



**Buzzcapture**

**JOGO<sup>®</sup>**

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*Buzz analysis – JOGO Media – February 2008*

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- Confidential -

## **1: Introduction**

### **Objective:**

JOGO Media has requested Buzzcapture to measure the online buzz around BMW's M3 Challenge. The aim of this research topic was to provide insight on the following aspects of the game:

- Size of the buzz of the BMW M3 Challenge on a selection of sources;
- indicate which sources were important for this game and what their impact was;
- sentiment analysis;
- topic analysis;
- trend analysis;
- perception of the game;
- overview of quotes of players.

The purpose of Buzzcapture's analyses is to provide organizations insight in the opinions which can be found on the Internet with regard to their markets. Buzzcapture is able to provide monthly or quarterly reports which can be sent to the following departments:

- Corporate communications
- Marketing
- Product management

For this particular campaign, JOGO Media wants to provide BMW with insight in the impact of the BMW M3 Challenge game. For this purpose, Buzzcapture has analyzed relevant parameters such as posting volume and views to provide insight in the exposure and impact of this campaign. Furthermore, a sentiment analysis was done on the game and the reflection of the Challenge on the BMW brand.

## **2: Buzzcapture methodology**

### **2.1: Defining Social Media**

Social Media, also called Consumer Generated Media, encompasses the millions of consumer-generated comments, opinions and personal experiences posted in publicly available online sources on a wide range of issues, topics, products and brands. Consumer Generated Media (CGM) is also referred to as online Word-of-Mouth. CGM originates from:

- weblogs
- forums
- review sites
- general newssites with the ability for consumers to respond to news

Buzzcapture's proprietary technology retrieves relevant data from Social Media and processes the data through its linguistic analysis technology. Analysts then fine tune the data into comprehensible reports and offer recommendations.

In short, we help today's companies, brands and business professionals better understand the influence and impact of Social Media on products, issues, reputation and image.

We help promote and protect brands by measuring Social Media and listening attentively to the pulse in online "buzz."

### **2.2: What is Buzzcapture able to track?**

#### **- Brands, Companies, Products and People**

Buzzcapture is able to track companies, products, product families, brands, concepts, issues, people, competitors, analysts, customers, proponents and critics.

#### **- Campaigns & Events**

Tracking and analyzing specific campaigns and event coverages in real time for overall perception, discussion of the event or campaign and adoption of key messages. Campaigns could include online or offline campaigns, local or international events, product launches, financial reports or transactions, management changes and more.

#### **- Competitive Analysis**

Monitor your competitors' coverage in the media to see how your brands compare, who's talking about them and what influencers are saying about your market.

#### **- Influencers and Influential Sites**

We can conduct detailed research into the reach and influence of people and sites that may influence your company, product or key issues at a quantitative level, along with exhaustive editorial review of the candidate sites to determine the most significant influencers.

### **2.3: The process**

The complete analysis results are based on a large, predefined set of Social Media sources that are monitored over a longer period of time. This can be blogs, chatsites, newsgroups, etc. The result of this step is a constant flow of data covering as many relevant Social Media sources as required.

### **2.3.1: Filtering of raw data**

After its retrieval, the raw data is filtered and classified. In this process, the following three aspects are crucial:

A) Freshness: In order to be able to associate a date with a certain statement or comments, it is necessary to make sure that the retrieved webpages and its fragments are completely or at least partly fresh (recent).

B) De-doubling: Content which is spidered from different places on the Internet but which is identical need to be identified and counted as one.

C) Separation of content (blogs, chats, postings) versus noise (text advertisements, spam, site navigation, etc.) within webpages.

### **2.3.2: Keyword filtering**

In order to retrieve a subset of data from the huge data set which has been retrieved and cleaned up earlier, which is relevant for a specific analysis, the spidered data are processed through a customized keyword filter.

Postings on the subject of research (which can be a brand, a person or a general subject) are extracted from the clean data subset and processed through a conversion tool which makes it possible to retrieve the original context, add metadata to individual sentences and use the data as a basis for the next step in the process.

### **2.3.3: Clustering**

The result of the keyword filtering process is still a large dataset. In order to create an analysis report, all postings are categorized into predefined clusters. The clustering process enables an analysis of the different types of postings and countings. Our proprietary clustering tool automates this process.

### **2.3.4: Analysis & reporting**

The automatically generated clusters are analyzed and compared with the historical data of research previously executed. This allows Buzzcapture to recognize trends and provide clients with insights on how their brands are perceived, which topics are discussed, what the volume of discussions is, and what the market sentiments are. Buzzcapture aims to keep clients in tune with its markets and to provide this information to help organisations make strategic decisions about their online brand reputation.

### 3: Buzz research: BMW M3 Challenge

In December 2007 and part of January 2008, Buzzcapture monitored and analyzed online discussions from a selection of Social Media sources which are relevant for JOGO Media's BMW M3 Challenge.

