

The what, why, and how of our standard measurement approach.

QUESTION	ANSWER
What are you measuring?	<p><i>The media prominence of a nationally or globally recognized trend, brand, celebrity or influencer across global news channels.</i></p> <p>Embracing the management adage that "you can't manage what you can't measure," the goal of mediaQuant is to provide a simple, universal measurement of a topic's prominence in traditional, online, and social media.</p>
Why are you measuring?	<p><i>To create a standard "ruler" of media prominence with which business professionals can establish benchmarks, make comparisons, monitor change, and assign value.</i></p> <p>Our overriding goal at mediaQuant is to deliver an expansive, consistent and comparable measure of media prominence for a growing catalog of topics discussed in traditional, online, and social media. Why we measure in the way we do is to address the need to <i>simplify</i> and <i>standardize</i> measurement, making it easy to understand, portable, and affordable.</p> <p>In our varied experience doing market and media research, a pervasive drawback to current solutions is the lack of comparative or contextual analysis. I.e., the ability to assign relative importance to a given measurement. How high is high? Is it weak or strong compared to its peer group? How does it compare over previous time periods? With scores of commercial and in-house media measurement solutions on the market, there are hundreds of incompatible ways to measure media prominence. You can't determine "how good is good" without a standard ruler that can be consistently applied across media sources, time periods, topics, and markets.</p>
How are you measuring?	<p><i>We apply the same proven methodology to a vast catalog of current, new and emerging topics discussed in traditional, online, and social media segments to build a multi-year analytic history and establish comparative ranks on a 100-point scale.</i></p> <p>Because we measure, validate, and index the broadest and most diverse collection of global content and media sources using a consistent methodology, we are able to create an expansive and statistically representative data set of media prominence with historical context going back four years. From this data set, we then calculate a media prominence score between 0 and 100 using a ranking algorithm to transform a raw value into a comparative score. When new topics or media sources are added to the catalog, historical values are recalibrated to correctly account for past historical impact on existing topics.</p>
Over what timeframe are you measuring?	<p><i>Calendar month. Historical data is captured back to a trailing 4-year period.</i></p> <p>12AM U.S. Eastern time on the first day of the month to 12AM U.S. Eastern Time on the last day of the month.</p>

QUESTION**ANSWER**

How do you calculate and represent media prominence?

*We calculate media prominence by measuring the volume of qualified media mentions of a selected topic, assessing the relative importance of those mentions, and then ranking the weighted value relative to other values in our data set. The resulting **media rating** serves as a standard and comparative benchmark of the broad discussion of and relative interest in trends, brands, celebrities, and influencers covered in traditional, online, and social media.*

A topic's media prominence rating is a statistical rank relative to the other values in the data set and is represented as a whole number between 0 and 100. This ranked score tells us what percentage of data values scored at or below the data value under consideration. This is typically how standardized test scores are reported.

For each measured topic, we calculate a **topline media rating** to provide the best overall measure of media prominence, as well as individual **segment-level media ratings** to provide specific context and granularity. We'll elaborate first on segment-level media ratings, which roll up to the topline number.

The **segment-level media rating** for a topic is the rank of the topic's qualified mention volume within a particular media segment (e.g., blogs) relative to all the other (4,000+) measured topics' mention volumes *within that same segment*. We measure and report on segment-level media ratings for 14 media segments culled from 20,000+ English-language news sources. Media segments include:

Traditional		Online
Print	Broadcast	Online News
Newspapers – Worldwide	Television – Major U.S. Networks	Search Volume
Newspapers – Top U.S.		
Magazines – Top Consumer	Regional	Social
Magazines – Top Business	North America	Blogs
Magazines – Top Trade*	Europe	Twitter
	Asia	Forums

*Trade = Healthcare + Industrial + Services + Technology

The **topline media rating** for a topic is the best representation of *overall* media prominence, and is calculated as a weighted average of the 14 individual media segments.

What media sources do you use?

From traditional print publications to the latest social media discussions, our universe of earned media content is unparalleled at more than 20,000 news sources. For traditional media sources, we go to established print and broadcast media aggregators that maintain historical archives and current feeds. We supplement the aggregators' content with our own sourcing methods to further complete a global media picture. For social media sources, we use a combination of real-time feeds, domain-specific indexing and historical archives. We continually research new media sources, beta-test them and incorporate them into our production measurement methodology as appropriate. Only English-language content, original or translated, is included.

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<p>What topics are you measuring?</p>	<p>We measure topics that have broad national or global recognition. We organize them into four <i>categories</i>: (1) trends (topics, issues), (2) brands (product and corporate brands), (3) celebrities (entertainers, professional athletes), and (4) influencers (people, organizations). Within those categories, we group topics (e.g., wind power) into peer <i>sectors</i> (e.g., Energy Trends) to align with established industry and market segments. A topic (e.g., wind power) may reside in more than one sector (e.g., Energy Trends, Environment Trends).</p> <p>In each sector, we measure a broad range of entities to ensure the ranking has statistical relevance along a representative continuum of topics discussed in the media.</p> <p>We expand our catalog of trends, brands, celebrities, and influencers every month. Customer-requested topics that have broad appeal across our customer base are added to the catalog. See catalog at http://mediaquant.net/resources/</p>
<p>How do you measure sentiment?</p>	<p>Sentiment measures are based upon the volume of qualified mentions of the target topic that fall into one of three mutually exclusive sentiment categories: positive, neutral, or negative. Sentiment category assignment is based upon the prominence (volume + relative importance) of industry-standard "positive," "neutral," or "negative" terms or phrases and their proximity to the topic mention. We use the a 3rd-party natural language processing tool to facilitate term/phrase categorization.</p>
<p>How do you calculate media value?</p>	<p>We start with the average theoretical monetized value for the qualified mention. This is a function of effective reach, advertising rates, and mention volume. This is calculated across each media segment and summed. We then apply weights, based on relevant media dynamics, such as media sentiment, media segment, and "pull" metrics, to the theoretical media value to arrive at the actual media value. These weights may increase or decrease the monetized value of the mention.</p>