

# Audience Intelligence

Understanding our digital audiences



**STATION RESOURCE GROUP**

# Understanding our digital audiences

How are digital users  
connecting with our content?

# Understanding our digital audiences

How do we leverage individual, real-time digital data for

relevance

value

impact

and sustainability?

Key Assumption

# National leadership

- CPB, NPR, and PBS will have major roles in shaping public media's digital infrastructure
- CPB is focused on centralized investments in digital infrastructure

Key assumption

# Distributed capacity

- Some 40 to 120 local/regional public media organizations will play meaningful roles
  - Creating, curating, and delivering digital content beyond core broadcast services
  - Funding ongoing costs of digital innovation and operations

# Audience Intelligence

Chicago Public Media, KQED,  
New York Public Radio  
Oregon Public Broadcasting, St. Louis Public Radio,  
Southern California Public Radio

Station Resource Group

with support from  
the Corporation for Public Broadcasting

# An expedition of discovery



# An expedition of discovery





# Our expedition

- Readiness evaluation
- Tools assessment
- Data sharing rules and protocols
- “First cut” profiles
- Roadmap for continuing work



# Readiness Evaluation

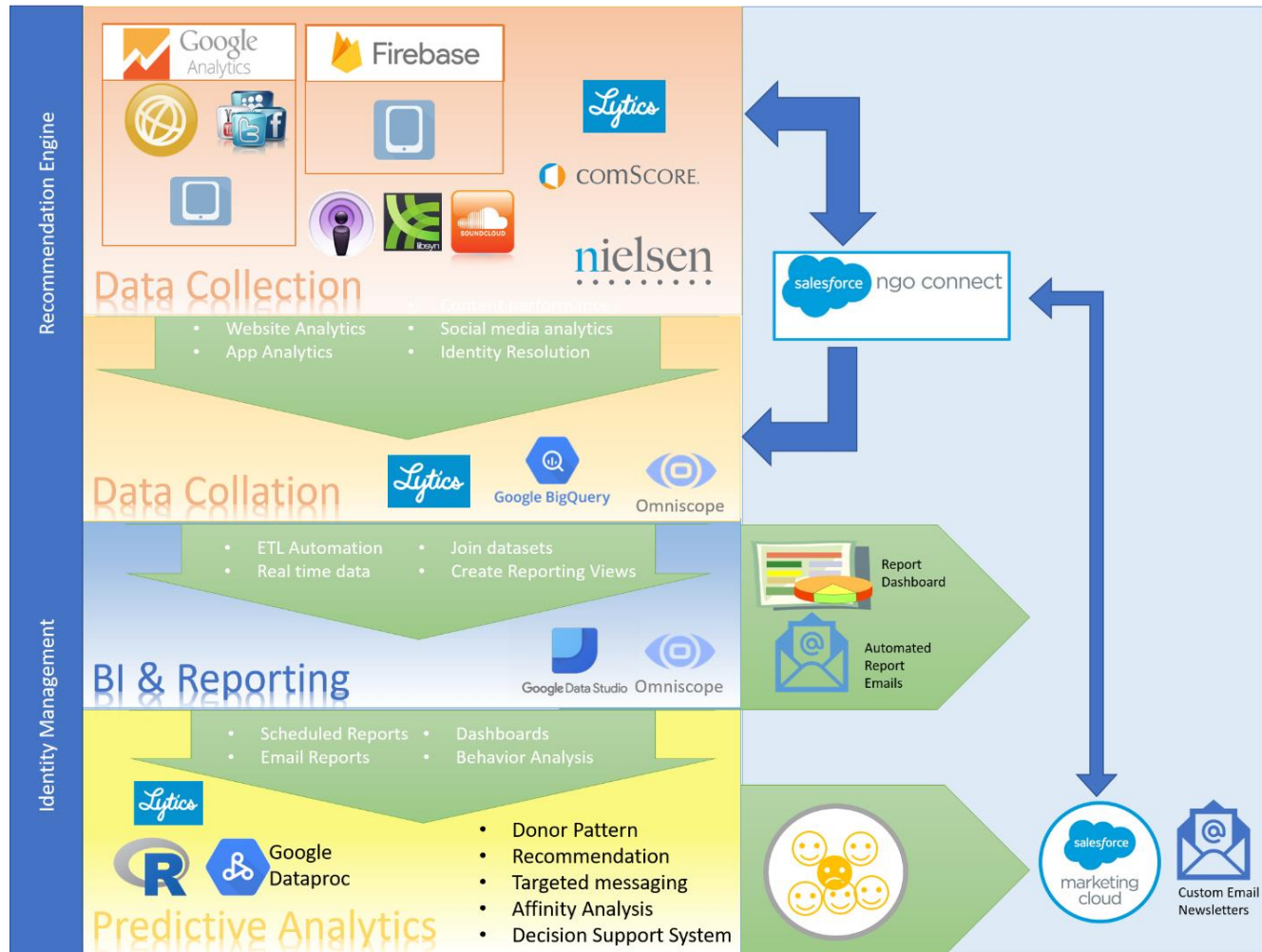
## **Stations scored on 36 criteria, 6 broad areas**

