

UNBOXED: Creativity in the UK

Annex 7: Non-Physical Engagement Methodologies

March 2023

This annex provides an overview of the different methodologies utilised to monitor, count and measure estimations for non-physical engagement across each of the ten commissions. Methodologies were developed by the Festival Company and implemented in conjunction with a supplier agencies and providers of third-party monitoring data for broadcast, based on industry standard methods.

For non-physical engagement, video viewership was the primary medium across digital and broadcast platforms and limited to artistic or commissioned creative content. Media, editorial and news reporting is excluded and does not form part of non-physical engagement with UNBOXED.

1. Video Viewership Calculation and Rationale by Channel

The sections below detail the approach to viewership calculation chosen by UNBOXED across the YouTube, Meta and Twitter platforms, and the rationale for each.

Underpinning UNBOXED's choice for each platform is the core principle of recording 'meaningful views' – discounting any inflated calculations by choosing the right metrics to give UNBOXED assurance that the person behind each view has sufficiently engaged with content.

1.1 YouTube

Metric: Standard view of video content

Calculation: A YouTube view is calculated when a user intentionally initiates the video and watches it on the platform for at least 30 seconds.^{1 2} This standard YouTube view excludes videos that are repeatedly played by the same person in one day, after a certain threshold.

Rationale: This gives UNBOXED assurance that the viewer has intentionally chosen and engaged with the video content.

1.2 Meta

Metric: 'ThruPlay' / 15 second view or 1 Minute View, depending on length of video (see below)

Calculation: For videos less than two minutes long, a ThruPlay is used. A 'ThruPlay' is a metric created by Facebook that is characterised by one or both of the following taking place:

1. The video is watched for 15 seconds or more
2. The video is watched to completion (where completion = 97%)

For videos longer than two minutes, a 1 minute view was taken.

Rationale: Using 'ThruPlay' (industry standard) as the viewership metric for shorter videos ensures that viewers had a meaningful engagement with the content, as opposed to other metrics such as 3 second views (where scrolls can potentially be counted). For videos over two minutes long, 1 minute views ensure sustained engagement with the video content.

1.3 Twitter

Metric: 25% of video watched

Calculation: A Twitter view is calculated when a minimum of 25% of the video is watched.

Rationale: This gives UNBOXED assurance that the viewer had a meaningful engagement with the content, and particularly for shorter videos this ensures that enough of the video has been intentionally viewed, as opposed to the 2-second count that Twitter automatically uses.

¹ If a viewer skips through a video but the total time spent watching is more than 30 seconds, then this is also counted.

² YouTube are unclear in their guidance on how videos less than 30 seconds are calculated.

2. Additional Digital Engagement Metrics

Metrics used to calculate digital audiences are summarised below:

All commissions (as applicable)

- **App** – numbers are a sum of both iOS and Android
- **Podcast listens** – total listen count is calculated based on the number of plays
- **SoundCloud listens** – count of each time the play button is clicked on a specific sound
- **Digital School Resources** – downloads monitored through Google Analytics and then a calculation determined with an external agency to estimate usage.
- **Spotify listens** – a single listen is recorded when audio is listened to for 30 seconds or more.
- **Website audio listens** – a single listen is captured each time a piece of audio is listened to.
- **Zine downloads** – number of unique Zine downloads

Commission Specific

- **Dreamachine Life's Big Questions (LBQ)** – a count of the number of children who participated in the LBQ resource
- **Perception Census** – the number of completes by element
- **Stories Canvas** – count of the number of unique viewers interacting with the Stories Canvas
- **PoliNations Digital Flowers** – including the desktop version in addition to app
- **360° SEE MONSTER tour**– unique visitors to the 360° digital platform
- **Digital Screens** – count of the number of people who interacted with screen content
- **BFI (British Film Institute) views** – provided via the event organisers.
- **Online Games / AI application for TDM** – a count of the number of unique users who engaged with Talk to the Moon, and the number of game plays across the four online games

3. Deduplication of Data

Where unique digital values were available these have been reported. Unique values were used for the following metrics:

- YouTube views³
- App downloads
- Users completing the Dreamachine Perception Census
- Dreamachine sensory tool users
- Dreamachine animation video viewers at Science Museum Lates
- Dreamachine Stories Canvas
- Flowers created on PoliNations app
- Digital Screens at SEE MONSTER viewing platform
- 360° SEE MONSTER digital tour users

³ For the purposes of the Economic Evaluation, YouTube unique viewers were captured for the last 90-day period and compared against the overall viewers for the same 90-day period to work out the ratio of unique viewers to repeat viewers.