

Agenda



- What is DX, and why does TV 2 need a data framework like the one it provides?
- What problem are we trying to solve here?
- DXI Benchmark - what does it show about TV 2?
- It is a cultural shift in TV 2
- How does it work in practice?

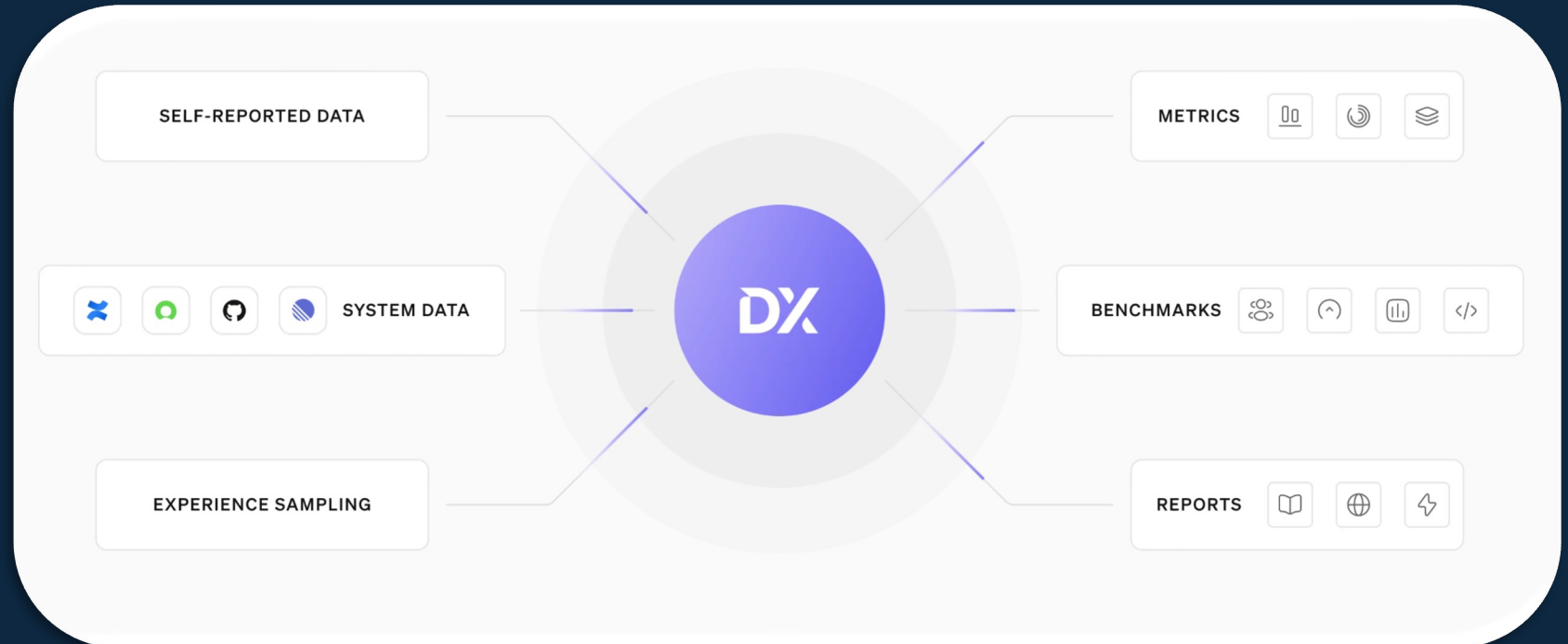
**Productivity is
value created per
unit of time.**

(Not “stuff done” per unit of time)