From the postings on the BMW game it became clear that Ferrari is planning to organize a similar game in the near future. For this particular research however, the focus was solely on the game organized by BMW: BMW M3 Challenge.

#### 3.1: Buzz volume from September 2007

The following queries were used to find information associated with this project:

"BMW M3 Challenge", "BMW M3-Challenge", "M3 Challenge", "BMW M3 game"; not: RWD

A total buzz of **5.017 postings** was measured over a period of roughly 4 months: September, October, November, December 2007 and a part of January 2008 (until 13<sup>th</sup>). These postings were retrieved from a selection of sources which were provided by JOGO Media. Buzzcapture added a selection of sources from the Dutch market.

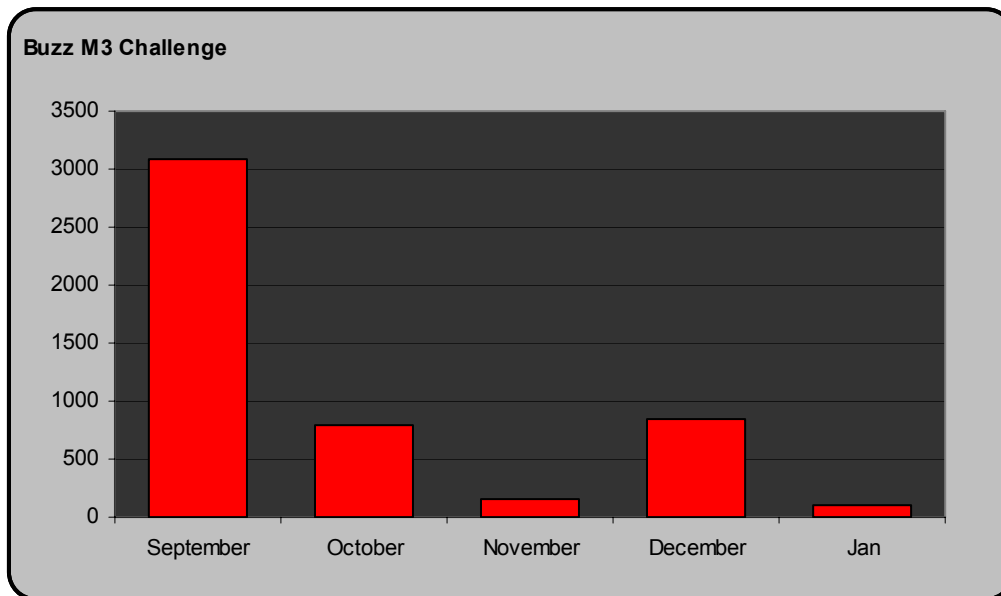


Chart 1- Buzz on BMW M3 Challenge from September – 10<sup>th</sup> Jan 2008

As can be seen from the above chart, September was responsible for a very large part of the buzz. The game was launched that same month. From this can be concluded that the BMW M3 Challenge game received a lot of exposure initially. After a gradual decrease in October and November, the buzz around the game picked up again in December. Although we stopped measuring mid-January, we noticed that a lot of the forum discussions which were initiated in October or November were continuing into January and the buzz seems to be picking up again in January 2008.

#### **The total buzz measured was 5.017; in September most of the buzz was generated**

When the buzz trend is measured in percentages during the campaign period, September accounts for 64% of the buzz volume. In December (17%) and October (16%) the buzz

decreased significantly. The chart below indicates the monthly volume in percentages. January is not taken into account here because the measurement stopped during that month.

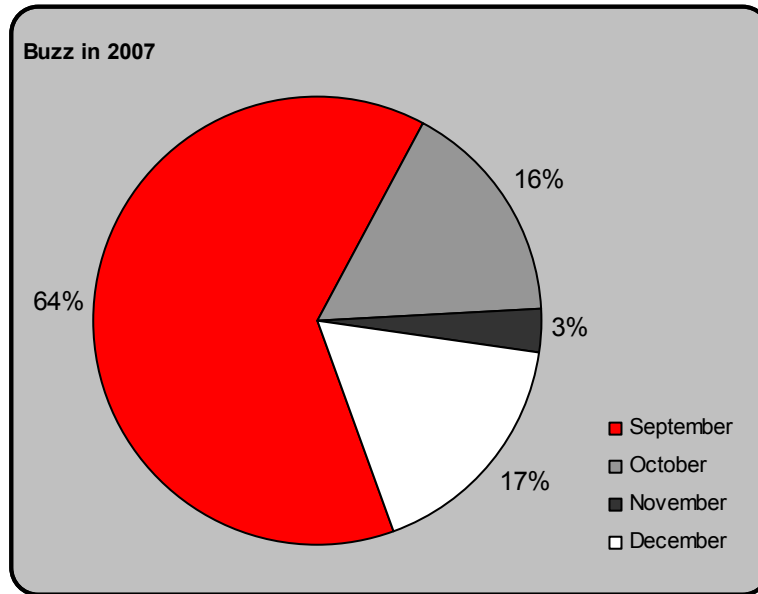


Chart 2 – Monthly buzz in %

### 3.2: Important sources for BMW M3 Challenge game

Chart 3 shows an overview of sources (forums, blogs and other Consumer Generated Media channels like YouTube) which were responsible for the exposure the BMW M3 Challenge received.

