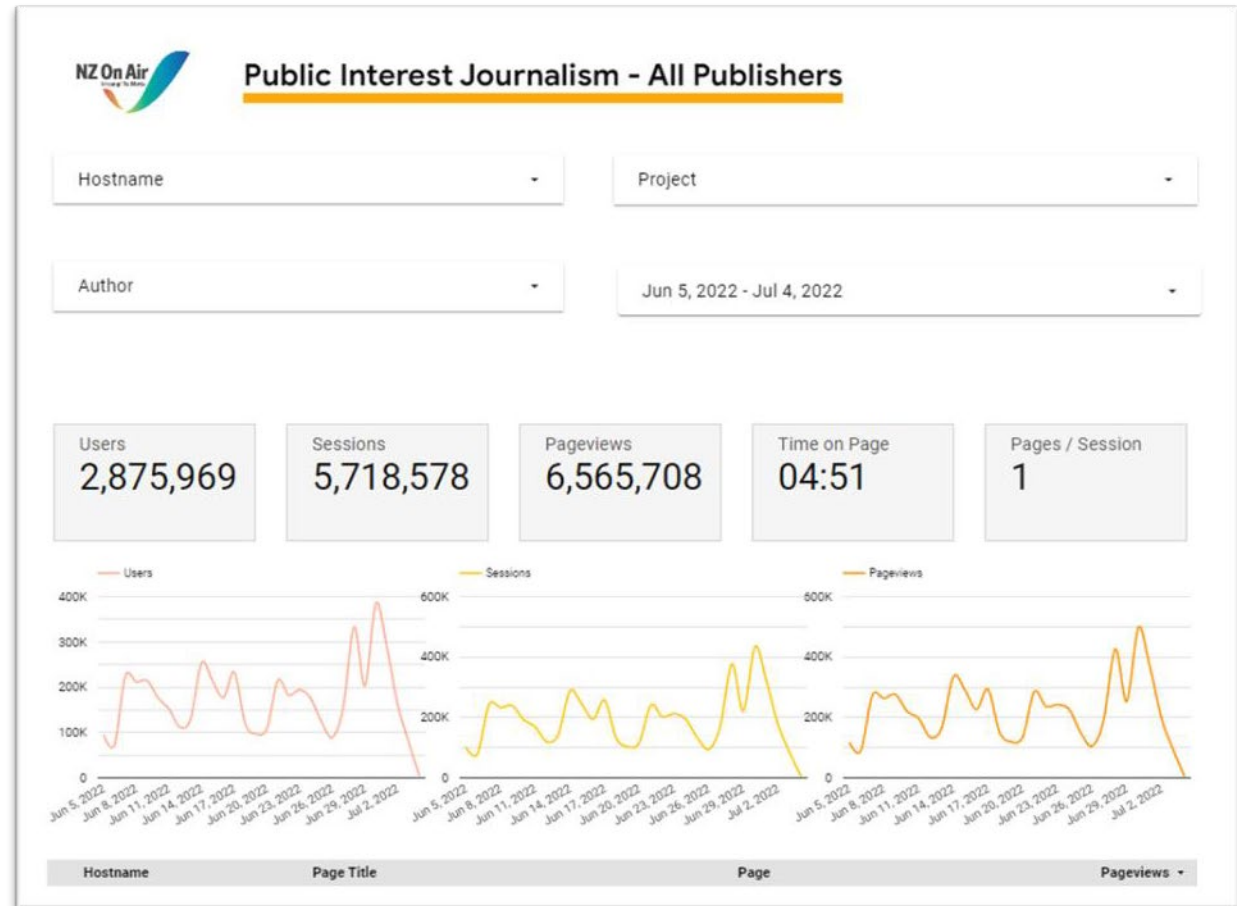
Google Data Studio is one of the most powerful integrations when used with Google Analytics.

An overview dashboard can be provided to key stakeholders with top line information.

Possible metrics to be included:
- Avg time on site*
- Page Views
- Users/ Browsers
- Video Start/ Stop
- Video Quartiles (25/50/75/100)*

*not yet confirmed by TVNZ & Discovery

3. DATA PROTECTION

DATA PROTECTION

Our role is to facilitate data capture on behalf of New Zealand publishers and content creators, and in the interest of providing transparency of government spending, aggregate this data for Te Māngai Pāho.

We will ensure no personally identifiable[1] information or discriminatory information[2] will be captured, aggregated or reported on. Deterministic data provided by Google Analytics may be used in the case of gender or age to assist with reporting.

We will not own this data – simply setting up a mechanism for its capture & transfer to the Te Māngai Pāho Google Analytics account.

Additional consultation with iwi and governing bodies may be considered to ensure Māori Data Sovereignty aligns with our project recommendations.

[1]*Personally identifiable information includes but is not limited to: first or last name, phone number, email address, physical address.*

[2] *Discriminatory information includes but is not limited to: gender, age, race, ethnicity, religion, education, sexual orientation or level of deprivation. Deterministic data may be used via Google Analytics for gender & age.*

DISCUSSION

Kia Ora.