Tableau Dashboards Information

Mediapulse Online Content Traffic Data contains three public Tableau dashboards, each providing a unique perspective on brands and network traffic data.

Content

1. Online Content Traffic Data Dashboards

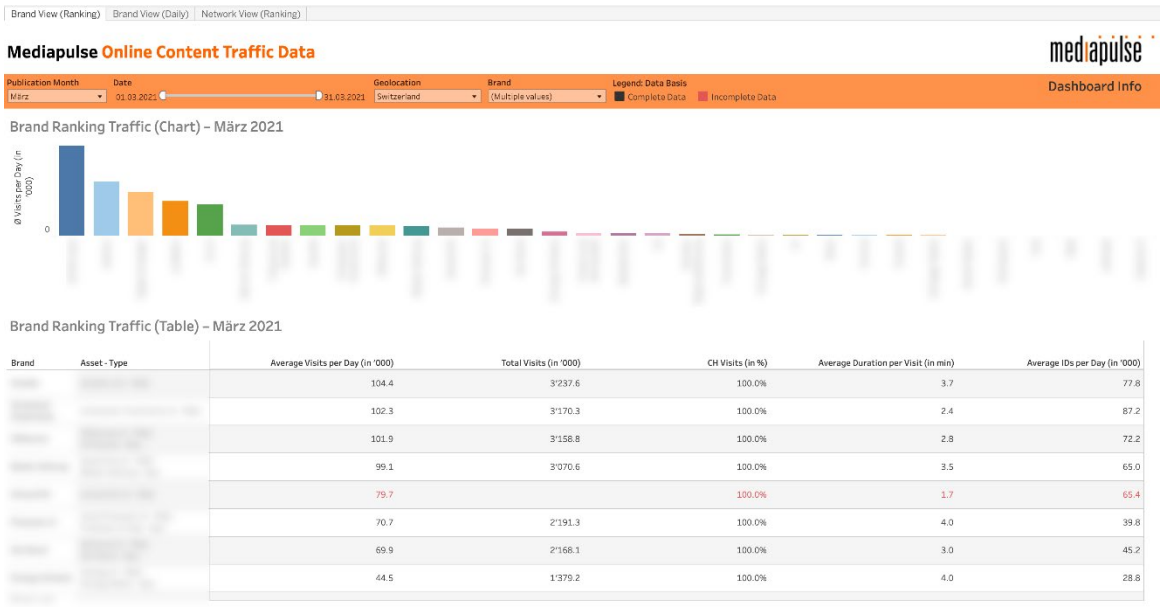
- The three dashboards are available at www.mediapulse.ch/online/mediapulse-online-data/
- Direct links to the dashboards are available for the Brand View (Ranking), Brand View (Daily) & Network View (Ranking)
- All data is aggregated on the brand level, i.e., traffic of assets is combined and deduplicated within a brand. This accounts for the fact that multiple visits which are distinct from an asset perspective might be one visit from a brand perspective.
- By default, brands are ranked by "Average Visits per Day (in '000)" and filtered to represent Swiss traffic only.
- Brands with fewer than 20 valid days are excluded from being displayed within a publication month. Additional information on data exclusion is available here.

2. Dashboard Tips & Tricks

- Users can adjust the dashboard filters and order the brands by any of the available facts.
- Brands can also be filtered by selecting a row (multiple selections: ctrl/cmd + right click) and then selecting the filter option in the appearing pop-up window.
- All filters can be deactivated individually by clicking on the small "funnel" icon that appears when hovering over the respective filter box, by selecting the "all" option in the filters' drop-down menu, or simply by resetting the whole dashboard by using the button in the top-left corner.
- All dashboards are part of the same workbook. Users can switch between the different views by using the tabs or by using the links that appear when clicking on any facts or figures.Data that is being displayed in the view can be downloaded as an image, cross table (.csv), or Tableau Workbook (.twbx) via the download button in the bottom-right corner of the dashboard.