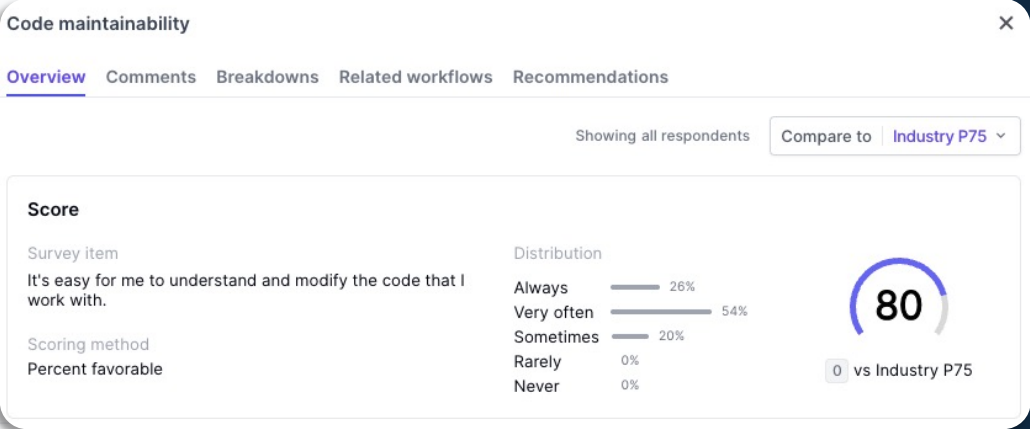
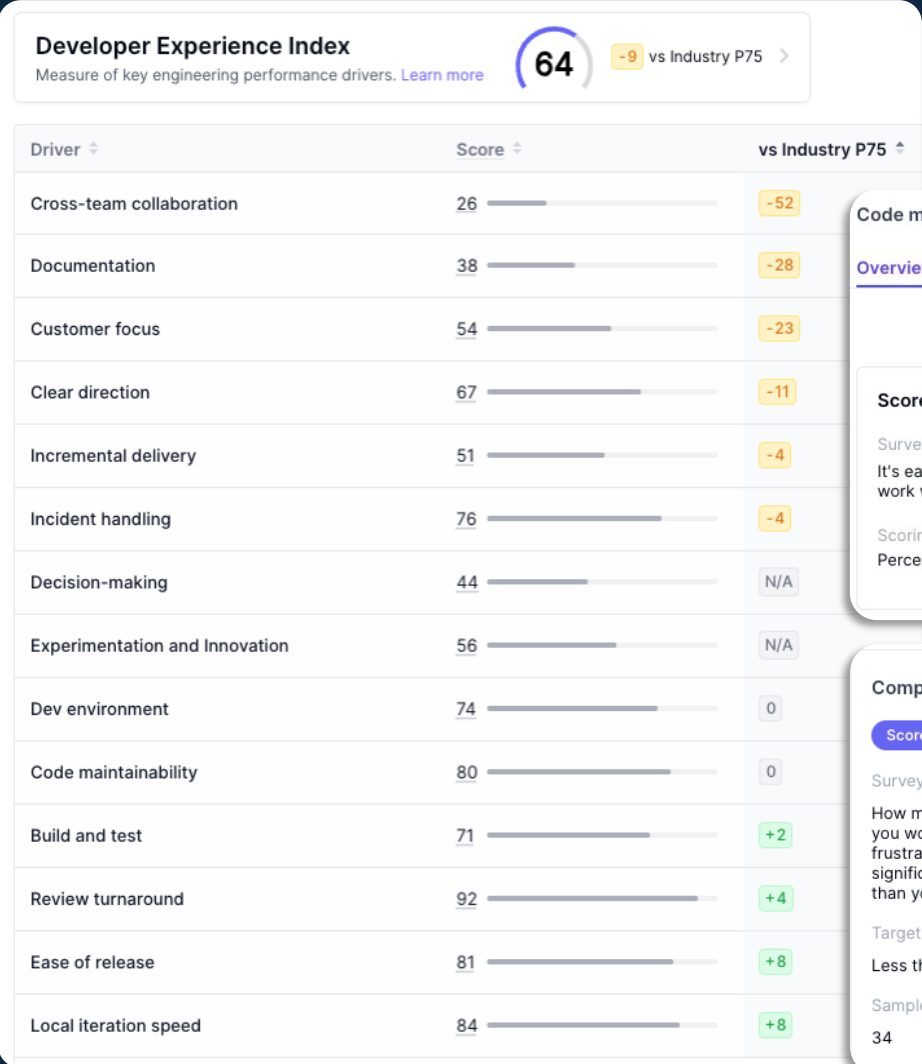
DX is a platform that combines qualitative and quantitative data in an index



- DORA
- SPACE
- DEVELOPER EXPERIENCE



Developer Experience index (DXI)



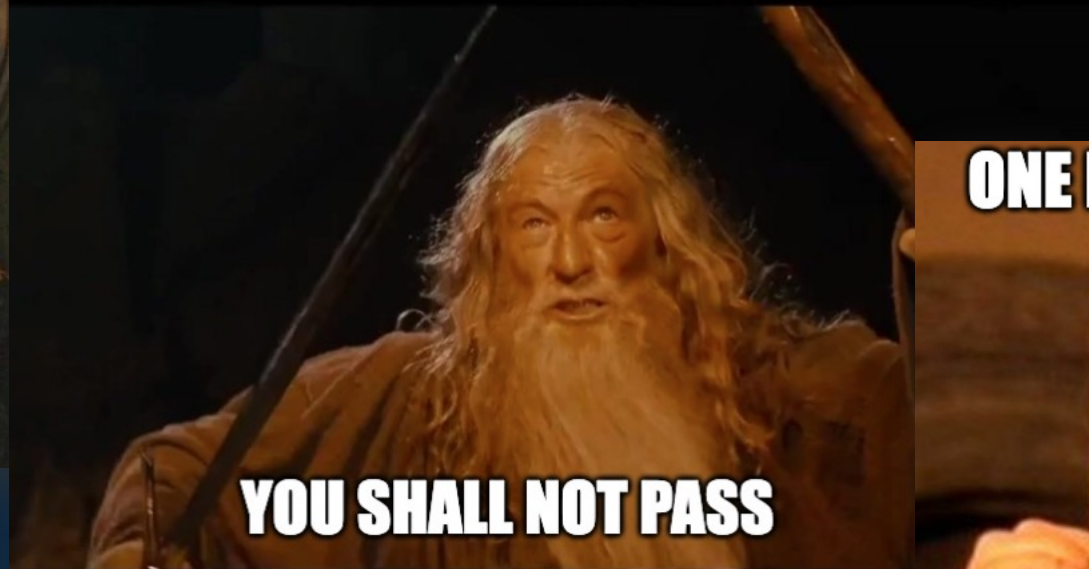
What problem are we trying to solve?

