Mobile, Social, Analytics

Ten Tips To Help Make Mobile Make Sense
My Background

- Syracuse University
- CNN
- ESPN
  - Mobile Research
ESPN Philosophy and Mission

If you’re not doing things to learn and try to get out in front, then you’re truly going to diminish your company.


Companies that don’t take risks don’t grow.

- George Bodenheimer

- Bob Iger
Behavior Is Changing

Sports fans have more options than ever to STAY INFORMED AND CONNECTED—and the rate of change is ACCELERATING

6 YEARS AGO

<table>
<thead>
<tr>
<th>Device</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>HDTV</td>
<td>67%</td>
</tr>
<tr>
<td>DVR</td>
<td>35%</td>
</tr>
<tr>
<td>Smartphone</td>
<td>56%</td>
</tr>
<tr>
<td>Laptop (with wireless internet)</td>
<td>54%</td>
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<tr>
<td>Video Game Consoles</td>
<td>47%</td>
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2013

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<tr>
<td>OTT Devices</td>
<td>58%</td>
</tr>
<tr>
<td>Tablet</td>
<td>32%</td>
</tr>
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Home Tech Monitor 2013
1979
Mobile Changed Everything

- 150 Million Smartphone Users (93% iPhone & Android)
- 521 Billion Minutes Spent on Web & Apps
  - 83% of all time on Apps
- 25% of All Minutes Spent With Social Media

comScore, 2013
Determine Mobile’s Value
Determine Mobile’s Value
Don’t Isolate Mobile
Don’t Isolate Mobile
Get A Complete Picture
Get A Complete Picture

- Find a common Metric
- Tie whatever data you can

comScore: October 2013
Have A Comprehensive Plan
Have A Comprehensive Plan

Behavioral

Competitive

Voice of the Fan

Demographic
Have A Comprehensive Plan

- TV-Radio: Arbitron PPM® Panel
- TV-PC: comScore Panelists within STB Subscribers
- TV-PC-Phone-Tablet: Subset of TV-PC Panelists using Home WiFi
- Calibration Panel: Subset of Arbitron PPM® Panel
- PC-Smartphone-Tablet: comScore MediaMetrix Multiplatform
Have A Comprehensive Plan

4 million adults use ESPN content on a tablet, via browser or app. They spend more time with ESPN than any other group:

ESPN Usage (hh:mm/Month)

- **Total**: 5:54 (Digital: 0:26, TV: 5:27)
- **TV**: 6:40 (Digital: 0:24, TV: 6:16)
- **Digital**: 7:11 (Digital: 1:17, TV: 5:53)
- **PC**: 7:09 (Digital: 1:44, TV: 5:24)
- **Smartphone**: 8:58 (Digital: 1:37, TV: 7:21)
- **Tablet**: 19:24 (Digital: 3:44, TV: 15:40)

Project Blueprint Feb 2013 (Preliminary Data)
Standardize Your Implementation
Standardize Your Implementation

- Pioneered new digital video tracking measurement
- Utilizing the framework for audio tracking
- Standardized measurement across PC, Mobile, Apps
Be Where The Users Are: Social
Be Where The Users Are: Social

- 95% of all people online use Social
- 4.7 million American’s in the average minute
- ¼ of all Mobile usage is on Social

comScore: September 2013
Partner Internally
Partner Internally

Hand holding is okay
QA Constantly
QA Constantly
Dig Deep For Insights
Dig Deep For Insights

- 11 Apps Monday – Friday
- 13 Apps Saturday - Sunday

- 1.7 Sports Apps Sa/Su - - 1.5 M-F
- iPad 1.5 Sports Apps Sa/SU - - 1.3 M-F
Dig Deep For Insights

ESPN Digital Average Minute Audience

- Mobile owns the weekend
- M-F PC is +74% larger

Mobile

PC

Adobe SiteCatalyst: September 2013
Communicate, **Loudly!**
Communicate, **Loudly!**

**ESPN Digital Media Sets Sports Category Record in October**

ESPN Digital Media generated 8.2 billion minutes of usage in October — the largest amount of time ever spent on a sports category property in one month — across computers, smartphones and tablets, according to comScore Multi-Platform data. Also, ESPN reached 67.7 million unique visitors, the 2nd highest ever behind ESPN's record setting total for [...]
Play Your Game, Your Way

1. View Mobile as an arm of Digital
2. Build internal relationships
3. QA & Standardize Implementations
4. Look beyond UV, PV, Avg Time Spent
5. Communicate