The M3 Challenge website offered a forum (<http://forum.m3-challenge.com/>). This forum was the main place where players met and discussed the ins and outs of the game. Remarkable about these discussions was the high rate of involvement of players in the game and the willingness to overcome obstacles to be able to play the game in an optimal way. The players involvement will be discussed further in paragraph 3.4.

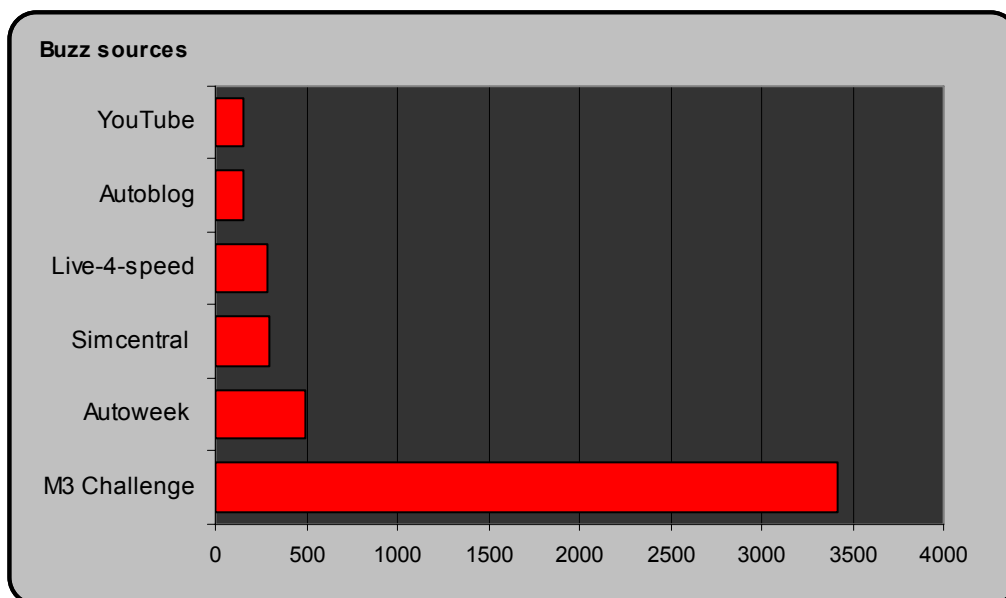


Chart 3 – Relevant sources for BMW M3 Challenge

The M3 Challenge forum section was responsible for 72% of the buzz generated on the selected sites that were monitored for this report. One source which was added by Buzzcapture, Autoweek.nl, also offers a forum section where the M3 Challenge was discussed 490 times. On the M3 Challenge forum, **3.413 postings** were measured.

**Different sources have different purposes**

The different sources are used in a different way by players. For example: YouTube is used by players to demonstrate their own performances. Players can upload their own video in the BMW M3 Challenge to YouTube. Viewers can respond to the video and give their opinion of the skills of the player or the quality of the game. Although YouTube generates a lot of views, the amount of reactions are relatively low and mostly consist of rating, approving and disapproving the skills of the player.

Forums like the M3 Challenge forum or Race Sim Central are used by players (or people who want to play) for different purposes, such as:

- exchange experiences about the game;
- posting questions on hardware issues, installation, or the game itself
- solving issues and answering questions to other players;
- making appointments to race against each other.