3. Dashboard "Brand View (Ranking)"

- The "Brand View (Ranking)" dashboard consists of a
  - "Brand Ranking Traffic (Chart)" bar chart, representing the default brand ranking.
  - "Brand Ranking Traffic (Table)" table, displaying key traffic facts.
  - Filter section (top row)



3.1. Facts

Fact Name	Fact Description
Average Visits per Day (in '000)	Daily average of total visits in thousands
Total Visits (in '000)	Sum of total visits in thousands
CH Visits (in %)	Visits from Switzerland in percent
Average Duration per Visit (in min)	Total duration in minutes divided by total visits
Average IDs per Day (in '000)	Daily average of cookies / browsers / device IDs in thousands

3.2. Control Information (mouse-over)

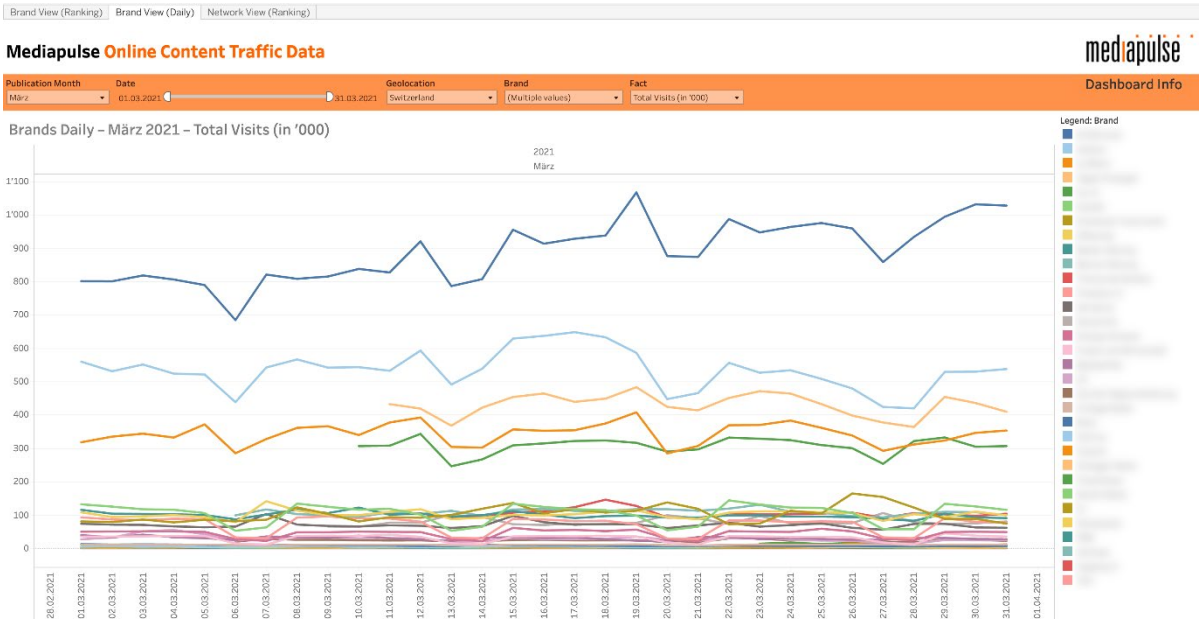
Fact Name	Fact Description
Selected Day Count	Number of days currently selected in the date filter.
Available Day Count	Number of days the brand data is based on.
Completeness	Percentage of available day count given the selected day count.
Status	Status reflecting the data completeness. Data which is not 100% complete is evaluated as "incomplete data" and displayed in red font.

3.3. Filter

Filter Name	Filter Description
Publication Month	Selection of publication month, starting from May 2021
Date	Filter for specific date range within the selected publication month.
Geolocation	Filter for Swiss (ranking default) and/or international traffic
Brand / Network	Multiple-choice selection of brands and networks to be displayed

