

Digital Media Outlet Study (DMOS) Database Help Sheet (Office 2007)

About the DMOS Database

From November 2008 through February 2009, a scan of digital media efforts across public media outlets was conducted. The scan included a review of every CPB grantee and relevant non-distributor's website, an emailed word document survey, an online survey, personal phone interviews, and in-person interviews. The DMOS database is a collection containing the resulting data. The database is a Microsoft Excel spreadsheet, searchable by using macros to select criteria and sift through categories. The database macros will run on any PC computer, but do NOT operate well on a Mac.

Definitions of terms used (non obvious)

- DMOS: An acronym for 'Digital Media Outlet Study' which refers to the study conducted
- Digital Media, Offering or Digital Offering: Refers to any media distributed digitally. Most digital offerings are categorized as one of the following: live video/audio streaming, audio/video podcasting, RSS feeds, online community calendar, audio/video on demand, e newsletter, e commerce, blogs, links to third party audio/video sites or social networking.
- Media Outlet: Public radio station, public TV station, joint licensee, or non-distributor of media
- Non-commercial: Digital offering which does not generate revenue
- Company Specific: Data that is offering independent
- Topic Specific: Data that is offering dependent
- (Normalized): The cells in normalized columns conform to some regularity or rule that makes them easy to compare to each other. Within a column, they will all fit within one of a pre-set number of potential answers. All cells that are not labeled '(normalized)' will be of free form entry
- Media Outlet Name: The call letters for a radio station, TV station or joint licensee. For non-distributors, only the name is listed
- NFFS Size: Non-federal financial support; used as a proxy for station size
- Number of Offerings Per Station: The total number of digital offerings offered by a media outlet
- Top Media Outlets of Interest: Part of a smaller subset of overall media outlets that we found of particular interest because of some special aspects to their offering(s)

- Media Outlet Type: Overall category describing the broadcast offering of the media outlet
 - Non-Broadcaster: Content producers/providers who do not broadcast; typically a provider of content or an enabler of content management (e.g., PRX)
 - Radio
 - Radio & Content Producer: A radio station that is also a content producer
 - Radio & TV: A joint licensee that does not produce their own content
 - Radio & TV & Content Producer: A joint licensee that is also a content producer
 - TV
 - TV & Content Producer: A TV station that is also a content producer

- Sub-Area: Additional details regarding specific stations producing content and other station details (e.g. show for which content is being produced)

- Category of Offering: Web, RSS, blog, on-demand content, audio and video streaming, social networking, podcasts, mobile technologies. Does not include scheduled broadcast, cable or satellite television, and radio long-form program distribution channels nor hard media/print distribution channels nor programs created for these channels. Also referred to individually or collectively as “digital offerings” or “offerings.”
 - Blogs: Short for “weblog,” a type of website or pages within a website, with regular entries of commentary
 - Custom Webpage: A webpage a user can customize to incorporate their own particular interests (e.g., MyYahoo)
 - Discussion Forum: Or message board, is an online discussion site where participants interact by commenting on one topic at a time
 - E-Commerce: Buying and selling of products or services over the Internet, completing the transaction
 - E-Newsletter: A newsletter delivered via email
 - Events Calendar: An interactive calendar published on the Internet; to be included in our study it must provide community related events NOT only media outlet related events
 - Link to Third-Party Audio/Video Site: Web links to other operated websites to access content
 - Live Streaming Audio/Video: Multi-media data transferred in real time
 - Mobile Access (to content): The ability to receive content on a cell phone or other hand-held electronic equipment
 - On Demand Audio/Video: Either stream content through a set-top box, allowing listening/viewing in real time, or download it to a device such as a computer, digital video recorder, personal video recorder or portable media player for viewing/listening at any time
 - Podcasting: Audio/Video: Podcast may refer either to the content itself or to the method by which the content is syndicated
 - RSS Feeds: Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format
 - Social Networking: Online community, most likely with Facebook, MySpace, Twitter or Gather

- Category of Offering Details: More specific details on offering such as method of sites for social networking, number of RSS feeds, etc.

- Current Broadcast Offering: Content provided by media outlet over broadcast channels

- Broadcast Demographics: Overall details on the current broadcast audience which may include age, salary, ownership of various goods, charitable donations, etc.