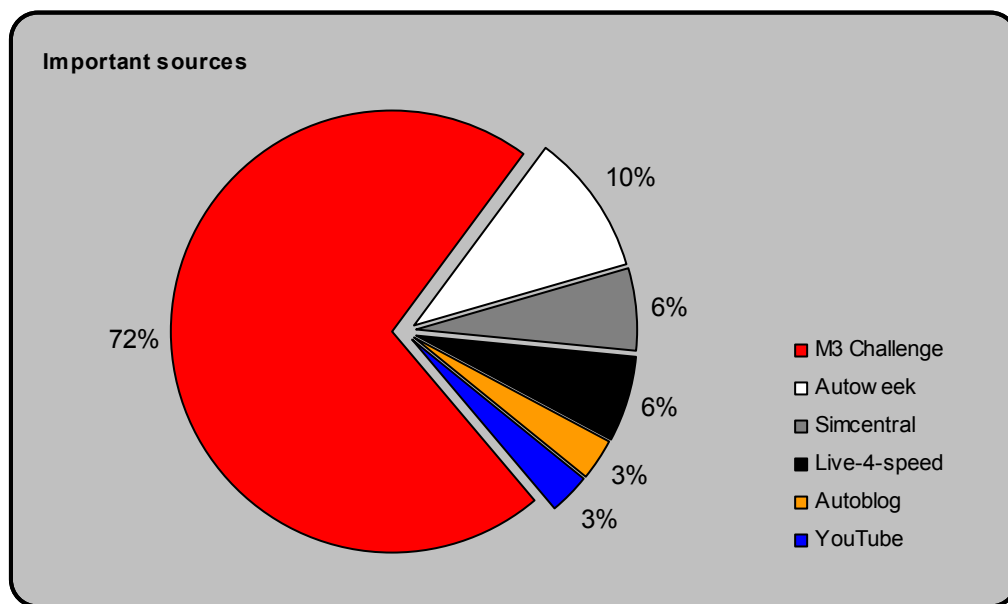


Chart 4 – Relevant sources for BMW M3 Challenge, percentagewise

**3.3 Impact of online discussions and video sharing**

When calculating the impact of campaigns like this, the amount of reactions in a discussion are taken into account and (when available) the amount of views the discussions generated.

One should take into account that page views can be calculated in different ways and these methods are not known per source. An important indicator of the impact of the buzz is the amount of views a discussion generates, although these figures are not always available.

In order to provide insight in the impact of the BMW M3 Challenge, Buzzcapture used an average (views – reactions ratio) to calculate the views for sources which do not provide these figures. By doing so we were able to provide an estimation of the views of the campaign.

**The main forums and blogs generated over 827.000 views for the BMW Challenge game**

Not surprisingly, the M3 Challenge forum generated most of the views, over 500.000. YouTube generated over 130.000 and Race Sim Central close to 45.000. Please take into account that the amount of views does not reflect the amount of unique visitors. Unfortunately Buzzcapture did not have access to information on amount of participants of the BMW M3 Challenge.

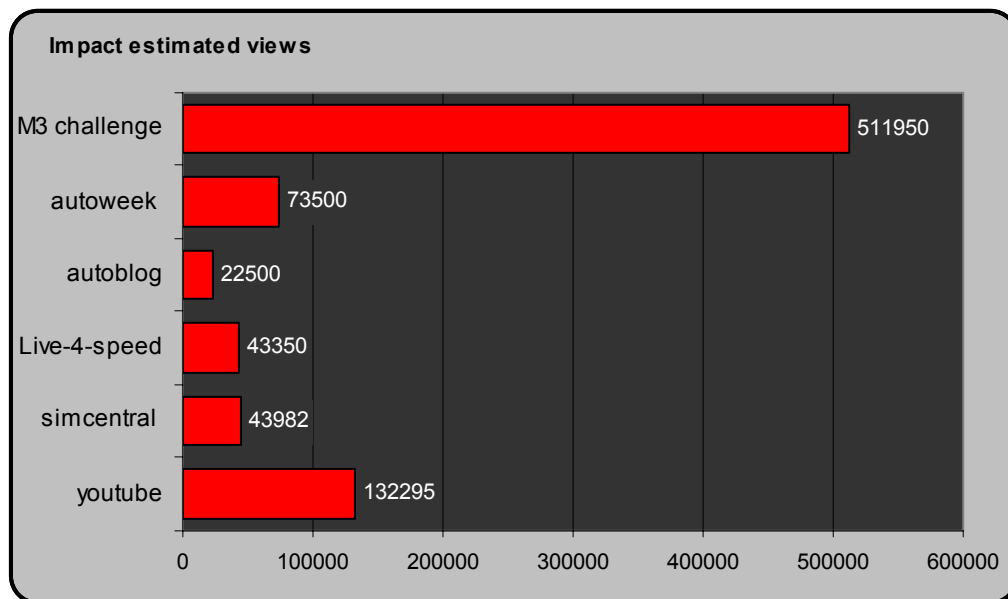


Chart 5 – Views generated across main sources

**3.4 Topics discussed**

One of the most remarkable aspects of this particular research was that the participants showed a very high level of involvement in the game. Especially on forums like the M3 Challenge and Race Sim Central. The only exception here was YouTube.

Examples which indicate the involvement of players with the BMW M3 Challenge game:

- participants discussing their races;
- people wanting to enter the game, asking questions how to participate;
- participants helping other people that want to play;

- participants making appointments to schedule races against each other;
- participants helping each other to improve their performance;
- participants offering advice on configuration of settings, hardware, new race tracks;
- participants discussing what they do and don't like about the game, possible improvements;
- participants indicating they will buy new hardware to improve their experience.