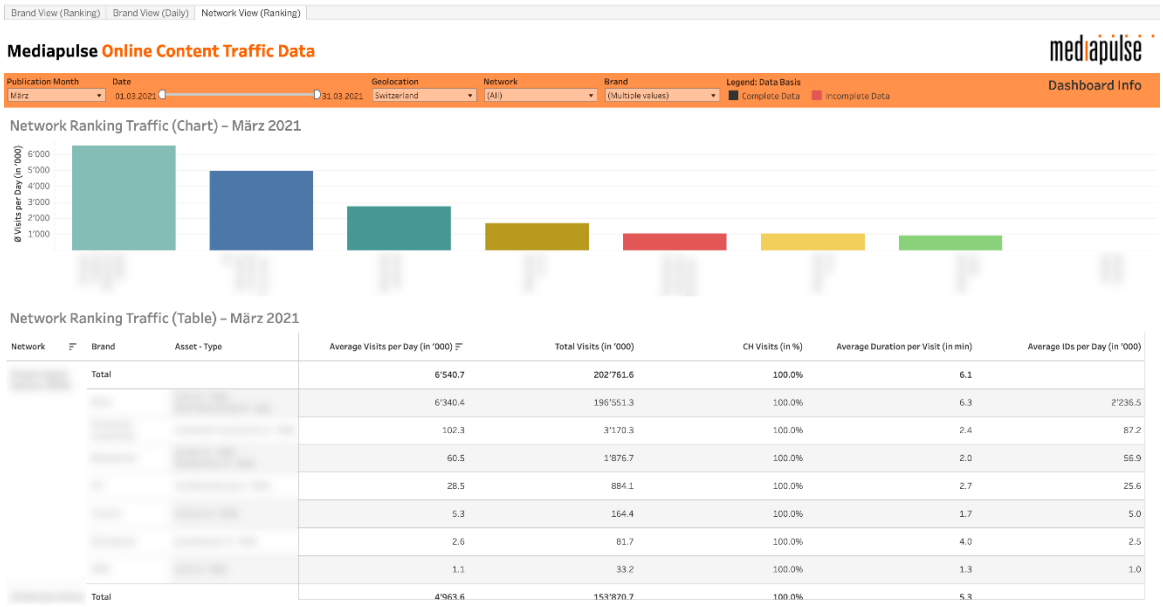
4. Dashboard "Brand View (Ranking)"

- The "Brand View (Daily)" dashboard consists of a
  - "Brands Daily (Chart)" line chart, displaying the development of a fact over time.
  - Filter section (top row)
- Facts and filters are the same as in the "Brand View (Ranking)" Dashboard. However, users have the option to add additional publication months in this view.



5. Dashboard "Network View (Ranking)"

- The "Network View (Ranking)" dashboard consists of a
  - "Network Ranking Traffic (Chart)" bar chart, representing the default network ranking.
  - "Network Ranking Traffic (Table)" table, displaying key traffic facts.
  - Filter section (top row)
- Network facts still represent brand-level data, i.e., no traffic deduplication is being applied when switching from the brand to the network aggregation level.
- Facts, control information (mouse-over), and filters are the same as in the "Brand View (Ranking)" Dashboard.



6. Explanation of Basic Facts: Visits, Visit Duration, IDs

6.1. Visits

Website Visits

Visits are made up from a consecutive line of measurement events and constitute a "session" of a user within a specific area of content/application both on the "web" as well as within a mobile app.
On the web, a visit is commonly defined as a sequence of requests from a uniquely identified ID that expires after a certain amount of inactivity. Mediapulse follows the ABCe recommendation for a 30-minute timeout between page impressions for a new visit to begin. Visits can be measured on several levels of a website: individual sites/brands and their subsections.

App Visits

For the measurement of mobile applications, a page impression definition does not exist. Therefore, a visit within a mobile app is defined as the Δt between two captured events indicating the beginning and end of an interaction with an app by a user. If the background or close event is missing, the session duration is being transmitted in the next session by the user. Two types of events appear eligible: 1) App open and app close. 2) App to foreground and app to background. All visits end at 02.00 local time.

6.2. Visit Duration

Website and App Visit-Duration

The visit duration is calculated from the time between the first and the last measuring event of a visit. Due to the stateless nature of the underlying http-protocol, measurement events (and page impression) have no duration (no end time). Therefore, the duration of each event is defined by the time stamp of the next event.

In the future, the following rules will apply:

Web: As an estimation for the usage of the last page impression, an average page impression duration for the respective asset is being assumed and added

App: For the app usage, the measured foreground time is reported. This is independent of the measurement events and relies on the state of the foreground/background state of the app.

