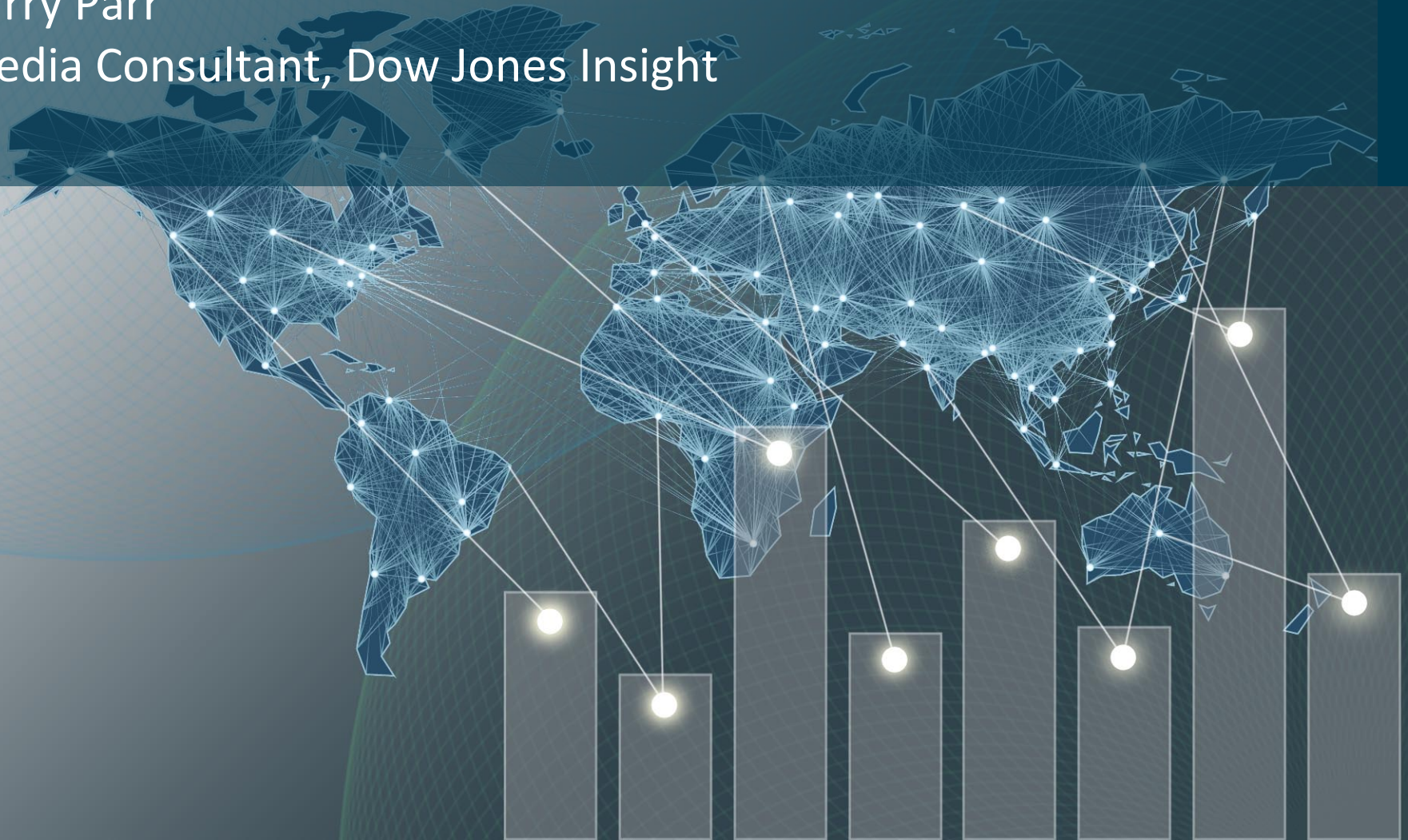


# The Dow Jones Insight Media Index Score

Barry Parr

Media Consultant, Dow Jones Insight



# Dow Jones Insight

- Built on Dow Jones Factiva database
- Adds more Web and social media stories
- Uses text mining to enhance metadata
- Scores stories for favorability

# Insight Sources

Press

Web

Blogs

**China Defense Blog**

This is the blog of China defense, where professional analysts and serious defense enthusiasts share findings on a rising military power.

Wednesday, June 13, 2012

**Cooperation not competition**

There might be a strong choir calling for a new coalition to assure certain farboys' self-proclaimed journalist. However, for those people in charge and be responsible for lives under their command, cooperation is preferred over ally competition. It is a good to see there are some voices out there.

Anti-gravy bc. South Korea joins India, Japan, China

<http://timesofindia.indiatimes.com/India/Anti-gravy-bc-South-Korea-joins-India-Japan-China/articleshow/1407025.cms>

(NLI) (CNN) South Korea is now all set to join the India-China-Japan combine's coordinated naval patrols and escort of merchant vessels through the prize-laden Gulf of Aden.

Sources say South Korea is likely to join the third cycle of the second and convey coordination plan that will be set in motion in July. Under the bilateral arrangement worked out among India, China and Japan, their navies have been coordinating to strengthen anti-piracy efforts in the Gulf of Aden since January.

