



Staff Report

Finance and IT Services

Report To: Committee of the Whole
Meeting Date: May 14, 2018
Report Number: FAF.18.57
Subject: Council Web Streaming Analytics
Prepared by: Ruth Prince, Director of Finance and IT Services

A. Recommendations

THAT Council receive Staff Report FAF.18.57, entitled "Council Web Streaming Analytics" for information purposes.

B. Overview

This report provides Council with information in regards to web streaming of Committee of the Whole and Council Meetings.

C. Background

In December 2017 the Town partnered with iSi LIVE to live-stream and record public meetings over the internet. Since that time, residents and stakeholders have been able to access live streamed Council and Committee of the Whole Meetings at Town Hall through the Town's website. It has also allowed those who are unable to attend these meetings the ability to access video broadcasting from anywhere with an internet connection. The video recordings of meetings are archived on the Town's website so they can be viewed after the meeting.

D. Analysis

Through the software the Town can track the location of the people that are watching the video, whether they are a new or returning visitor, and the average time they watched the meetings. The software also identifies the days of the month where the web viewing is the most active. The peak times for users viewing this service corresponds with Council and Committee of the Whole Meetings.

For the first quarter of 2018, the Town had 489 users, which viewed the webcasting 978 times. Of the sessions, 35% were located in The Blue Mountains, 21% were located in Collingwood, 6% were located in Toronto, and the balance came from various other locations. The analytics also show that 800 of the sessions from January to March were watching the live stream video and the remainder viewed the archived video.

E. The Blue Mountains' Strategic Plan

Goal #4: Promote a Culture of Organizational and Operational Excellence
Objective #4: To Be a Financially Responsible Organization

F. Environmental Impacts

None.

G. Financial Impact

None.

H. In consultation with

Cathy Bailey, Manager of Information Technology
Shawn Everitt, Interim Chief Administrative Officer

I. Attached

1. Audience Overview – Web Site Data

Respectfully Submitted,

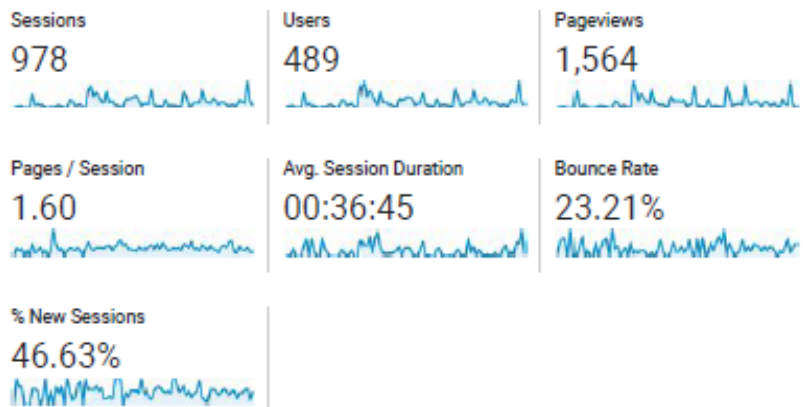
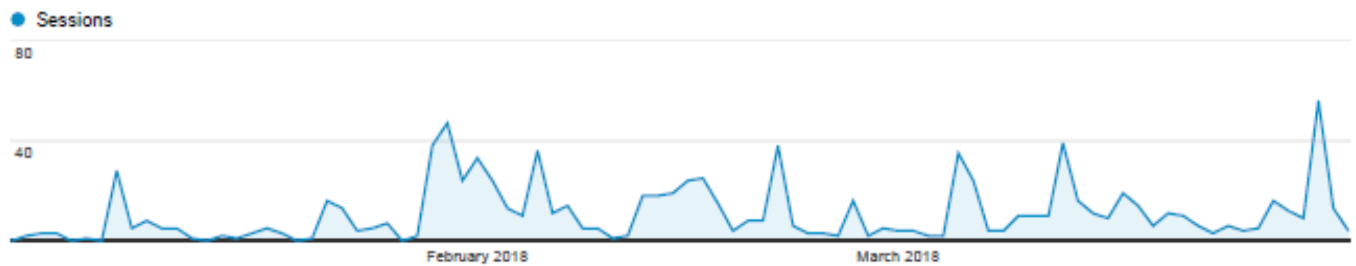
Ruth Prince
Director of Finance and IT Services

For more information, please contact:
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Audience Overview

All Users
100.00% Sessions

January 1, 2018 to March 31, 2018



	City	Sessions	% Sessions
1.	The Blue Mountains	339	34.66%
2.	Collingwood	206	21.06%
3.	Owen Sound	63	6.44%
4.	Toronto	59	6.03%
5.	Ottawa	44	4.50%
6.	Saugeen Shores	27	2.76%
7.	Kitchener	21	2.15%
8.	St. Augustine	17	1.74%
9.	Cape Coral	13	1.33%
10.	(not set)	12	1.23%