

Getting Started with Domo for Stations



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What is Domo?

Domo is a data experience platform that PBS uses to distribute local audience analytics.

How do I register for a Domo login?

Submit a ticket through [PBS Digital Support](#). More information is available on the [PBS Hub](#).

What data is housed in Domo?

Streams, users, sessions, and page views (LearningMedia only) for PBS-owned platforms, plus monthly video views and time watched from YouTube TV and Hulu + Live TV.

How often is data updated in Domo?

Metric	Platforms	Update Frequency
Streams	General Audience, PBS KIDS, & LearningMedia Websites & Apps	Daily
Users	General Audience, PBS KIDS, & LearningMedia Websites & Apps	Monthly
Sessions	General Audience & PBS KIDS Websites & Apps	Daily
Page Views	LearningMedia Website	Daily
Video Views	YouTube TV & Hulu + Live TV	Monthly
Time Watched	YouTube TV & Hulu + Live TV	Monthly

Once I am in Domo, where should I go first?

1. [Domo Homepage](#) – links to all top-level dashboards
2. [Frequently Asked Questions](#) – general guidance and common analysis questions
3. [Glossary](#) – definitions of analytical and Domo-specific terms

Where do I stay informed and ask questions?

[Basecamp](#) is the communication home for Domo updates, product changes, discussions and questions. Request access by emailing Dylan Rose (dlrose@pbs.org).