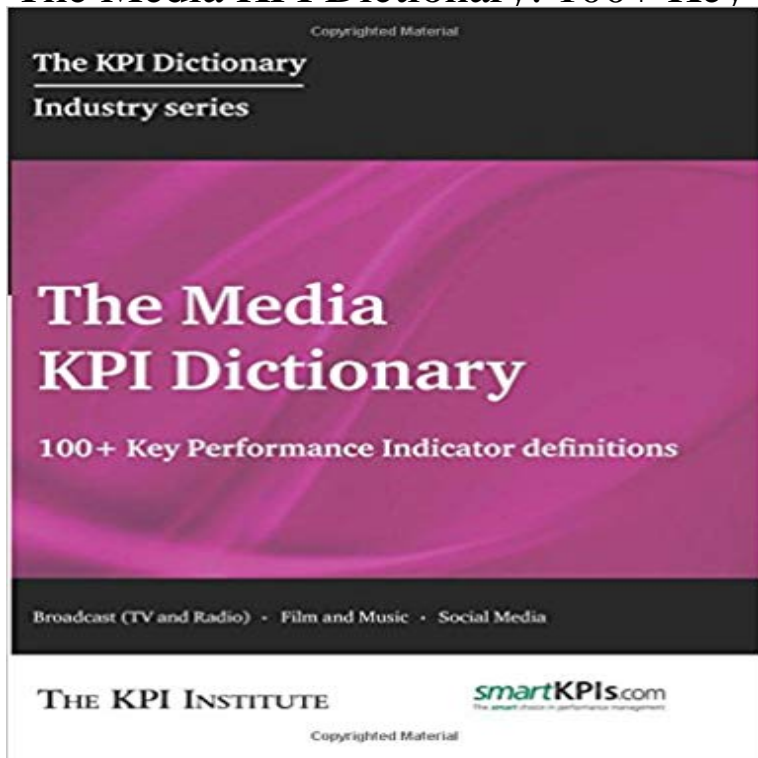


# The Media KPI Dictionary: 100+ Key Performance Indicator Definitions



By assembling the first comprehensive dictionary of Key Performance Indicators (KPIs) for the Media industry, The KPI Institute provides professionals a useful resource for novices and experts alike. It can be used in the early stages of implementing a performance management framework, in the process of selecting and documenting KPIs, but also to improve an existing performance measurement system.

The KPI taxonomy presented in the dictionary covers all major functions of the Media industry, such as: - Broadcast (TV and Radio) - Social Media - Film and Music

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