



# KPI ENCYCLOPEDIA

A Comprehensive Collection of KPI Definitions for

# BROADCAST MEDIA



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*Broadcast Media KPI Encyclopedia*

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# Transmission & Infrastructure

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## Broadcast Media\*

### Transmission & Infrastructure

Content Management\*

Studio Operations

Digital Operations

Advertising Sales

-- The Transmission & Infrastructure team is responsible for developing, monitoring and maintaining the infrastructure in place to broadcast both live and recorded programming to audiences throughout the corresponding viewing (or listening) area. This includes managing high definition broadcasting technology, content compression and modulation, various content distribution platforms (live, on-demand, streaming, etc.), and related engineering and technical support tasks to support broadcasting operations. Within broadcast media organizations that offer telecommunications services (e.g., internet, phone, cable television, etc.) to their customers, this function may take on a variety of other roles (other than those of a traditional broadcasting company that does not offer these services).

*\* This section is not included in this document*



# Transmission & Infrastructure

*KPI Encyclopedia*

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## Cost

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- **Total Transmission & Infrastructure Expense** – The total expense incurred by the Transmission & Infrastructure function over a certain period of time. This expense includes labor, overhead, occupancy and any technology costs related to the transmission and maintenance of sending broadcasting signal to customers.

## Service

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- **Transmission Repair Cycle Time** – The average amount of time required to repair a broadcast transmission interruption, from the time that the live broadcast is interrupted until the time it is fixed.

## Volume

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- **Number of Transmission Interruptions** – The total number of times that the company's live broadcast transmission experiences failures or other interruptions over a certain period of time.



# Licensing

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## Broadcast Media\*

— Transmission & Infrastructure

— Content Management\*

• **Licensing**

• News Operations

• Radio

— — — — *The Licensing function is responsible for all aspects of the license negotiations, administration, and operations related to the licensing & collection of license fees in all platforms including radio, broadcast television, cable television, digital content*

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