Type:24 PPG

**Links**

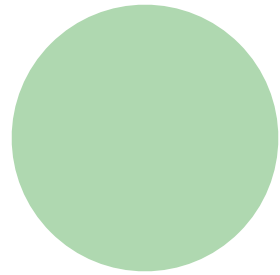
- China Defense.com
- China Defense Forum

**Link Counter**

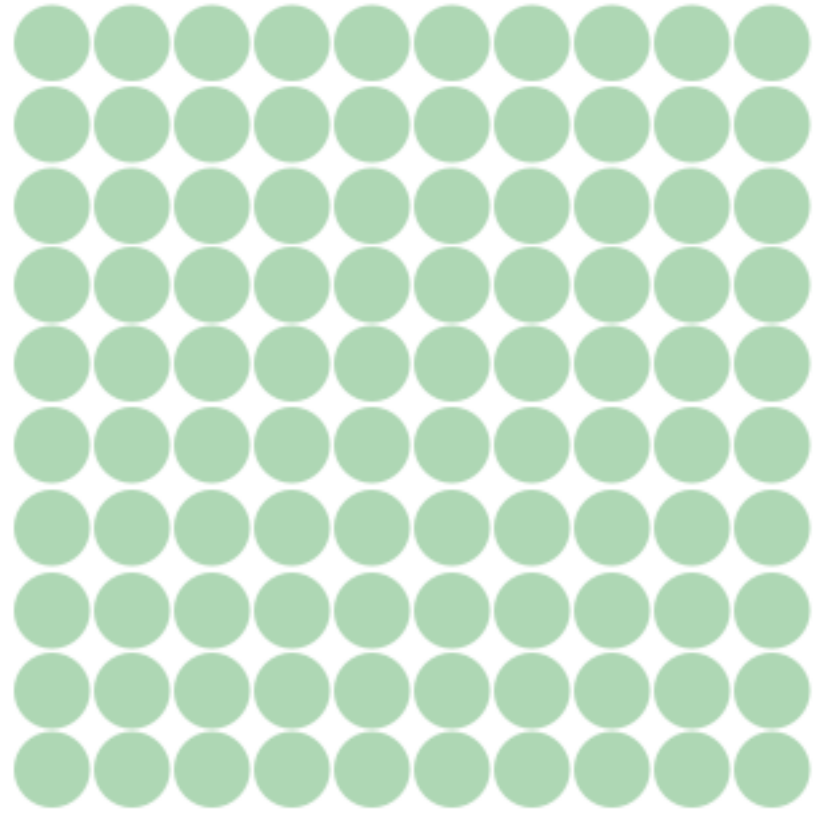
Visitors: 1000000

## Plus: Twitter, Message Boards, and User Reviews

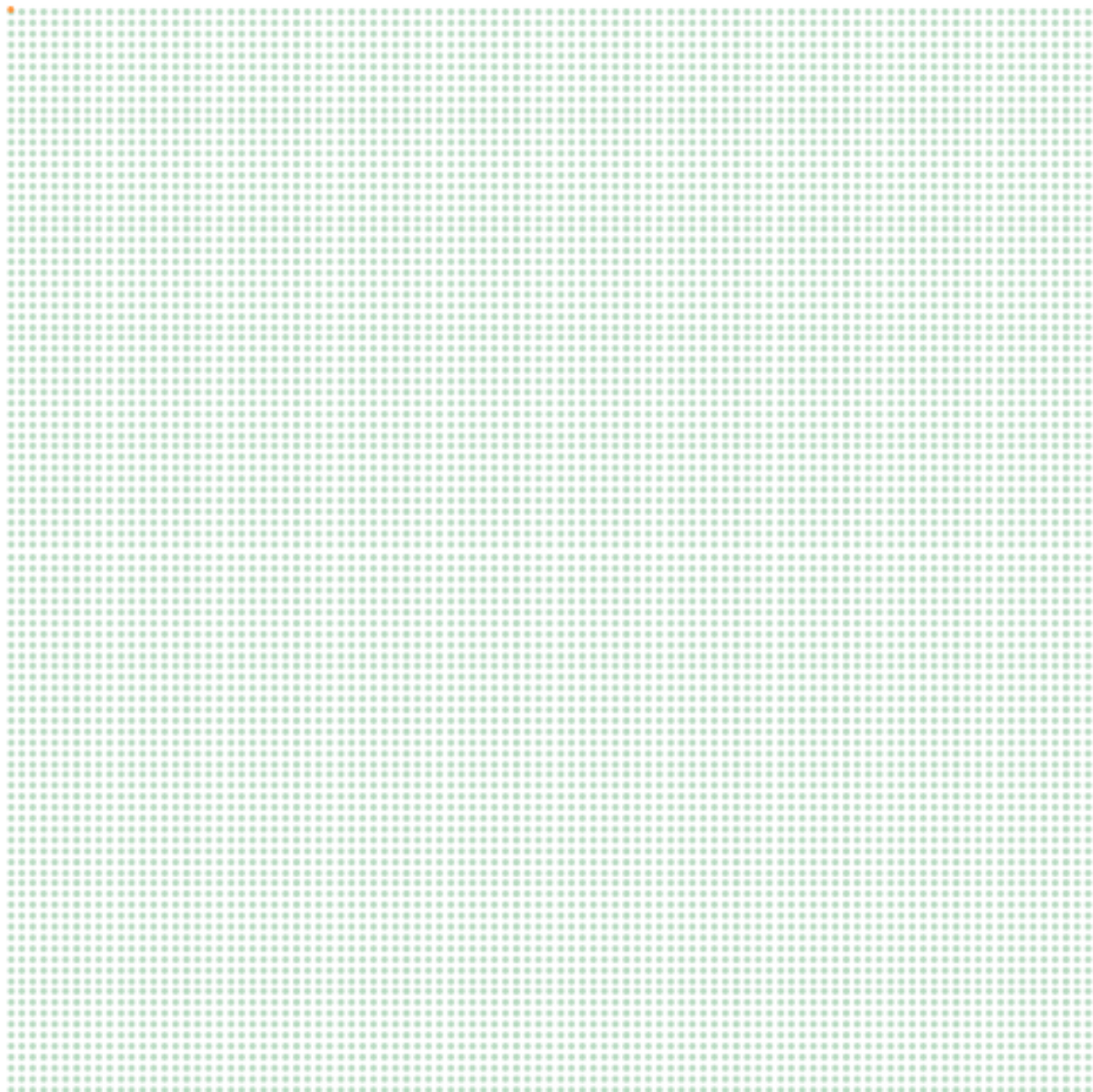
# 100 Stories



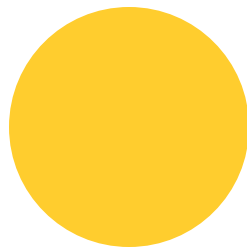
# 10,000 Stories



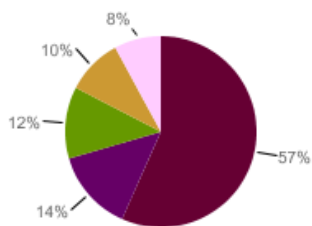
# 1,000,000 Stories/Day



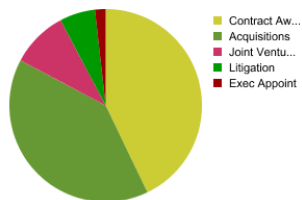
# Classifying Your Stories



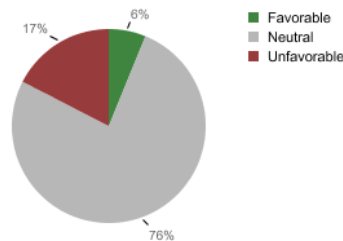