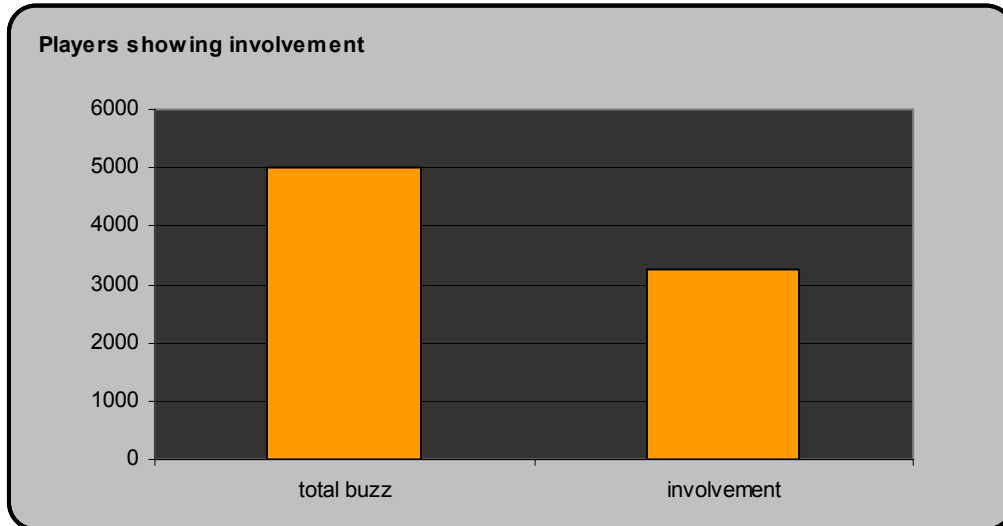


Chart 6 – Overview of involvement level

Part of the buzz generated consisted of participants which were experiencing problems to log into the server or who experienced latency during the game. Secondly, several discussions were found (0.035% of the buzz) where people were having problems (or did not know) to install the game.

A remarkable aspect of the research was that when these issues arose, this did not cause any negative sentiment on the organizer, BMW. The sentiments around the game will be discussed in the next chapter.

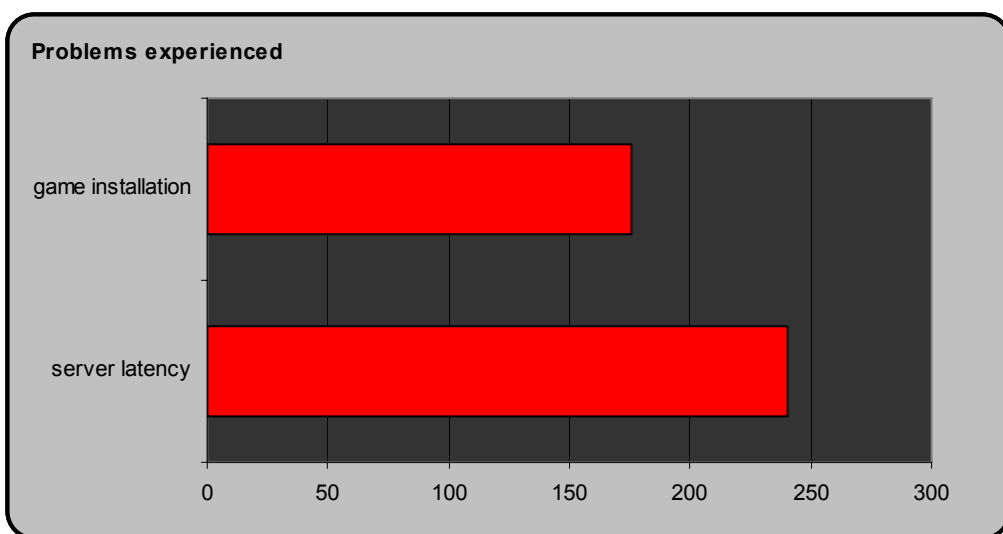


Chart 7 – Main problems experienced

**3.5 Attitude towards advertising: Bilstein Plot Integration**

As part of the marketing strategy, a few complimentary brands were selected to participate in the BMW M3 Challenge. As part of the buzz, gamers also picked up and discussed some of the brand integrations.

One particular note was the comments made by gamers about the performance suspension manufacturer, Bilstein. The Bilstein brand was integrated into the M3 Challenge as a performance enhancement to the handling characteristics of the M3. When selected, the handling performance of the M3 was increased to reflect actual (real world) performance characteristics. Based on comments of participants, we detected that the Bilstein option was positively received and no negative sentiments were noted.

The goal of this 'Plot Integrated' brand, was to add a positive experience for participants by using the product. The following examples of comments were found on this topic:

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*"ICH fahre mit dem Bilstein FW um 2-3Sekunden schneller auf'm GP Kurs als mit Standard."*

(English: a gamer claiming to be 2-3 seconds faster with the Bilstein upgrade.)

