

## ***Web analytics data places Coronation Street catch-ups and previews in poll position***



ITV faced a significant challenge when re-launching the ITV.com website last year. In response to increasing demand for online programme broadcasts, the company rolled out compelling streaming video services across a number of genres, but it was hard to find ways to measure accurately the size and behaviour of its new audiences. ITV chose Foviance's web analytics solution WebAbacus to provide the solution to this complex problem.

### **Objectives**

ITV finalised its £20 million online revamp in August 2007, and a key offering was delivery of simulcasts for ITV1, ITV2 and ITV3, to allow audiences to watch programmes online in near real-time. Programmes across a full range of genres were also made available for free viewing on-demand for up to 30 days.

But one challenge remained: how to measure this complex range of video services effectively. ITV managers were keen to see how successful the expanded services were and to have more detail on the ways streaming media was being used.

### **Solution**

ITV executives had standard reports on website usage, but there was no way of measuring accurately its streaming media services. A flexible web analytics solution was needed that could offer 3D visualisation of the online customer journey.

Sol Ghafoor, senior web analyst of broadband at ITV, had good knowledge of WebAbacus and was sure that no other automated solution could provide such detailed information on video streaming. ITV selected WebAbacus because it promised to deliver the details of how many people were viewing which video files, from what area of the website, along with other valuable usage data.

**WebAbacus is an analytical platform, and is not simply a set of 'canned' reports. It empowers end users to create new reports 'on-the-fly' using the purely web-based interface.**

Analysing logs is a complicated business with millions of lines of data to process. However, WebAbacus can read any log file as long as there is a date and time stamp, which other tools do not offer. As a result, the ITV broadband team was able to manipulate every single data field, taking text strings apart, locating the URL and extracting the video code.

The team at ITV implemented the WebAbacus solution in four days and began generating reports immediately.



## Results

Initial data has shown that since the ITV website re-launch, video consumption doubled month-on-month to a peak of 2.2 million video views a month in November, which was led by ITV's successful 'I'm a Celebrity Get Me Out of Here'. Video views for January average around the two million mark.

**Short clips are emerging as the most popular type of videos viewed.**

The flexibility of WebAbacus has allowed Sol and his team to hook into other databases and pull out information that added to the detail of existing reports. This meant that the team could not only generate information to confirm how much of each video was viewed before the user clicked away, but could also track which part of the site the user visited next.

Short clips are emerging as the most popular type of videos viewed, but long-form (i.e. full episodes) are contributing to at least of 40 per cent of all videos viewed each month.

Reports have shown that the most popular streams are 'Coronation Street' catch-ups and pre-views, yet the most popular clip of all time is 'Secret Diary of a Call Girl'. Other popular streams are ITV's drama's such as 'Primeval' and 'Echo Beach'.

## Working Together

Sean Burton, product manager for WebAbacus comments: "We were confident that we could deliver the solution to ITV and Sol's knowledge of the platform was invaluable in delivering a solution quickly that met their requirements. WebAbacus is an analytical platform, and is not simply a set of 'canned' reports. It empowers end users to create new reports 'on-the-fly' using the purely web-based interface. The reports can then reference WebAbacus' proprietary data store and produce reports in real-time without the need to re-process data."

**WebAbacus features a unique visualisation tool, which shows traffic flows and click paths in rich 3D.**

**To learn more about WebAbacus, call 0845 054 6500 or visit [www.webabacus.com](http://www.webabacus.com)**