### Competitors



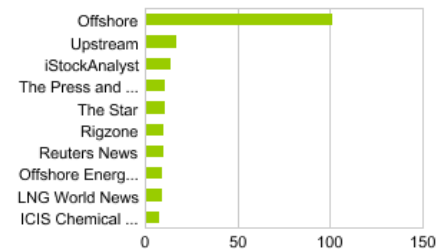
### Issues



### Favorability



### Sources



Stories can be filtered, compared, trended on these criteria and more

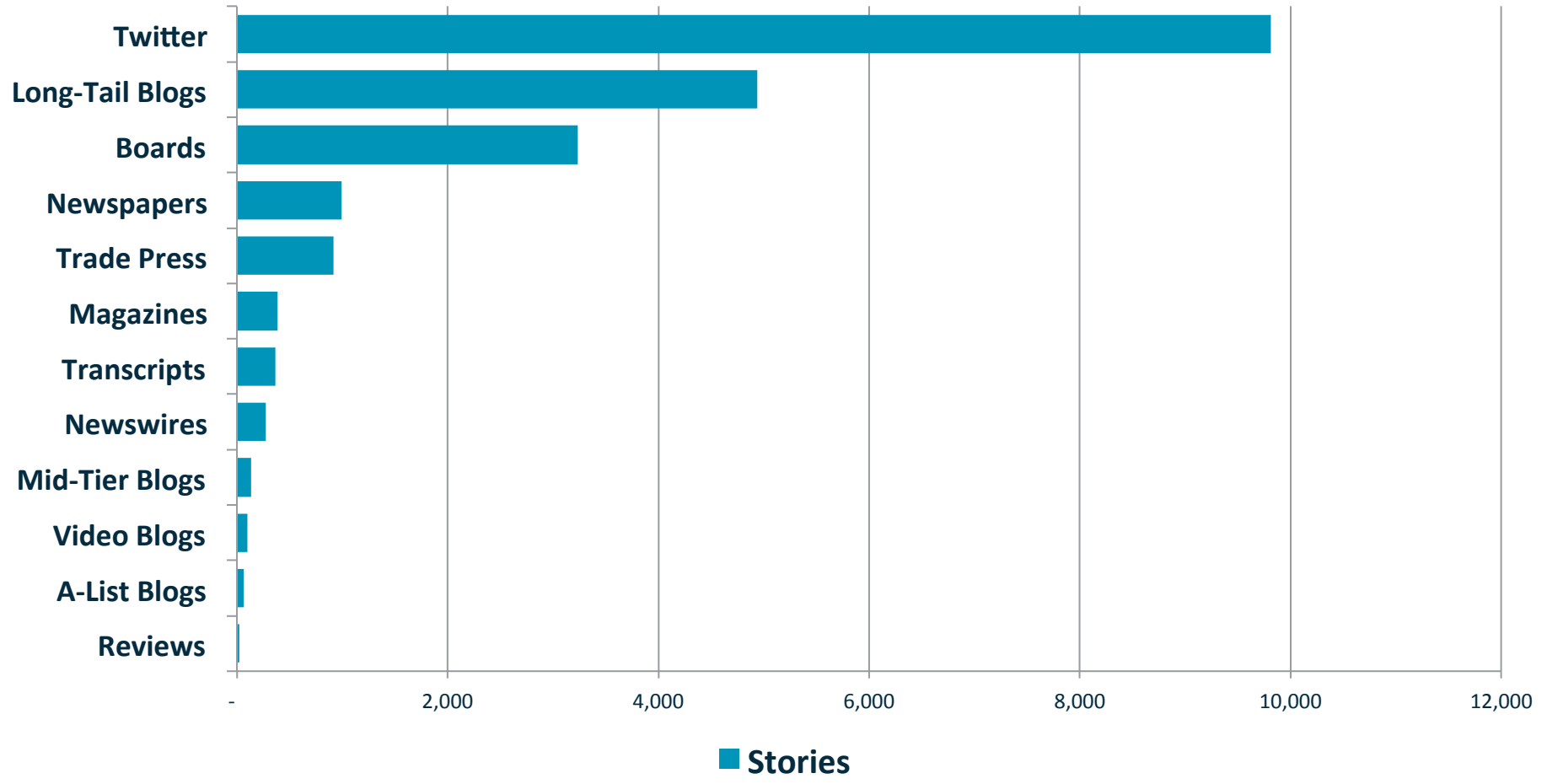
Improving Insight

# **BEYOND COUNTING STORIES**



# Low Quality Sources Can Dominate

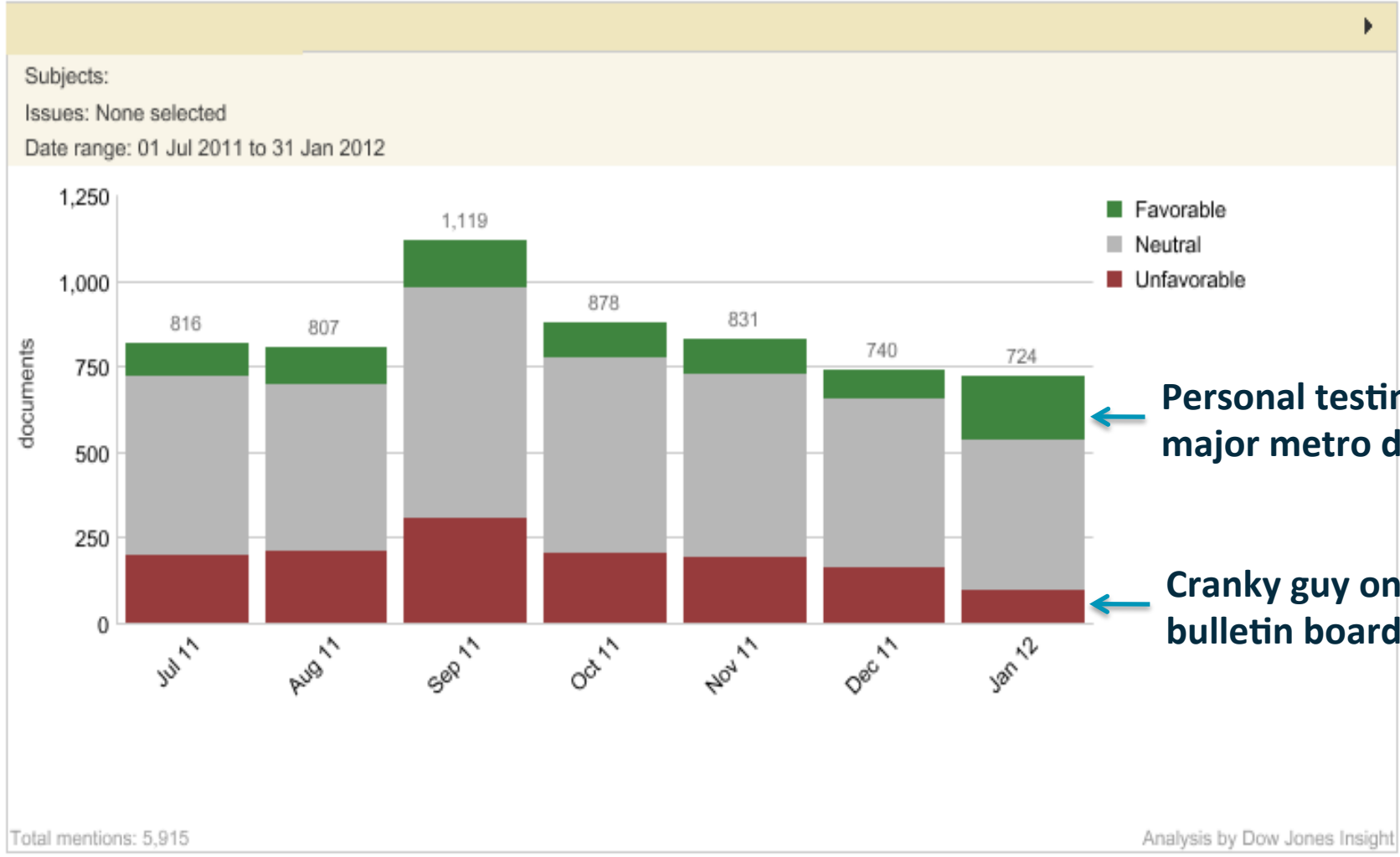
A Month of Coverage for a Consumer Brand



# Traditional Media Still Critical

- Authoritative
- Well-defined
- Measurable
- Influential
- Drive Social Media Conversations

# Separating the Wheat from Chaff



Examples

# HOW IS IMI CALCULATED?

# Insight Media Index (IMI) Score

**Favorability**

-10 to 10

×

**Impacts**

Placement +  
Message +  
Strength +  
Source +

=

**Insight  
Media  
Index**

# Favorability

**Favorability**

-10 to 10

×

**Impacts**

Placement +  
Message +  
Strength +  
Source +

=

**Insight  
Media  
Index**

- Favorable: +10
- Neutral: +2.5
- Unfavorable: -10

# Placement



- How often does the story mention you?
- Where in the story are you mentioned?
- Is there an illustration?
- Where is the story placed in the publication?
- Is the story and opinion or review?