- Broadcast Growth: Growth in broadcast audience, typically on a yearly basis
- % of Budget Allocated to digital: Percent of total budget allocated to digital related activities; may include personnel, hardware/software, web hosting, content, etc.
- Website of interest: Website for media outlet or specific offering, if available
- Digital Content Available: Types of content available via digital means
- Content Difference between Digital and Broadcast: Difference in content offered over the air versus via digital means
- Content Difference between Digital and Broadcast (normalized)
 - Both, Broadcast Only, Digital Only: Station offers either the same content as broadcast, unique digital only content or both
- Goals for Digital Offering: Free form field describing why media outlet chose to launch a specific offering
- Goals for Digital Offering (normalized strat vs. op)
 - Opportunistic: Detailed thought was not put into offering; launched it with no clear goals in mind
 - Strategic: Detailed thought was put into offering with specific goals in mind
 - Both
- Commercial or Non- Commercial Offering: Digital offering with the expressed purpose of making or not necessarily making money, respectively
- Digital Branding: The application of marketing techniques for the advancement of a product, service, or organization's name
- Digital Branding (normalized)
 - Alternative Branded Distribution: Branding that is primarily of third party, but may be used to distribute content, increase awareness, etc. (e.g., Facebook, MySpace)
 - Co-brand: Joint branding with another party
 - Same: Same branding as broadcast offering
 - Separate: Entirely separate branding from broadcast offering
- Future Digital Plans: Free form entry field describing future digital plans of media outlet
- Digital Revenue Partner(s) by Offering: Partner in generating revenue for digital offering; partner may provide cash, marketing, etc.
- Digital Brand Partner(s) by Offering: Partner in branding of digital offering; partner lends its brand jointly to media outlet with some goal in mind
- Elements of Digital Revenue: Dollars submitted in the form of a grant, or in exchange for goods or services

- Accounting for Digital Revenue (normalized):
 - Same as Overall: Part of overall media outlet budget
 - Separate for Digital: Digital budget is separate from broadcast/other budget
 - Partial
 - Don't Know

- Methods of Raising Revenue (normalized)
 - Advertising: Specific spaces allocated on website for sale
 - E commerce: Buying and selling of products or services over the Internet, completing the transaction
 - Online Pledging: Ability to donate to media outlet online
 - Underwriting (by companies or by grants or unspecified): Benefactor receives mention, advertising space, or other promotion (or combination) in exchange for financial support
 - Multiple: In this context, multiple sources of revenue support
 - Other
 - Unknown

- Numerical Revenue (normalized): Actual dollar amount of revenue raised per year for digital initiatives

- Audience size: Offering Unique Users (normalized): Audience size per month for a particular digital offering

- Audience size: Overall Unique Users (normalized): Audience size per month for all offerings

- Target Digital Audience Demographics (normalized)
 - Commuter: Someone who uses offering to and from work
 - Educational: Teachers, students, etc.
 - Expand Audience
 - General Public
 - Same: Same as broadcast audience demographics
 - Younger Audience
 - Multiple
 - Other
 - Don't Know

- Actual Digital Audience Demographics: Any information related to actual digital audience demographics; free form entry

- Actual Digital Audience Demographics (normalized)
 - Expand Audience
 - Younger Audience
 - Same: Same as broadcast audience demographics
 - Multiple
 - Other
 - Don't Know

- Digital Audience Growth: Any statistics related to growth of media outlet's digital offering(s)

- Digital Offering Change Over Time: Have media outlets made significant changes in their digital offerings over time

- User Data Captured Digitally
 - Email Only
 - Personal Data: Data which may include name, address, phone number in addition to email
 - None
- General Comments: Free form comments not captured elsewhere which may be subjective or objective related to the media outlet of interest

1.1 Beginning a DMOS Database Search

1. To search the database, first make sure macros are enabled when you first open the spreadsheet. If macros are not enabled, you will be asked, “Do you want to enable macros?” Select “yes.”
2. Click on the Add-Ins tab in the ribbon bar as shown in Figure 1.

