

## **gemiusStream - online video measurement case study**

Mini-report based on gemiusWorkShop  
live streaming analysis

April 2011





With the aim of educating and sharing the best practices and know-how with our Clients, Gemius organizes **gemiusWorkShop**.

There were several dozen of such events organized in many countries of EMEA region, where Gemius operates. Conducted together with the research Partners and Clients, as well as industry specialists (for example IAB specialists), the meetings focus on various subjects:

- online media planning;
- site-centric measurement (web analytics, heat map, multimedia content);
- internet panels;
- hybrid audience research (gemiusAudience);
- online campaign effectiveness ;
- campaign targeting technologies;
- adserving tools.

*More on gemiusWorkShop: [http://www.gemius.com/pl/about\\_trainings](http://www.gemius.com/pl/about_trainings)*



- Recent **gemiusWorkShop** took place in Riga, Latvia and for the first time it was streamed live on Gemius websites.

## GemiusWorkShop

03.03.2011, Rīga, Albert Hotel

**Keeping track  
whatever they do!**

gemiusDirectEffect | AdOcean | Re-targeting

The programme of the event:

[http://www.gemius.lv/files/Pieteikums\\_2011-02\\_programma\\_en.pdf](http://www.gemius.lv/files/Pieteikums_2011-02_programma_en.pdf)

- The live broadcast was measured by Gemius multimedia content measurement tool

 **gemiusStream**

More on gemiusStream:

[http://www.gemius.com/pl/products\\_stream\\_about](http://www.gemius.com/pl/products_stream_about)

Watch the video tour online: <http://bit.ly/hYYskk>



- gemiusWorkShop was viewed online by **159 visitors** from **15 countries**
- The five top countries were:
  - Latvia (57)
  - Lithuania (37)
  - Poland (18)
  - Estonia (12)
  - Hungary (10)



## Visitors of gemiusWorkShop live broadcast

	Countries	Visitors (cookies)
1	Latvia	57
2	Lithuania	37
3	Poland	18
4	Estonia	12
5	Hungary	10
6	Slovenia	7
7	Czech Republic	6
8	Slovakia	2
9	Ukraine	2
10	Spain	2
11	Finland	2
12	Italy	1
13	Germany	1
14	Belarus	1
15	Denmark	1

Source: based on gemiusStream data for gemiusWorkShop Riga, 3 March 2011



- The visitors of gemiusWorkShop live broadcast spent an average of **35 minutes and 38 seconds** watching the event online
- The total time spent by all visitors on watching the broadcast amounted to **3 days and 21 hours**

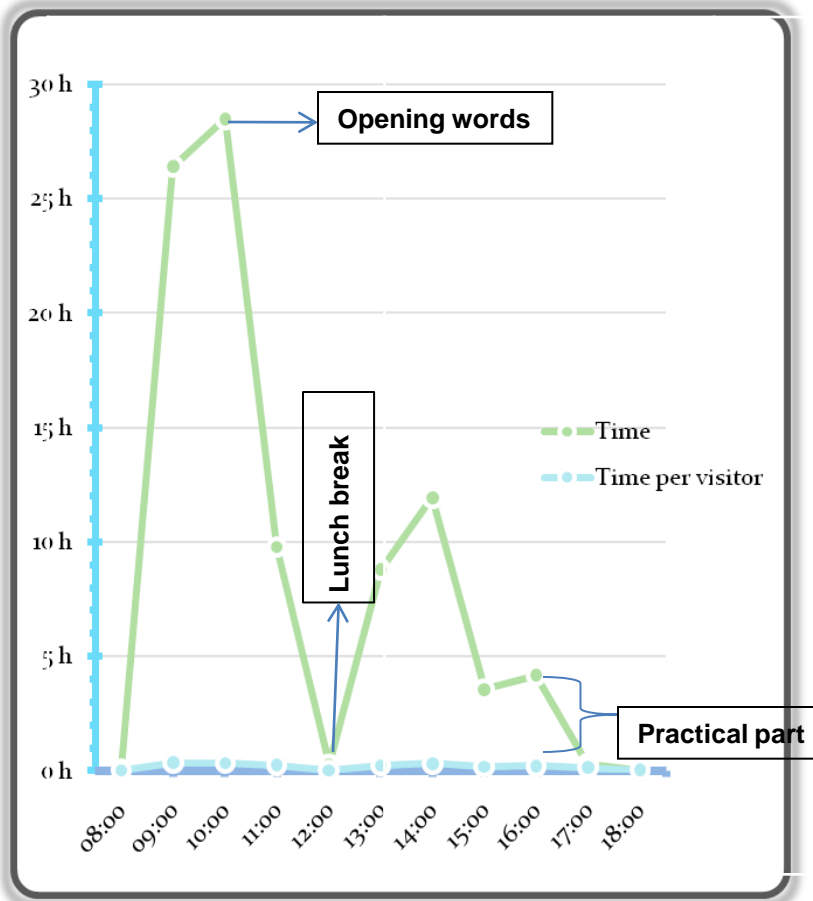
## Popularity of gemiusWorkShop live broadcast in time