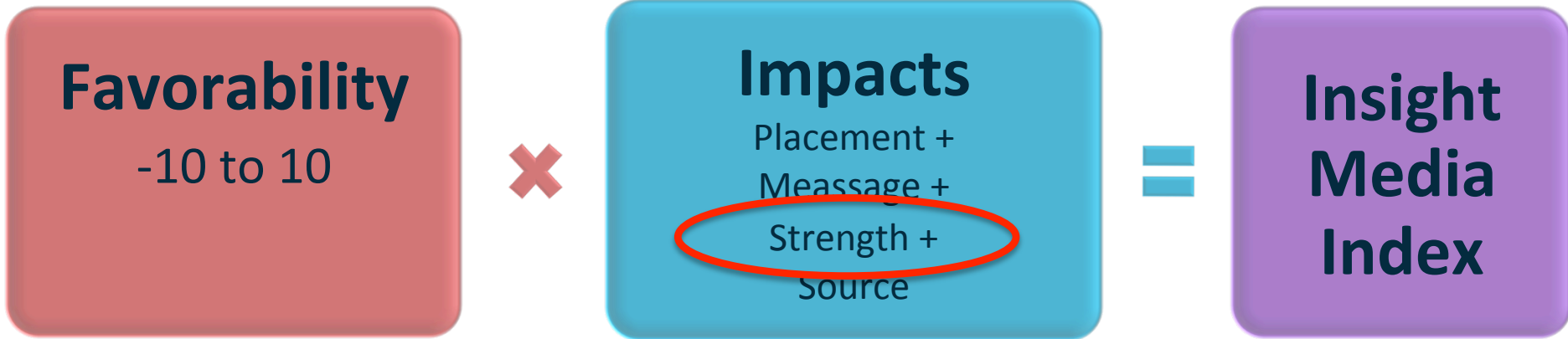
# Message



- Does the article mention any of your issues?
- Do you share the article with your competition?
- Are you quoted?

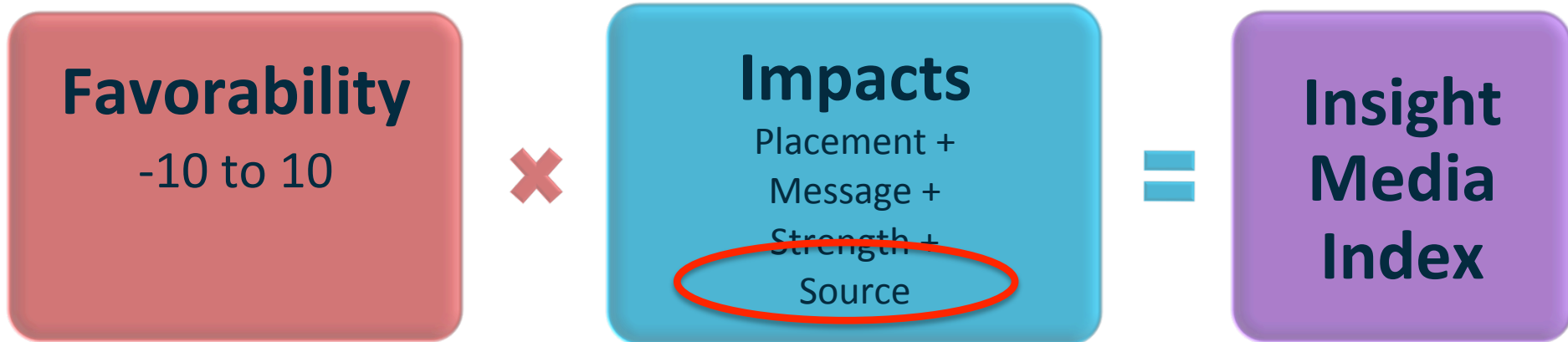


# Strength



- Does it cover one of your core issues?
- Is it by a targeted journalist?
- Does it fail to mention certain issues?

# Source



- Is it a top-tier source? A middling source?
- Is it a source you don't care about?
- Is it in an important geographical market?
- How wide is the distribution?