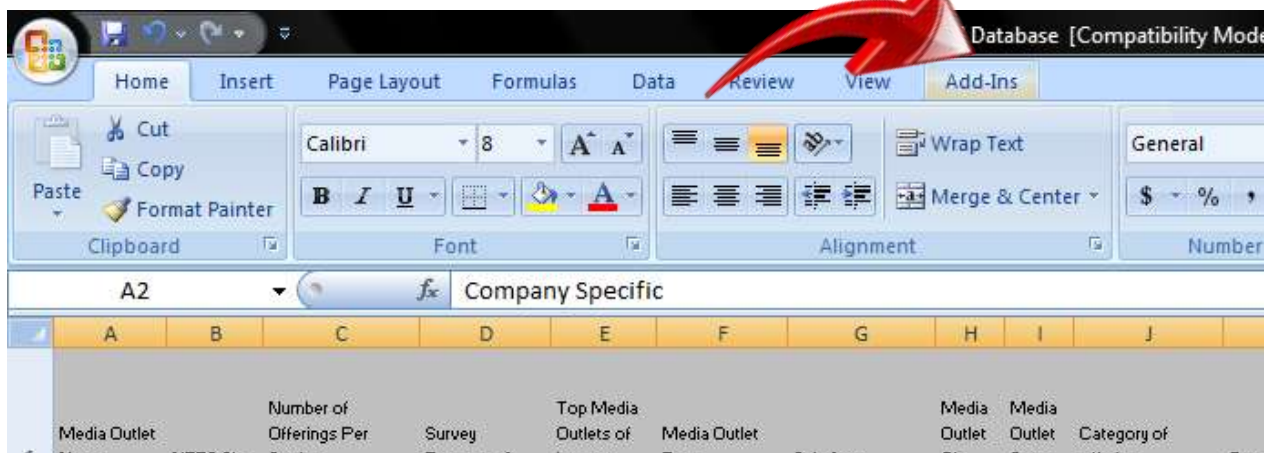


Figure 1

3. Click on the “CPB Model: Open the Search Form” button appearing first in the Add-Ins tab as shown in Figure 2. The Search Criteria Window will be displayed.



Figure 2

4. At this point, you should see the Search Criteria window. The DMOS database allows you to search responses using up to five criteria from a pre-determined list of options. Select from the drop down boxes the category(ies) of interest by which you intend to filter the database as shown in Figure 3.

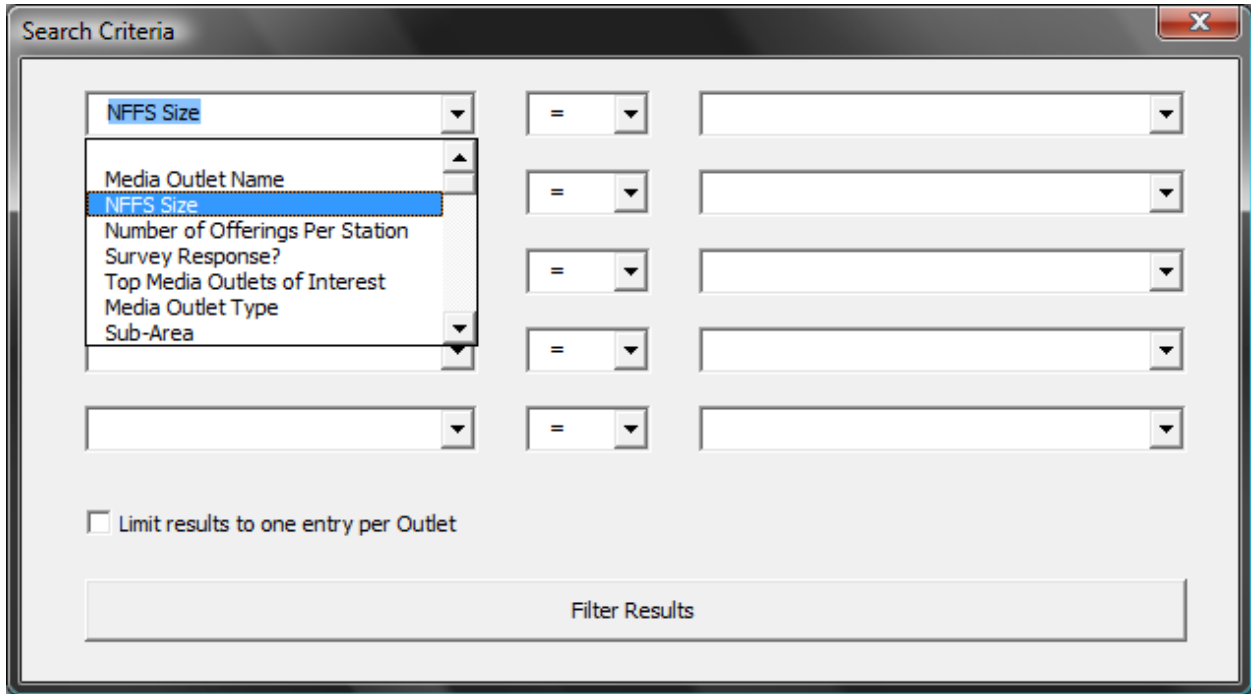


Figure 3

5. If the category of choice contains a numeric value it is possible to use the <>, >, and < fields to include items within a certain numeric range, greater than, or less than a particular number as shown in Figure 4.