Hour	Visitors (cookies)	Sessions	Views	Views per visitor	Total time spent	Time per visitor
08:00-08:59	6	6	7	1,17	4 min 36 s	0 min 46 s
09:00-09:59	73	69	189	2,59	1 d 2 h	21 min 42 s
10:00-10:59	86	49	125	1,45	1 d 4 h	19 min 52 s
11:00-11:59	40	13	66	1,65	9 h 46 min	14 min 39 s
12:00-12:59	9	9	8	0,89	16 min 9 s	1 min 47 s
13:00-13:59	37	33	65	1,76	8 h 47 min	14 min 15 s
14:00-14:59	38	19	70	1,84	11 h 56 min	18 min 51 s
15:00-15:59	20	7	2	1,05	3 h 33 min	10 min 41 s
16:00-16:59	19	18	30	1,58	4 h 10 min	13 min 10 s
17:00-17:59	2	0	0	0,00	17 min 55 s	8 min 57 s
18:00-18:59	1	1	0	0,00	2 min 17 s	2 min 17 s
<b>TOTAL</b>	<b>159</b>	<b>225</b>	<b>581</b>	<b>3,68</b>	<b>3 d 21 h</b>	<b>35 min 38 s</b>

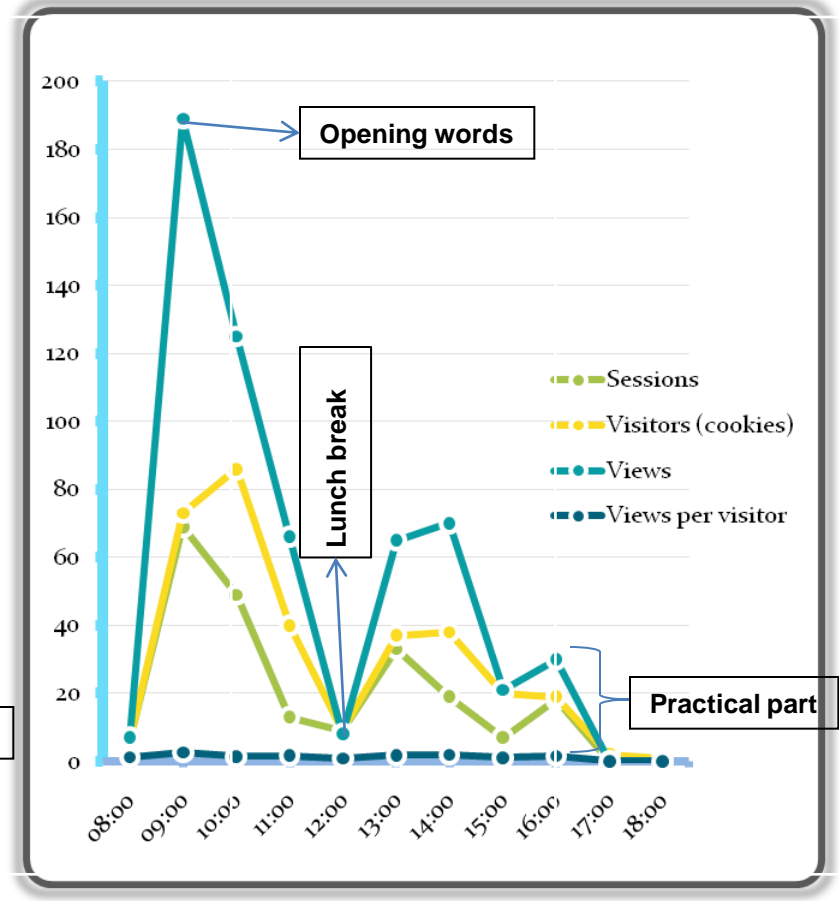
Source: based on gemiusStream data for gemiusWorkShop Riga, 3 March 2011



## Time spent



## Time values





- How the broadcast was measured?