# Example: Positive story by a name journalist in a targeted paper

**Favorability**

10

×

**Impacts**

Placement 3.5+  
Message 2.5 +  
Strength 1.0 +  
Source 10.0

=

**170**

# Example: A negative article in a small-town newspaper

**Favorability**

-10

×

**Impacts**

Placement 2 +  
Message 0 +  
Strength 0 +  
Source .5

=

**-25**

# A single score is not that useful

- An IMI score in isolation is arbitrary
- But with IMI you can
  - Compare one score to another
  - Create benchmarks for products
  - Plot changes over time
  - Compare a score to that of a competitor
  - Compare a score to a competitor's over time

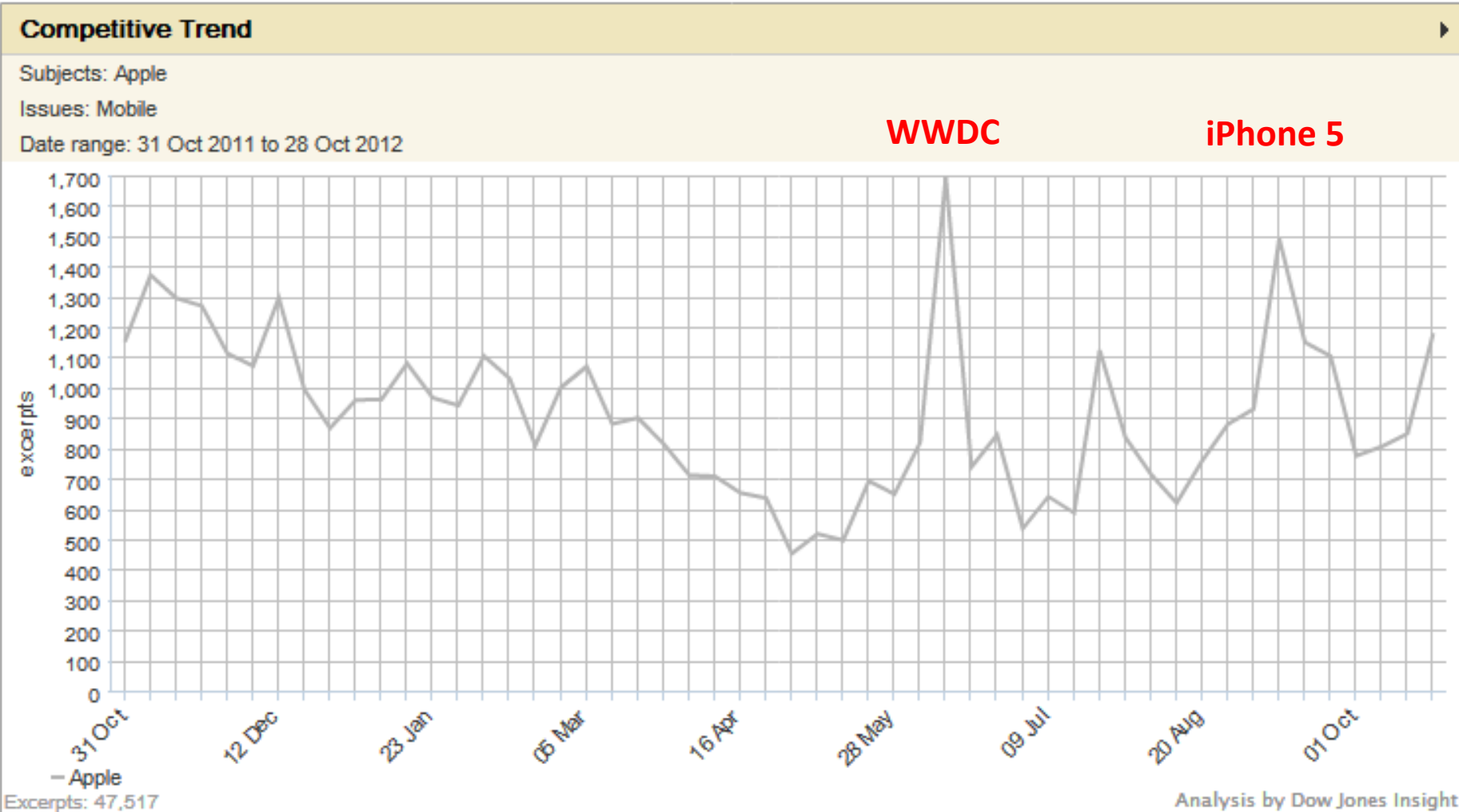
# Advantages of IMI

- Weights the factors that matter most to you
- Provides a consistent methodology
- Creates a standard yardstick
- Makes comparisons simple
- Shows trends as they're happening

How does this work in practice?