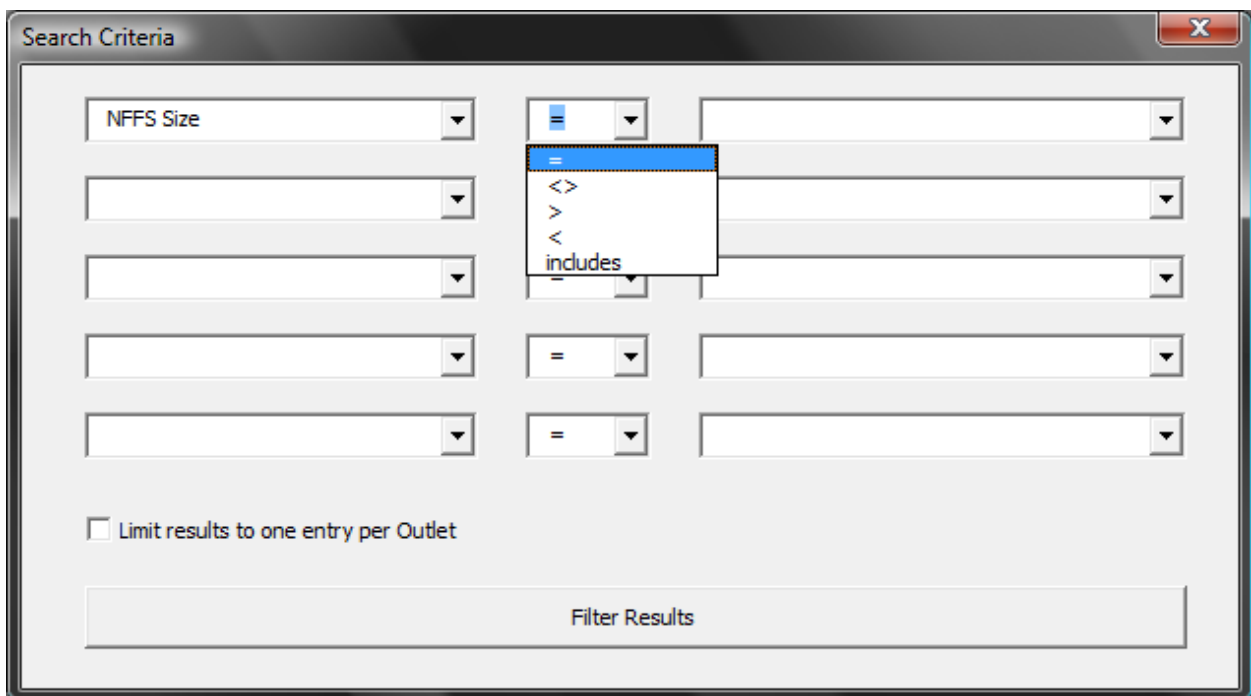


Figure 4

6. Once all criteria are selected, one final decision is required prior to filtering. The data was collected on an offering by offering basis. As a result, if you would like to limit the results to one per outlet, please check the

“Limit results to one entry per Outlet” box. For example, if you are interested in seeing all the outlets that offer podcasting, you would not need to select this box. If you would like to display all media outlets that have digital revenue, you may only want to know which OUTLETS produce revenue at all, not which OFFERINGS produce revenue (where there may be multiple revenue-producing offerings for the same media outlet). Once selected, click “Filter Results” as shown in Figure 5 to display the results.

