

FAQs

Q: How is the data collected and reported for Chrome News Track?

A: The data is sourced from a panel comprising of 82,147 individuals (As on 31st March 2024), and subsequently, it is extrapolated to encompass the digital audience universe. The universe is determined through the triangulation method of a primary survey conducted across 3 million individuals, updated every quarter by applying the decadal growth rate from the last census (2011), and incorporating information from various governing bodies, such as TRAI, etc.

Q: Is the data reported available region-wise?

A: Yes, upon subscribing to the services, the data becomes accessible. It is made available in a manner that allows users to explore it on a market-by-market basis, and it is further segmented based on the reported universe. This segmentation provides a more detailed and refined view of the data, catering to specific regions or markets of interest.

Q: Is the reported data available across gender and age?

A: Yes, upon subscription, the data can be made available. Currently, the data is reported for individuals aged 15 and above, allowing for a comprehensive understanding across different genders and age groups.

Q: Can the hourly performance of a story be accessed by a publisher?

A: Yes, the hourly performance data can be made accessible to publishers upon authorization. This feature allows publishers to gain insights into the story's performance over specific time intervals, providing a nuanced understanding of its reception and engagement.

Q: How is the duration percentage for a Story measured?

A: The duration percentage of a story is determined by dividing the individual story's duration by the overall duration of the story as covered by all publishers on digital feeds (including native apps across mobiles and connected TVs, YouTube channels, and social media sites) in both Live Prime and Video-on-Demand (VOD) formats. This calculation provides a comprehensive assessment of the story's duration relative to its total coverage across various platforms, contributing to a nuanced understanding of its performance.

Q: How are Total Concurrent Views (TCVs) calculated? How do they differ from Average Concurrent Views (ACVs)?

A: The Total Concurrent Views represent the accumulated number of views per minute throughout the entire duration of a story. For example, if a segment like 'Speed News' runs for 4 minutes, with the 1st minute recording 20K views, 2nd minute with 30K views, 3rd minute with 25K views, and 4th minute with 18K views, the Total Concurrent Views for 'Speed News' on that specific news stream would be the sum of these views: 20K + 30K + 25K + 18K = 93K views.

Average Concurrent Views are derived by dividing the Total Concurrent Views by the duration of the story. In the given example, the Average Concurrent Views would be calculated as 93K views divided by 4 minutes, resulting in approximately 23.25K audience. This metric provides an average estimate of the audience engagement per minute during the story's duration.

Q: What is the 'CNT Index' (Chrome News Track Index)?

A: **CNT Index – Anchor Monetization Measure:** Anchor Monetization Measure' is a metric designed to evaluate the monetization potential of an anchor. This measure is derived by assessing the anchor's performance in terms of viewership and duration, providing valuable insights into their capacity for generating revenue and audience engagement.

Chrome News Track introduces the groundbreaking CNT Index, a distinctive metric designed to gauge the efficiency of monetization through anchor presence. This unique formula considers concurrent viewers indexed to the airtime dedicated to each anchor. In simpler terms, a higher CNT Index signifies superior monetization potential, reflecting the anchor's effectiveness in engaging viewers and optimizing revenue generation.

CNT Index – Story Monetization Measure - Is an innovative metric introduced by Chrome News Track, designed to assess the efficiency of monetization through the presence of a story. This unique formula takes into consideration concurrent viewers indexed to the airtime allocated to each story. In straightforward terms, a higher CNT Index indicates superior monetization potential, showcasing the story's effectiveness in engaging viewers and optimizing revenue generation.

Q: What is the significance of the data?

A: The CNT tool offers a range of features and functionalities, serving as an asset for various purposes:

- Comparison of daily/weekly average concurrent viewers between publishers and their competitors.
- In-depth analysis of Story performance based on duration and concurrent views.
- In-depth analysis of Anchor performance based on duration and concurrent views.
- Utilization of ACVs to arrive at advertisement rates that align with the expected audience reach.
- Continuously adjusting content strategies to resonate with the audience and enhance engagement by utilizing real-time data from CNT. Exploiting the commonality between primary and linear feeds to enhance overall viewership.
- Strategic decisions to ensure content consistency across different feeds.
- Thoughtful selection of thumbnails to enhance visual appeal and attract viewers.
- Deliberate choices regarding the inclusion of specific feeds and content for Video-on-Demand to optimize viewer engagement.

THE OVERALL CNT GIVES REAL TIME CONTENT INPUTS TO HELP MAXIMIZE RATINGS ACROSS BOTH LINEAR AND DIGITAL FEEDS,

Methodology

Q: In case of multiple live feeds, what happens to the duration & concurrent views for that live stream (identical content)?

A: Considering the uniqueness of views and viewers for each live feed, all of them are taken into account for both Average Concurrent Views (ACVs) and Total Concurrent Views (TCVs).

Regarding the duration, as they all run parallel to each other, the total duration remains specific to any one live stream.

For instance, if the same content is broadcast on three different live streams for 1 hour each with 5K, 7K, and 10K concurrent views, the concurrent views would be capped at 22K (5K + 7K + 10K). However, the duration would be capped at 1 hour, not 3 hours.

This ensures that all unique views contribute to the calculation of ACVs and TCVs, offering a comprehensive understanding of viewer engagement. Additionally, recognizing the parallel operation of live feeds ensures accuracy in representing the total duration, aligning it with any one live stream rather than the cumulative duration across multiple streams.

Q: Which genres are currently being tagged?

A: Genres currently being tagged include Hindi, English, Business, and Marathi.

Q: How many news channels are currently being tagged?

A: As on date, a total of 36 news channels are tagged, with 14 channels reported under Hindi News, 8 under English, 5 under Business, and 9 under Marathi News genre. Tagging for other regional genres will commence soon.

Q: What is the frequency of reporting?

A: The reporting is in real-time.

Q: What is the period of tagging?

A: Presently, the period of tagging is from 8 AM to 10 PM, and extension upon demand is possible.