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*"Also welches Fahrwerk besser ist, merkt man ja wirklich sehr deutlich ... natürlich das von BILSTEIN. Wenn man eine Weile mit dem BILSTEIN gefahren ist, man sich richtig auf dieses Fahrwerk eingeschossen hat, das Auto am Limit bewegt und dann zurück auf Serienfahrwerk wechselt, merkt man einen gewaltigen Unterschied. Das Serienfahrwerk ist beim Bremsen eher schwammig und bockig bei Richtungswechseln und Lastwechseln. Probierts mal aus genauso aus: Erst ne Weile BILSTEIN und danach das Serienfahrwerk. Ihr werdet es sehen."*

(English: a gamer commenting what a significant performance increase the Bilstein upgrade offers.)

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*"ich find den M3 herrlich! kann mich noch nicht entscheiden was mehr spass macht: driften mit dem serienfahrwerk oder hotlapping mit bilstein Unterstützung....."*

(English: a gamer torn between faster laps with the Bilstein option, or the extra fun of drifting around corners without the Bilstein option.)

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*"@THC: Try the Bilstein, you'll be two seconds faster"*

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*"Did you try both suspension chassis? The Bilstein one is way better to drive..."*

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*"Bilstein and no DSC is a MUST!"*

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**4: Sentiment analysis**

Buzzcapture is able to provide quantitative and qualitative data. For this report on the BMW M3 Challenge, a sentiment analysis was done. This means that the sentiment in the postings was measured and classified into three sentiments: positive, negative or neutral. Neutral was added in case the postings were not showing any sentiment but, for example simply giving information on service. In chapter 5, a selection of quotes with different sentiments can be found.

The overall sentiment which was measured about the game was mainly positive (68%). In general people liked the game’s graphics, features and the fact that the quality of the game was high, especially for a game which is offered free of charge.

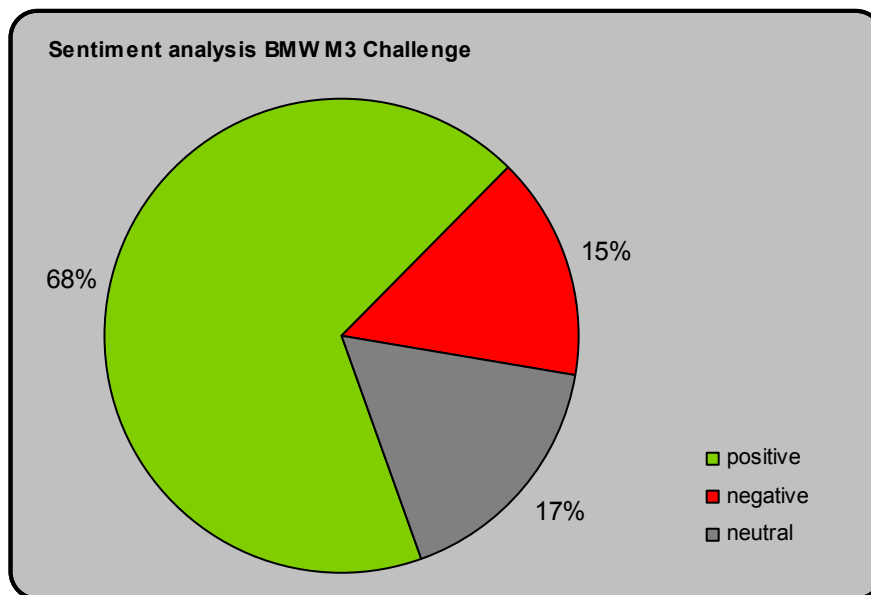


Chart 8 – Overall sentiment on the BMW M3 Challenge

**Because the game was free, a lot of ‘Noobs’ entered the competition**

Chart 9 shows the sentiment which was displayed on the M3 Challenge forum. Although most of the sentiment measured was positive, 38% of the sentiment displayed was negative. Main reasons for that were server latency, login problems, configurations problems and the fact that the game seemed quite difficult to play. Furthermore, it seemed that because the BMW M3 Challenge was free, it attracted a lot of ‘Noobs’ (people which never played a racing game before), this sometimes caused irritation among the experienced players.

