

# Transmedia Analytics: Exploring Analytics



## SUBMARINE

Based in Amsterdam, Submarine produces films, documentaries, animation and transmedia. With a fresh sense of what storytelling should be they are setting new rules; mixing traditional and interactive forms, using new technologies to create visual exciting multi formats. Their international network that exists of broadcasters, distributors, publishers and filmmakers stands for renewing collaborations and co-producing innovative transmedia productions. Submarinechannel.com is one of their successful outcomes; a distribution and production platform for crossmedia productions such as short digital films, innovative online games, interactive animations, web documentaries, graphic novels and other new formats. Managed from Amsterdam and LA it is streaming authored content as well work from upcoming peer artists from all over the world. By profiling artists and reporting on digital culture submarinechannel.com puts work into perspective rather than just streaming as many videos as possible.



## CONSTRAINTS

- Because he release date of Last Hijack was changed to March 2014, we decided to do preliminary work based on another project from Submarine: Unspeak
- The amount of data we will have at our disposal is dependent on the amount actual user of Unspeak’. Right now that’s just a small number
- We lack demographic and geography data within GA due to to the fact that this option was enabled too late
- GA has set a certain threshold for these options but we can not identify what this threshold exactly is
- The “do not track” browsing option might produce skewed data
- Not all data we would like to have is available in connection with privacy issues (for example in Google Analytics)
- We do not have a programmer yet



## PROBLEM DEFINITION

In order for Submarine to understand the navigation processes that users go through in exploring their products, they have experimented with existing analytics software (Google Analytics, Quantcast, Crazy Egg) in the past. These tools were only partially useful, as they target classical websites rather than interactive narratives and focus mainly on visitor numbers and acquisitions, instead of the finer grained interactions with narrative content the producers are interested in. Our aim is to overcome these limitations by building an analytics tool that is specifically designed for this type of new media object. Which captures data as well as presenting it in a way that is comprehensive and actionable for the different professionals and artists that are typically involved in a transmedia production. Both on the level of content; correlated, and therewith meaningful user data, as well on a visual level; data translated into effective visual formattable form.



## REQUIREMENTS FOR TOOLS

- Analytics software should be easy to implement and results easy to read
- A/B testing, the software should allow for comparative results for interface A vs. interface B
  - Two visits from the same IP in twenty four hours should count as two visits (GA counts them as one)
  - Software should allow for custom-made reports to be sent by email to different departments
  - There is a need for conceptual clarity for each of the measurements we employ (the possibility to see a clear definition when scrolling over an indicator)
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  - User questionnaires are a possibility, but they should not be disruptive of the experience of the project
  - Heatmaps
  - Scroll maps
  - Plugin Social Media
  - For gathering user information and indepth info



## FINDINGS: WANTS / GA

SUBMARINE WANTS	POSSIBLE	NOT POSSIBLE
<b>Demographics</b>		
Age	X	
Sex	X	
Income		X
Country	X	
Geography	X	
System language	X	
IP localization	X	

<b>Indepth info</b>		
Interest	X	
Likes		X
Dislikes		X
Hobbies		X
Jobs		X
Holiday plans		X
<b>Quality rating</b>		X
<b>Social media</b>		
Shares	X	
Engaging	X	
<b>Referrals</b>	X	

<b>Technology</b>		
Device	X	
Browser	X	
Operating system	X	
Screen resolution	X	
Average loadingtime each media element	X	

<b>Visits</b>		
Number of visits	X	
Time spent on site	X	
Time spent on chapter	X	
Reached chapters	X	
Reached final chapter	X	

<b>Visitors flow</b>		
Individual trajectory path		X
Pattern of navigation away from the project		X
Perspective change: how often? when?	X	
External info sources after leaving		X
Project in inactive tab		X
Why do users leave?		X
<b>Bookmarked</b>		X

<b>Events</b>		
Timings	X	
Scrollable elements	X	
Clicking	X	
Focus	X	
Hovering	X	
Visibility	X	