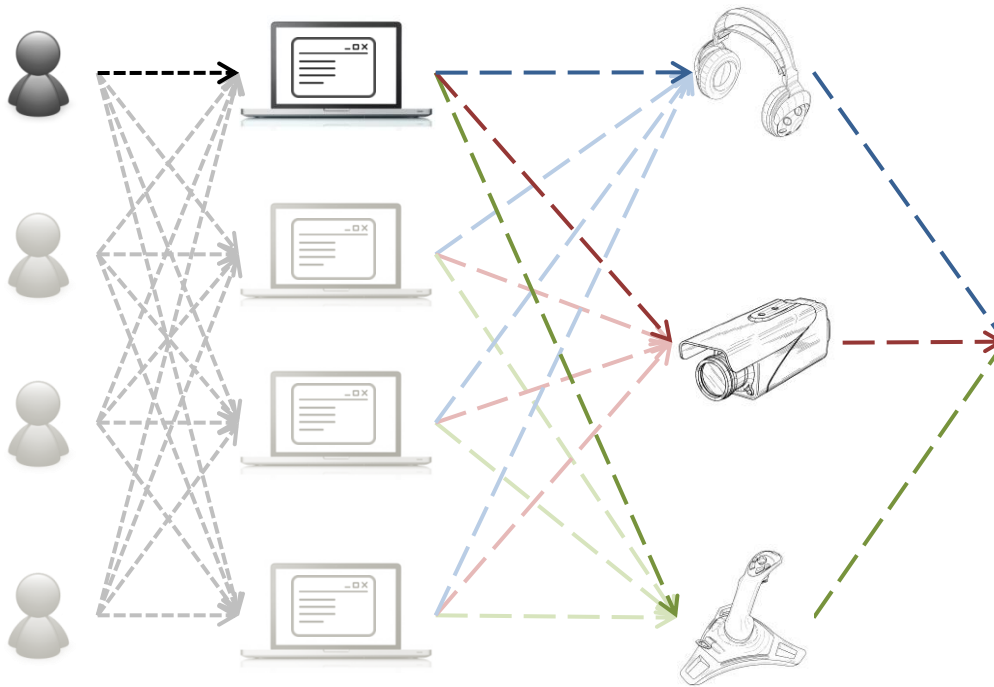


- Implementation of multimedia content analytics tool, gemiusStream, took mere minutes.
- All the data were available in the online interface in one hour following the conclusion of the live stream. The results were also available for export in the form of simple reports.



gemiusStream is a tool that measures online multimedia content:

# Audio • Video • Games



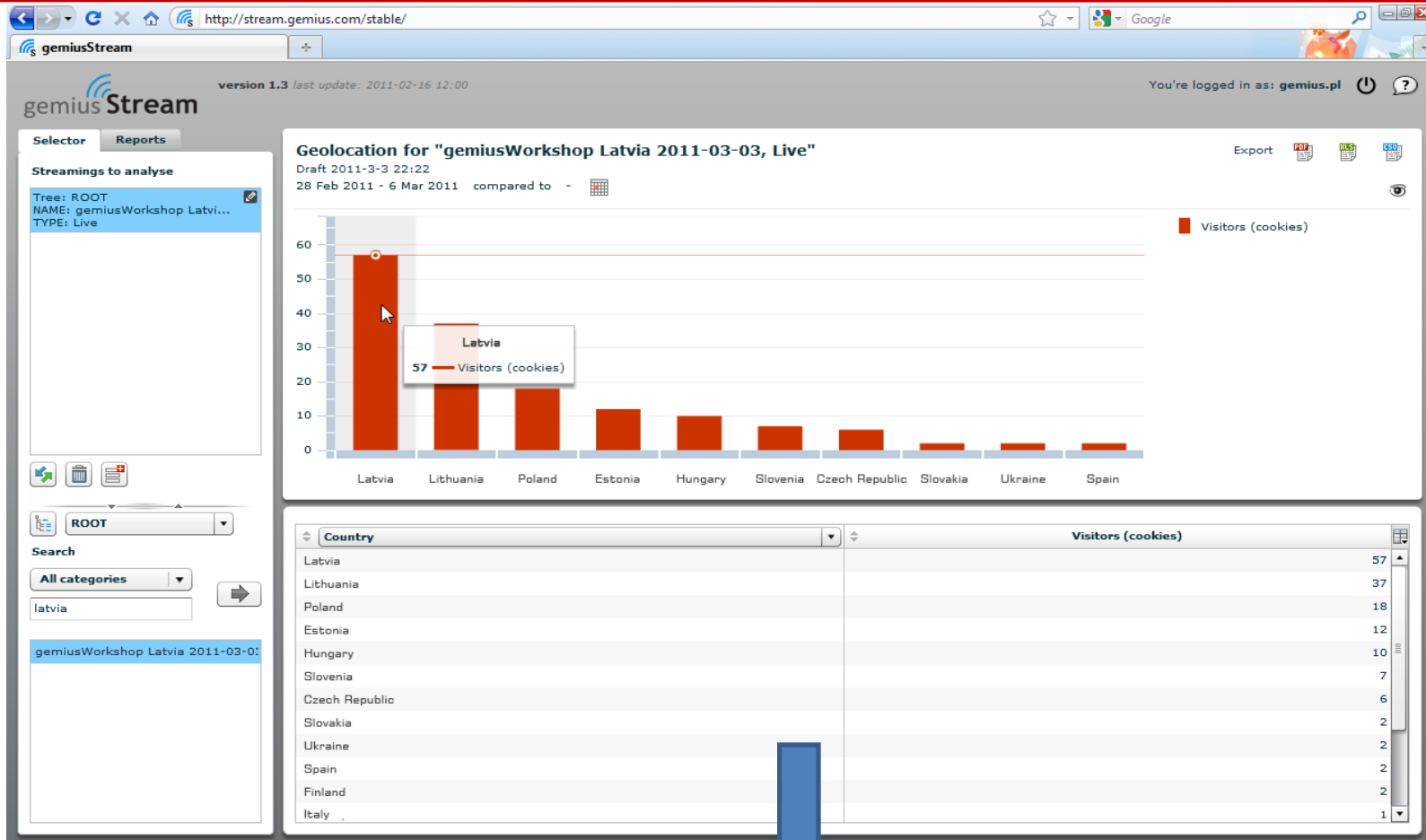
Internet users

Websites

Multimedia content

gemiusStream





Source: based on gemiusStream data for gemiusWorkShop, Riga, 3 March 2011



The interface makes it possible to carry out a variety of complex analyses for the selected material or categories of material according to various time units (hours, days, weeks, months, years).




- ✓ Increases the advertising potential of multimedia players placed on the website
- ✓ Provides advertisers with hard data about the performance of in-stream video ads
- ✓ Identifies the preferences of internet users visiting the website and thereby optimises presented multimedia content
- ✓ Adjusts the broadcast and video materials to the interests of the internet users based on the insight into their preferences
- ✓ Studies the influence of changes in localisation of particular multimedia files on the level of users' interest
- ✓ Gives the access to the information about geographical profile of the users





- **Sessions** - total number of sessions that have been STARTED in a particular material group in a defined interval of time
- **Views** - total number of views performed in a particular material group in a defined interval of time
- **Streams** - total number of streams that have been STARTED in a particular material group in a defined interval of time
- **Time** - total playing time of the particular material group during a defined interval of time
- **Visitors (cookies)** - the number of visitors (cookies) who undertook at least one streaming session during the defined interval of time
- **Views per visitor** - average number of views performed by visitors on a material group in the defined interval of time
- **Time per visitor** - average time visitors spent on a particular material group in the defined interval of time
- **Geolocation** - geographical location of the visitors of the material group in the defined time interval. (Countries, regions, cities)





**Contact:**  
[stream@gemius.com](mailto:stream@gemius.com)

**Follow us at:**

- [gemius.com](http://gemius.com)
- [facebook.com/GemiusGroup](https://facebook.com/GemiusGroup)
- [twitter.com/Gemius](https://twitter.com/Gemius)
- [youtube.com/wwwgemiuscom](https://youtube.com/wwwgemiuscom)
- [slideshare.net/Gemius\\_com](https://slideshare.net/Gemius_com)