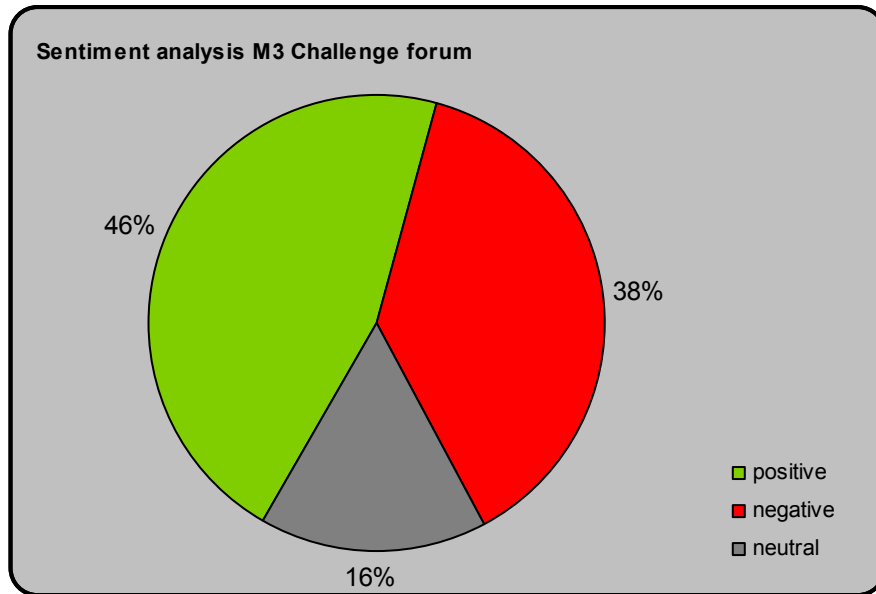


Chart 9 – Sentiment on the M3 Challenge forum

**M3 Challenge reflects positively on the BMW brand**

Chart 10 shows that the BMW M3 Challenge generated a very high amount of positive sentiment for the organizer, BMW. Players showed appreciation of aspects like graphics, and specific feature of the game like traction, sound effect and quality of the race track. Several comments were found mentioning the fact that BMW is the first car manufacturer which organizes a free game. The BMW initiative was very much appreciated by the gaming community. Eventhough some players found the game quite difficult to play, and in some cases people experienced latency and login issues, this never reflected negatively on BMW as a brand.

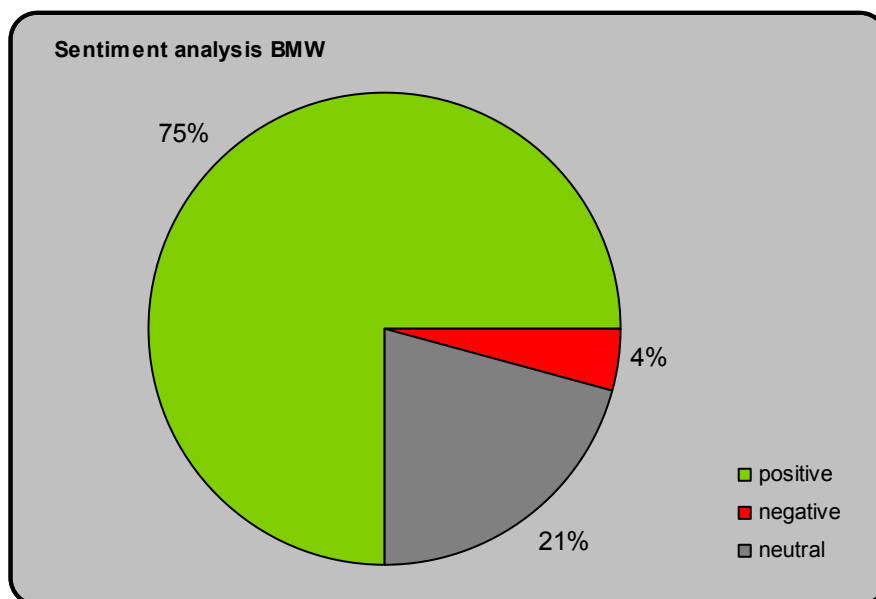


Chart 10 – Sentiment on BMW

## 5: Quotes

For this purpose, a selection of quotes was made which represent the topics and sentiments that were displayed by participants of the BMW M3 Challenge. On request, Buzzcapture is able to offer more quotes or provide hyperlinks to the original postings of the quotes selected here.

*"He maybe also has the Nordschleife? You're totally right, my bad... But I guess that's not allowed to hack the game , but you're right it doesn't mean nobody does it... Sad thing is it's not possible to race online afterwards... Anyway, if you tell someone that it's possible to go to the Nordschleife, he is going to ask you how to do it... Even if I know how to do it, I won't help him I'm not a big fan of these MODS (in a general manner I'm talking about GTR/GTL mods), because I find that they lack the polish and smoothness of the real stuff... I definately think that those who want more tracks/cars in **M3 challenge** should better try GTR2 and buy the game it is definately worth it ! And is has... Porsches !!!"*

*"Radicall also agree.. i've played many racing games like LFS,rFactor,toca race and i think **m3 challenge** is awesome. Thank u all but the one and only coplain that i have is about organisation(sry if i write sthing wrong).Improve it guyz and the game will be more perfect than now"*

*"What's next? Kind of confused here. Is this the only track that will ever be available for this game? I like the free part, but I wouldn't mind paying to have more tracks I could drive it on either. It doesn't say anything about this being expanded with other road cars, or tracks, etc. Anyone know what the future of **M3 challenge** is? Or is this it: 1 car and 1 track?"*

*"Everything is switched off. Check the inside wheel tyre line in the 1st corner's brakes and the positioning of the car with down shifting and rear wheel locking during the entrance of some corners. This goes for RonnieRPo too, noobs detected.. :)"*

*"What a move From BMW & Blimey! Very cool litle Game and it costs nothing. A absolutely must have for any BMW fan."*