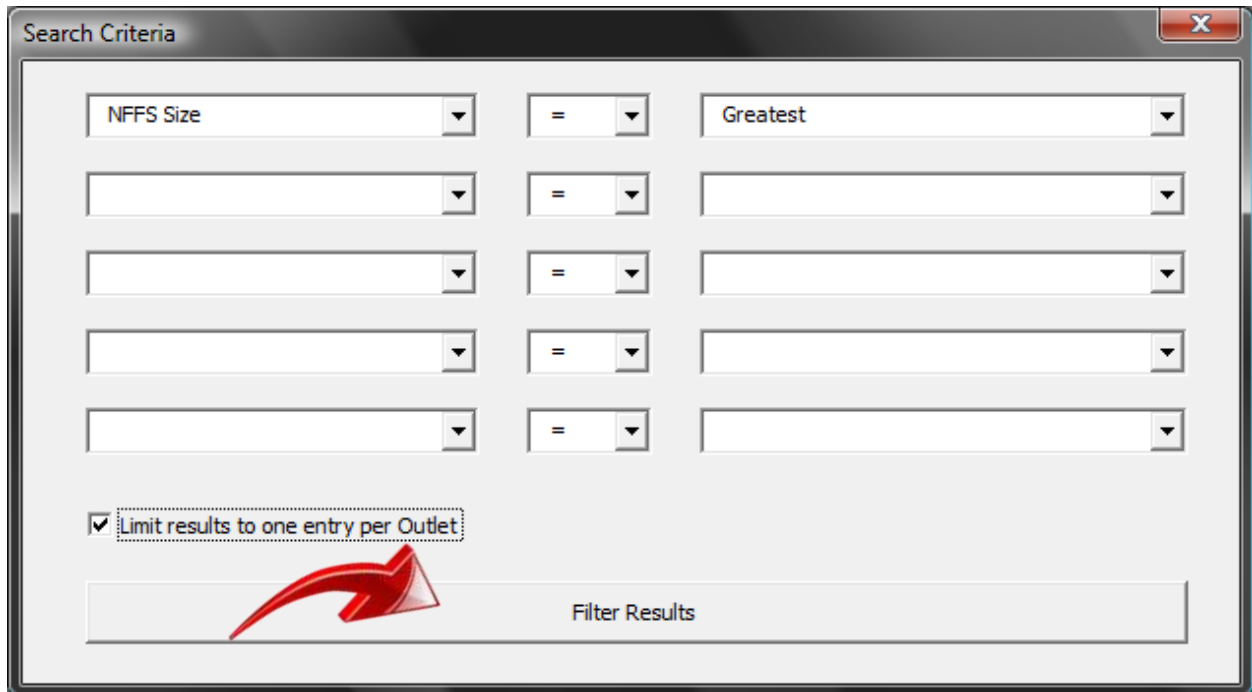


Figure 5

7. The results are displayed in spreadsheet format (as shown in Figure 6) each row representing a different result. Scroll as necessary to review the information of interest. At the top, the number of results that meet the selected criteria is displayed.

