



Views of ABC News Digital Content (May 2016)

Description

The Views of ABC News Digital Content dataset provides both the number of page/screen views per hour for individual pieces of ABC News content and metadata related to each piece of content. The data is taken from across different ABC digital platforms during the month of May 2016. These platforms include the ABC News desktop and mobile websites and the ABC app (both iOS and Android versions).

Each piece of content is represented by its ID and is consistent for the same piece of content across platforms. The URL of the content can be recreated using the platform and this ID. For example, for the “News” platform and id “7373616”, the URL is retrieved using “<http://www.abc.net.au/news/7373616>”. The content ID is the key which joins the Traffic data with the Content Metadata.

Files

The data set ‘*Views of ABC News Digital Content.zip*’ contains all 5 files, each of which is detailed further below:

1. Traffic to ABC News content

These files contain the number of page (or screen) views per hour for individual pieces of ABC content. There is one file for each of the 4 different ABC digital platforms:

- a. ABC News Desktop: ‘*ABC_news_web.csv*’
- b. ABC News Mobile: ‘*ABC_newsmobile.csv*’
- c. ABC App (iOS): ‘*ABC_news_abcappios.csv*’
- d. ABC App (Android): ‘*ABC_news_appandroid.csv*’

2. Metadata for ABC News content

This file, ‘*ABC_news_metadata.csv*’, contains metadata about the individual pieces of ABC News content including the type of content, the headline, topic tags and a short description (amongst others).

Each file is also available individually.

Rights information

This data includes metadata about existing publically available stories. In general terms, developers are free to use this data to explore ABC's content. But original stories and images should always be linked to. Stories and photos should not be reproduced in whole on another service. The stories themselves and their associated media items still remain the property of ABC and other rights holders where noted. Full details of copyright and more are listed on [abc.net.au: http://www.abc.net.au/conditions.htm](http://www.abc.net.au/conditions.htm)

1. Traffic to ABC News content

Each data set covers the period from 2016-05-01 00:00:00 to 2016-05-31 23:00:00.

Each file covers 1 of 4 ABC Digital platforms:

Filename	Platform name	Description
ABC_news_web.csv	News	Content viewed on the ABC News Desktop site: www.abc.net.au/news/
ABC_newsmobile.csv	News Mobile	Content viewed on the ABC News Mobile site: mobile.abc.net.au/news/
ABC_news_abccappios.csv	ABC App iOS	Content viewed in the iOS version of the ABC app: https://itunes.apple.com/au/app/australian-broadcasting-corporation/id306583229
ABC_news_appandroid.csv	ABC App Android	Content viewed in the Android version of the ABC app: https://play.google.com/store/apps/details?id=android.AbcApplication&hl=en

Each file contains 3 fields:

Field	Value
Date_hour	The hour long time period during which the page views occurred. "2016-05-01 05:00:00" is interpreted as any page views that occurred between 5am (inclusive) and 6am (exclusive) on the 1 st of May 2016.
contentid	The ID for a piece of content. A 5-7 digit ID that is consistent across platforms for the same content. Content includes articles as well as photo and video pages. The home page and other collection pages are not included in this data set. This field is the foreign key for joining to the Metadata
Views	The number of page views (or hits) that were received during the hour.

2. Metadata for ABC News content

This data set covers the metadata for the content included in all of the Traffic data (as described in '1. Traffic to ABC News Content' as above).

Field	Description
contentid	The unique ID for the content. This field is the Primary key and joins with the Page View data.
contenttype	The type of content: photo page ("StillImage"), video page ("MovingImage"), audio clip page ("Sound"), article page ("Text").
contenttitletag	Page Title tag
contentheadline	Article headline
contentkeywords	Content key words
contentlatitude	Content primary location latitude (the location that best represents the subject matter of the content)
contentlongitude	Content primary location longitude (the location that best represents the subject matter of the content)
contentnewsfromothersites	Does the content include the "News from other sites" module that provides links to relevant content from other News sources.
contentcomments	Did the content include the audience comments module
contentlength	The number of characters in the content text
contentparagraphs	The number of paragraphs in the content text
contentwords	The number of words in the content text
contentduration	The duration of the content (only available for video and audio pages - see contenttype)
contentvideos	The number of embeded videos or links to related video content
contentaudio	The number of embeded audio clips of links to related audio content
contentphotos	The number of embeded photos or links to related photo content
contentgalleries	The number of embeded photo galleries or links to related photo galleries
contentmaps	The number of embeded maps or links to related map content
contentrelatedstories	The number of links to related stories
contentfirstpublished	Date and time the content was first published. Note that content can be modified after publication.
contentdescription	A host description of the content.
contenttopics	Pipe separated list of topics for the content. May include both subject-matter-based and location-based topics.