6.3. IDs

An ID is a browser that accesses a website or the instance of an individual mobile application for which usage can be observed over time. It is determined using cookies and other identification features. The same ID is only counted once in the period under review. "IDs" are also called "Unique Clients", "Unique Visitors", "Unique browsers".

Website IDs

Traffic publication ID is given as an average per day for brands. IDs will not be reported on a network level in the traffic data publication as ID inflation is even more pronounced in the reporting of networks. There is a solution for panel observations, but it cannot effectively be solved for census measurement.
IDs are being inflated since cookies are deleted or quarantined either by browsers (Safari), by third party tools or by users themselves. This inflation can be handled in various ways (panel, 1st Party, calculation model, ignoration). No ID correction is planned for the launch of Mediapulse Online Data. An estimation of the IDs based on panel information could be considered at a later stage of the project.

App IDs

Identifiers used for the calculations of IDs in the app use case are still much more stable.

7. Downloading the Data via API

- Users can directly download a .csv file by using the URL as an API. URL calls follow the pattern of [Dashboard URL] + [.csv]. For example, data of the "Brand View (Daily)" dashboard with default filters can be downloaded by calling: *https://public.tableau.com/app/profile/mediapulse/viz/MediapulseOnlineContentTrafficData_16311743083450/BrandViewDaily.csv*
- URL calls can contain additional parameters to change the dashboard filters. They follow the extended pattern of [Dashboard URL] + [.csv] + ? + [optional parameter 1] + & + [optional parameter 2] etc.
- The parameters correspond with the filters that are available in each dashboard. Multiple parameter values can be combined by using ",". Spaces will be interpreted correctly by browsers but can also be specified by using "%20".
- Additional documentation by Tableau is available here

7.1. Basic Dashboard URLs

Dashboard	URL (Tableau Public)
Brand View (Ranking)	https://public.tableau.com/app/profile/mediapulse/viz/MediapulseOnlineContentTrafficData_16311743083450/BrandViewRanking
Brand View (Daily)	https://public.tableau.com/app/profile/mediapulse/viz/MediapulseOnlineContentTrafficData_16311743083450/BrandViewDaily
Network View (Ranking)	https://public.tableau.com/app/profile/mediapulse/viz/MediapulseOnlineContentTrafficData_16311743083450/NetworkViewRanking

7.2. Additional Parameters for URL calls

Parameter Name	Parameter Values
"Brand"	Exact brand names, e.g., "watson"
"Network" *(if available)*	Exact network names , e.g., "SRG SSR"
"Geolocation"	"Switzerland" or "International"
"month(date)"	Calendar month as a number, e.g., for September & October: "9,10"
"Date"	Exact date as "YYYY-MM-DD", e.g., "2021-09-30"
"Fact" *(if available)*	Facts of the "Brand View (Daily)" Dashboard can be called by their short name: "Total Visits" for Total Visits (in '000) "Average Visits" for Average Visits per Day (in '000) "CH Visits" for CH Visits (in %) "Average Duration" for Average Duration per Visit (in '000) "Average IDs" for Average IDs per Day (in '000) "Day Count" for Day Count

7.3. Examples for URL calls

Example #1	Export csv file from default "Brand View (Daily)" Dashboard, filtered to international traffic, September & October, with fact Average IDs per Day (in '000)
URL Call	https://public.tableau.com/app/profile/mediapulse/viz/MediapulseOnlineContentTrafficData_16311743083450/BrandViewDaily.csv?Geolocation=International&Fact=Average IDs&month(date)=9,10

Example #2	Export csv file from default "Brand View (Ranking)" Dashboard, filtered to Swiss traffic, September, for Brand "20 Minuten"
URL Call	https://public.tableau.com/app/profile/mediapulse/viz/MediapulseOnlineContentTrafficData_16311743083450/BrandViewRanking.csv?Geolocation=International&Brand=20 Minuten&month(date)=9

Example #3	Export csv file from default "Brand View (Daily)" Dashboard, filtered to international & Swiss traffic, with fact CH Visits (in %)
URL Call	https://public.tableau.com/app/profile/mediapulse/viz/MediapulseOnlineContentTrafficData_16311743083450/BrandViewDaily.csv?Geolocation=International,Switzerland&Fact=CH Visits

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