- Metrics definition
- Data collection
- Data collation
- Information extraction and reporting
- Technical and strategic analytics capacity
- Use of NPR and PBS digital services

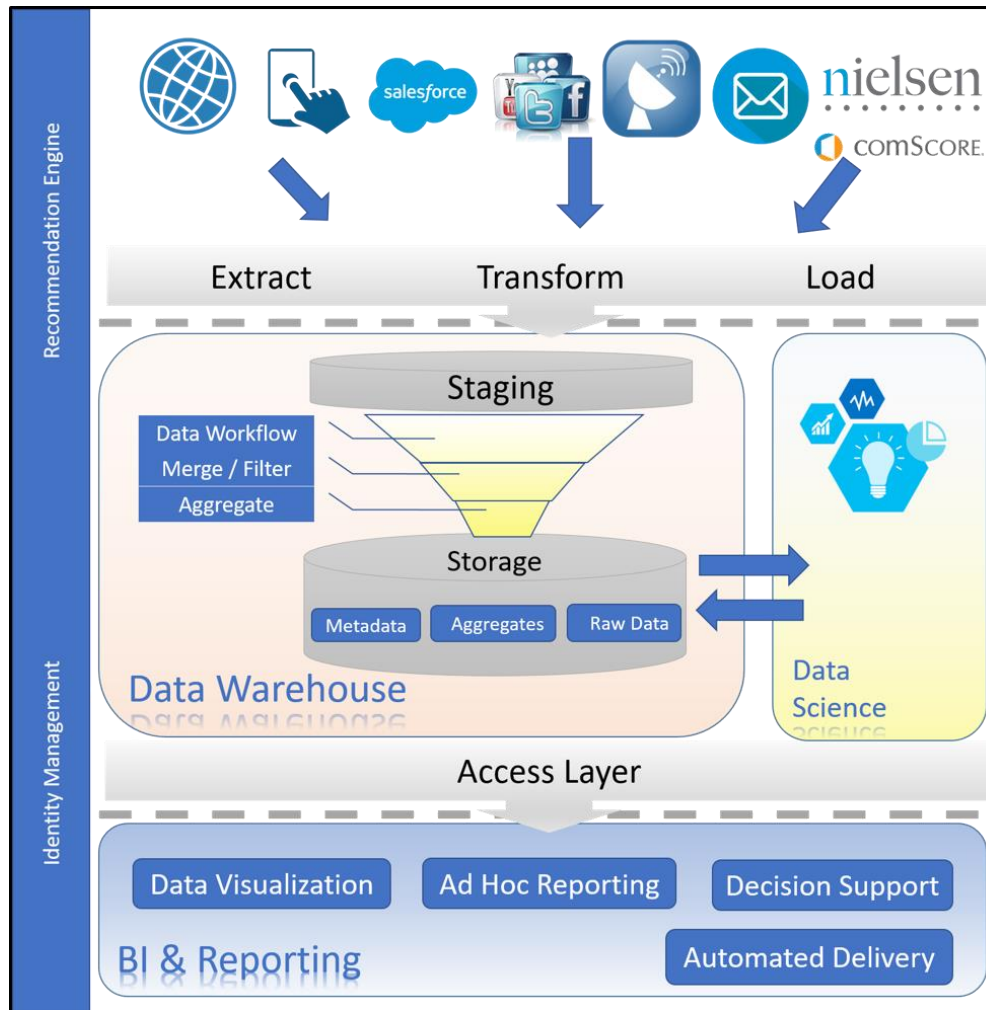
# Shared challenges

- Can't track individuals across multiple devices
- Data collected and stored in siloed systems
- Metrics definitions vary widely
- Data collection, collation, and merging is generally manual or semi-automated
- Unable to leverage existing analytics due to limited access to best practices and know-how

# Customer data platforms



# Custom data warehouse



# Tools assessment

- Significant cost and complexity to assemble and staff the analytics we want
- Off-the-shelf and custom analytics solutions are both options
  - But they are out of reach for most stations acting alone
- Explore “top down” digital solutions at national level and “bottom up” work anchored at stations

# A start on data sharing

- Rules needed for multiple layers:
  - Identity, transactions, behavior
- Not ready to share most personally identifiable information (PII)
- Equitable, two-way partnerships with NPR and PBS
- Share knowledge on technology and tools
- Agree on data security standards

# “First cut” profiles

- Cluster analysis
- Sampling sub-sets
- Behavior rather than identity



# The way forward

- Strong, structured partnerships
  - Local and national
  - Local and local
- Collaborative approach to knowledge sharing, tools and know-how sharing
- Collective sense of responsibility towards standardizing and advancing audience intelligence practices

# Framework for next steps

## **The verticals**

- Identity management
- Analytics advancement
- Tools and product development

## **The cross-cutting horizontals**

- Audience development
- Capacity
- Culture

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