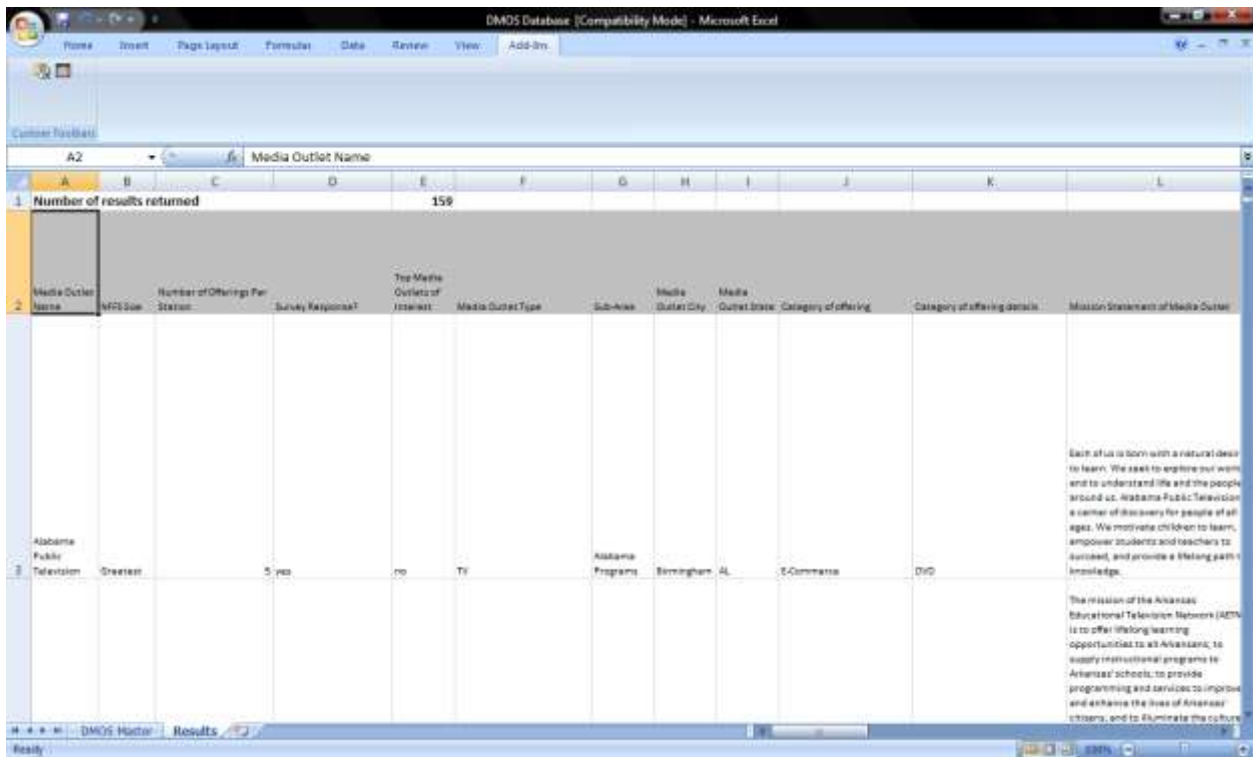


Figure 6

1.2 Changing DMOS Database Data

1. To update the database, first make sure macros are enabled when you open the spreadsheet. If macros are not enabled, you will be asked, “Do you want to enable macros?” Select “yes.”
2. Click on the Add-Ins tab in the ribbon bar as shown in Figure 7.

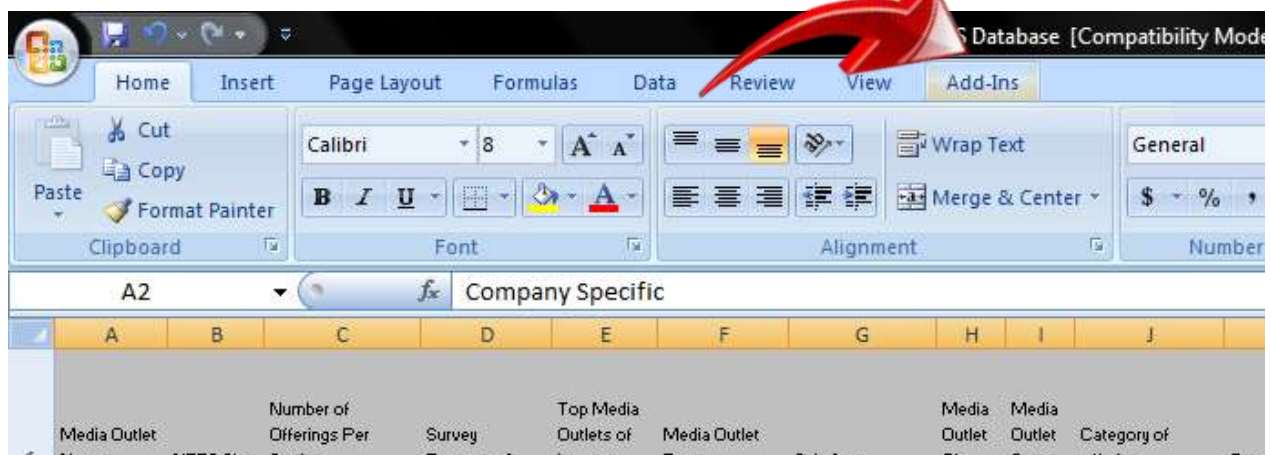


Figure 7

3. Click on the “CPB Model: Turn on/off new data uniqueness check” button appearing second in the Add-Ins tab as shown in Figure 8. One may now make any changes needed to the DMOS Master Data.

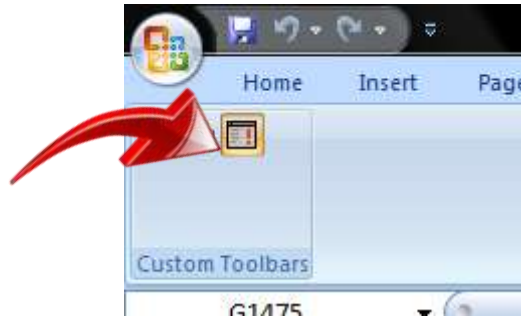


Figure 8

4. Again, click on the “CPB Model: Turn on/off new data uniqueness check” button when the DMOS Master Data changes have been completed.
5. Please note: Only rows may be added or data cells updated within this database. No new columns may be added at this time.