*"For every driving fan  
Maybe we can expect a counter attack from Audi or Mercedes-Benz?  
I certainly want one!! 🏎️🏎️🏎️🏎️🏎️"*

*"This is an outstanding game!!! 🏎️  
Simbin, you should learn something from Blimeing!  
Stop realising rubbish and make that GTR3"*

*"I'm glad to hear that it may be possible to add to new cars and tracks to the game, because while I did the quick convert to GTR2 to try the M3 on other tracks, the original game is a real gem (and free to boot) and if I could add a few more tracks to the game as well as street versions of the first three generations of the M3 then I'd be in BMW heaven."*

*"Grafik: Gut  
Fahrverhalten: Ok  
Lohnt sich, gerade die Cockpits sehen extrem gut aus. Der Nürburgring ist schön detailliert (man kann sogar die "Rettungswege" und allg das gesamte Gelände (inkl. Fahrerlager und öffentlichen Straßen) befahren, auch wenn das eher nen Spass für nebenbei ist)). Die KI ist nen bissl blöde, aber schnell. Online konnte ich es noch nicht ausprobieren.  
Dafür, dass die ganze Sache so klein ist lohnt sich der Download allemals, ist zwar "nur" Freeware, aber man sollte es mal ausprobiert haben."*

*"Thanks for the Game ! That's the best advertising of the year !"*

*"BIG THANK YOU to gamemakers. Have been waiting long time the game about BMW.  
Thank you Blimey, 10tacle and BMW !  
The game feels realistic enough and has pretty good graphics...and it's not hardware demanding  
My likeness towards BMW just went from 60 % to 90 % :)"*

*"what's name is of this sound track and where i can download this? thx ;)"*

*"i would love to drive M3 CSL e46 in this game..of course with the real HUD and all..and the lovely sound! better than the v8 from e92 IMO."*

*"no response to the mail, no response here, no response in the thread where i asked who i can contact in case of problems with the server. I guess that means 10T is not intrested in enabling fair racing on their servers. relaxxxxxx....you probaly forgot that this is a FREE GAME(probaly they got some money from BMW manufacturer to do this comercial for they're new M3)..what would you expect from it?? ofcourse that the 10Tacle don't give a bullshit about crashers.....If you ever played GTR2 or GTR(those game's aren't free)on internet on 10T servers,you'll se that crashers don't have a long life..after 1st crash they got BANNED!! and they aren't enable to join any one of those 3 or 4 servers..Now i wish 2 see this tink on **M3 Challenge**...but just face it...its a free game whit lots of bugs..and a poor defence system against crashers and cheaters"*

*"I hope every car manufacturer will follow and make simulators of their cars! three cheers for BMW's great idea!"*

*"Congratulations and many thanks for this great game.  
Bravo for music too, it is rare to have music of this quality in a video game. :cool:"*

## 5: Summary

- **Buzz volume & impact**

A total buzz of **5.017 postings** was measured over a period of roughly 4 months: September, October, November, December 2007 and a part of January 2008 (until 13<sup>th</sup>).

The BMW M3 Challenge generated over 827.000 views across a limited selection of sources which were provided by JOGO Media.

Unfortunately, Buzzcapture did not have access to the mediaplan and PR activities of the BMW M3 Challenge, otherwise an analysis of PR effectivity could have been added to the report.

Because the game was free of charge, it attracted a lot of new players ('Noobs'), which at times, caused irritation among more experienced players.

- **Sources**

The M3 challenge forum ([www.m3-challenge.com](http://www.m3-challenge.com)) was responsible for the majority of the buzz. Players mainly used this platform to exchange experiences. In addition to the different forums, another important source was YouTube. YouTube was used by players to upload their videos to show their performances. The forums were used by players to ask questions about installation of the game, how to configure their settings and set up meetings to race against each other.

- **High level of involvement for participants**

One of the most remarkable aspects of the M3 Challenge was the display of involvement from players. Participants showed great involvement by:

- extensively discussing races of themselves and others;
- helping out other players to enter the game;
- making appointments to schedule races against each other;
- helping each other to improve their performance;
- offering advice on configuration of settings, hardware, new race tracks;
- discussing the ins and outs of the features the game offered;
- indicating to buy new hardware to improve their experience.

- **Sentiments displayed**

68% of the sentiment displayed was positive which is very high for a community that is known to be critical. The problems some players experienced were mainly caused by server latency issues and problems to login.

Remarkably, these negative sentiments did not reflect the BMW brand. Sentiment around BMW was mostly positive (75%) and BMW was mainly praised by the community for having started the M3 Challenge initiative.

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The aim of Buzzcapture's reports is to provide organisations with insight on the 'buzz' around their brands or campaigns which is created by postings of thousands of people. Buzzcapture monitors a selection of Consumer Generated Media sources. The judgement of correctness, completeness and relevance of the content of the reports are the responsibility of the client.

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