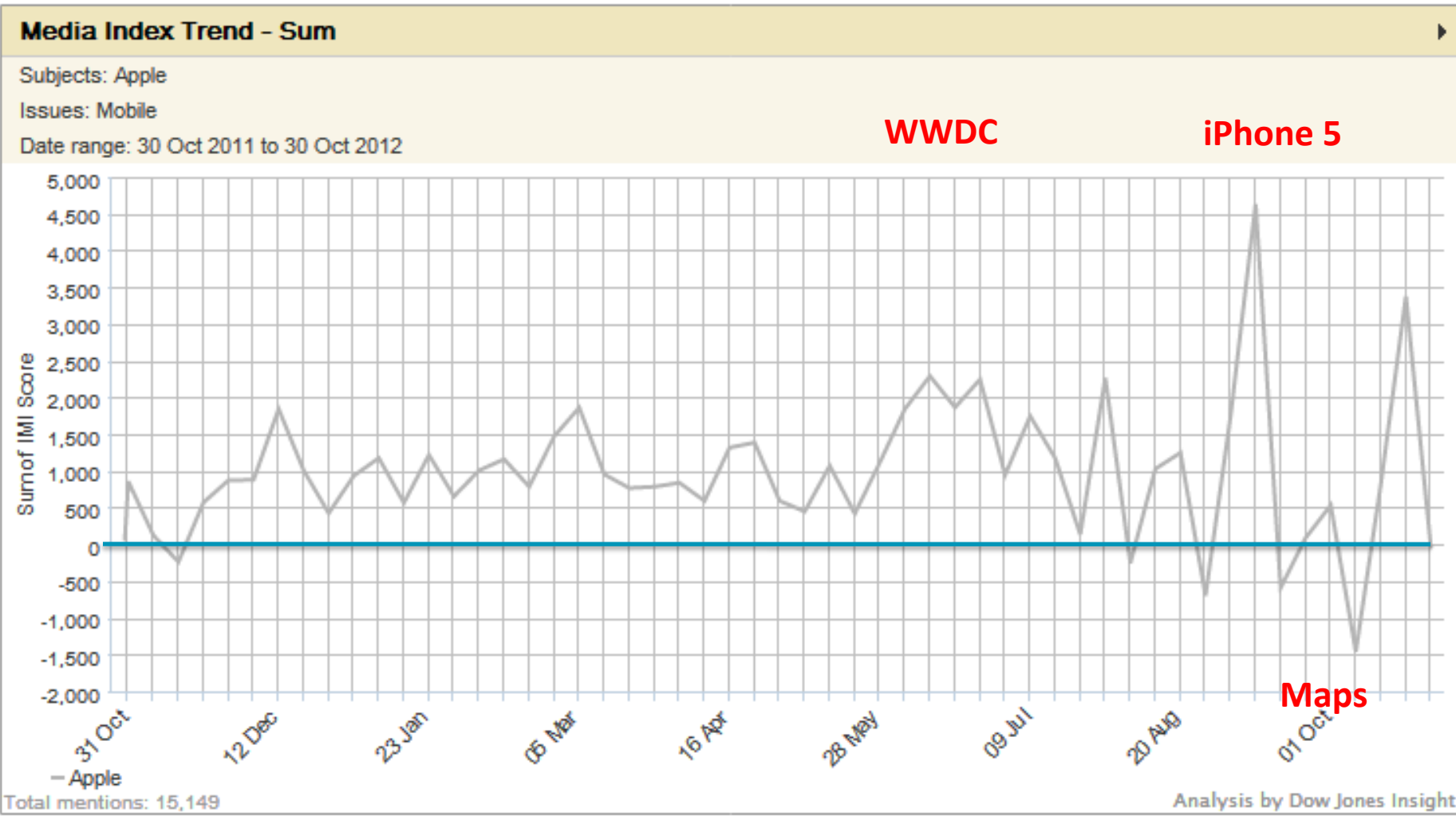
# **CASE STUDIES**

# Apple: Coverage is misleading

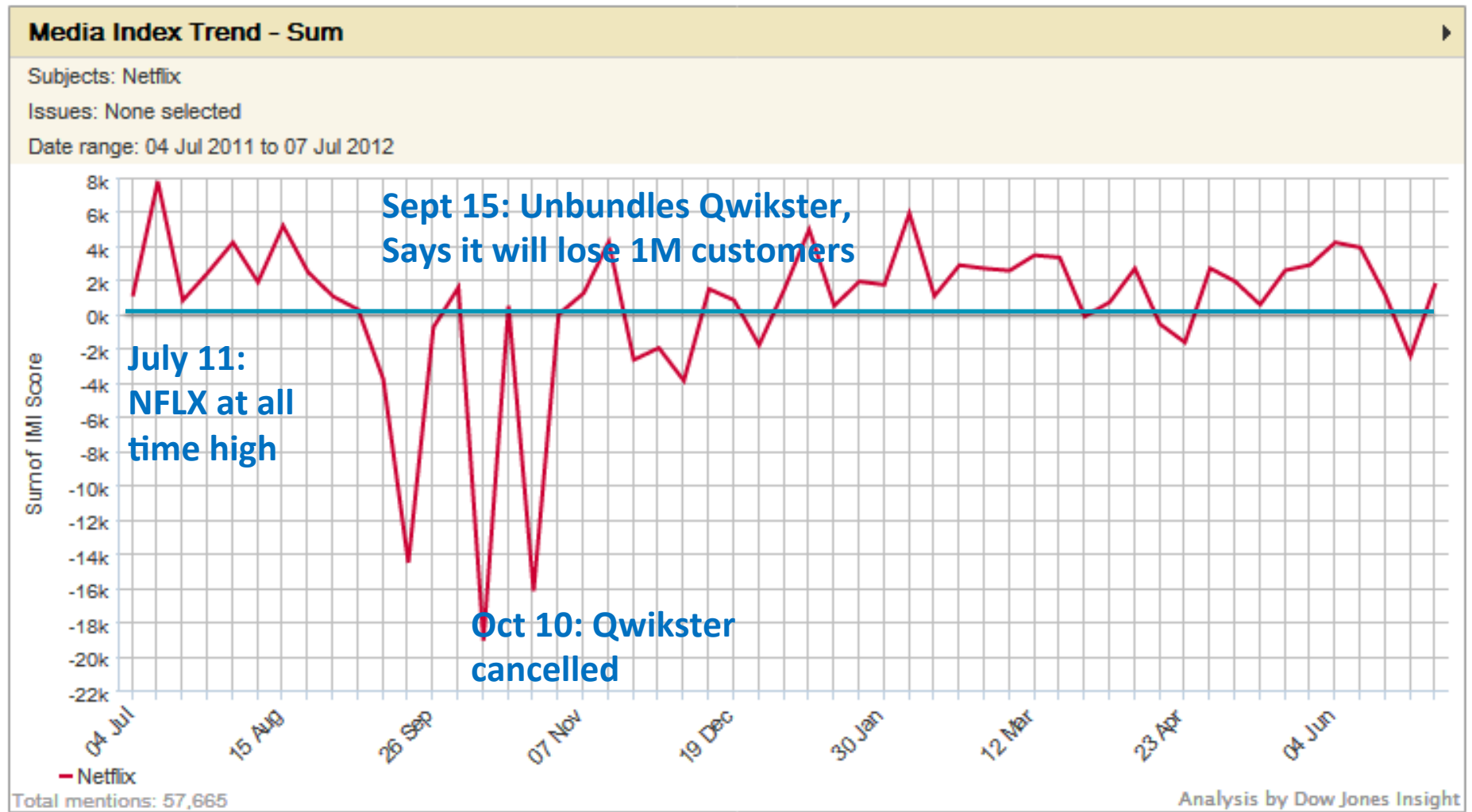




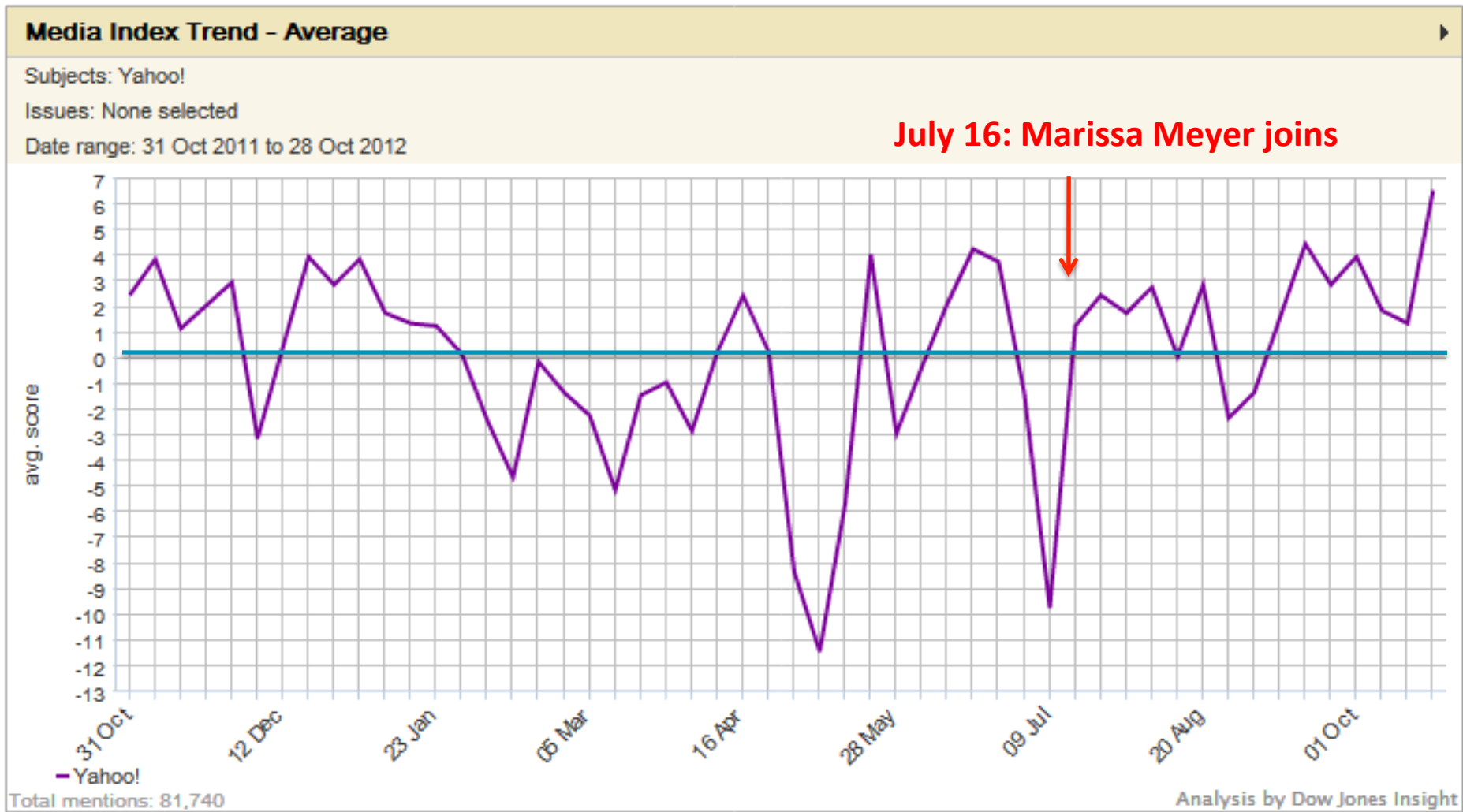
# Apple: IMI shows what happened



# Netflix: Strategic Confusion



# Yahoo: Getting Some Slack



# Advantages of IMI

- Weights the factors that matter most to you
- Provides a consistent methodology
- Creates a standard yardstick
- Makes comparisons simple
- Shows trends as they're happening

**THANK YOU**

**Barry Parr  
Media Consultant  
Dow Jones  
[barry.parr@dowjones.com](mailto:barry.parr@dowjones.com)**