DX

Me at my desk on Monday morning.



THE BUILD PIPELINE



ONE DOES NOT SIMPLY



Agency – is everything

DX



What problem are we trying to solve?

DX

Metrics used in software

Number of changes

Number of customers

No metrics are used to measure success

n = 300 engineering leaders with teams Q12. Which metrics, if any, are currently used?
Source: Gartner Software Engineering Survey
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9 guiding principles for metrics



Use team or product metrics — do not measure individual performance.



Use metrics to drive improvement and value delivery, not to reward, punish or compare.



Use metrics to gain confidence (but not certainty) that you will hit targets.



Visualize metrics using team boards, charts and trend lines to catalyze discussion and learning.



Use temporary metrics to identify and fix problems or constraints.



Use the primary measurement of success: business and customer value via working software.



Use leading metrics to test hypotheses and lagging metrics to prove they worked.



Metrics drive behavior, so select and adapt metrics appropriate to the culture.



Use outcome metrics over traditional output metrics.



ivity!

The point is not to compare but to find where teams are doing well, learn from that and share that knowledge to other teams

<i>Build and test</i>	<i>Clear direction</i>	<i>Code maintainability</i>	<i>Cross-team collaboration</i>	<i>Customer focus</i>	<i>Decision-making</i>	<i>Dev environment</i>	<i>Documentation</i>	<i>Ease of release</i>	<i>Experimentation and Innov</i>	<i>Incident handling</i>	<i>Incremental delivery</i>	<i>Local iteration speed</i>	<i>Review turnaround</i>
69	66	78	25	53	43	75	37	80	55	76	50	82	90
71	73	73	28	59	41	85	38	88	50	84	49	88	88
75	67	50	60	50	60	50	60	100	25	100	60	75	75
75	67	50	60	50	60	50	60	100	25	100	60	75	75
90	67	80	27	42	42	100	25	90	40	100	33	90	70
90	73	80	30	45	45	100	27	90	33	100	36	90	70
0	71	75	43	86	50	100	43	75	40	75	20	75	100
71	81	73	13	63	31	80	40	86	67	73	67	93	100
50	89	63	11	78	33	63	33	75	67	88	67	88	100
100	71	86	14	43	29	100	50	100	67	57	67	100	100
100	50	100	0	0	25	0	0	67	50	33	50	67	100
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100	33	100	0	0	33	0	0	67	33	33	33	67	100
60	50	87	25	46	53	67	44	64	67	67	54	73	93
60	50	87	25	46	53	67	44	64	67	67	54	73	93
67	17	100	33	40	33	83	67	67	67	67	67	83	100
75	100	75	0	100	75	50	50	100	100	50	67	100	75
25	50	75	0	0	50	50	25	25	50	75	25	25	100

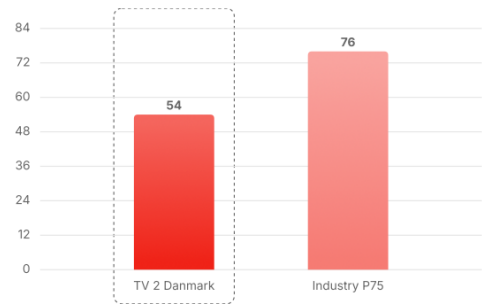
Benchmark from September



Developer Experience Index (DXI)

DXI measures key engineering performance drivers such as focus time and review speed. TV 2 Danmark's DXI score is well-below the industry P75.

Benchmarks



Breakdown

Sub-orgs	DXI
Audience Interactions	57
Tech Enabling	51
Live Production	45

DX Core 4

Benchmarks are based on industry peers of similar size and sector (Non-tech - 100-500 eng).

Dimension	Metric	TV 2 Danmark	vs. Industry P75
Effectiveness	Developer Experience Index (DXI) ¹	54/100	-22
Speed	PRs per engineer	2.7 per week	-0.8
Quality	Change fail percentage	3.6%	+0.3%
Impact	Time spent on innovation	46.2%	-12%

¹ The Developer Experience Index (DXI) is a measure of engineering effectiveness predictors linked to financial impact.

Changing culture around data

Vi er ikke en Tech virksomhed i USA, og derfor skal tilgangen tilpasses TV 2 og vores kontekst



How does it work?



Jump into DX



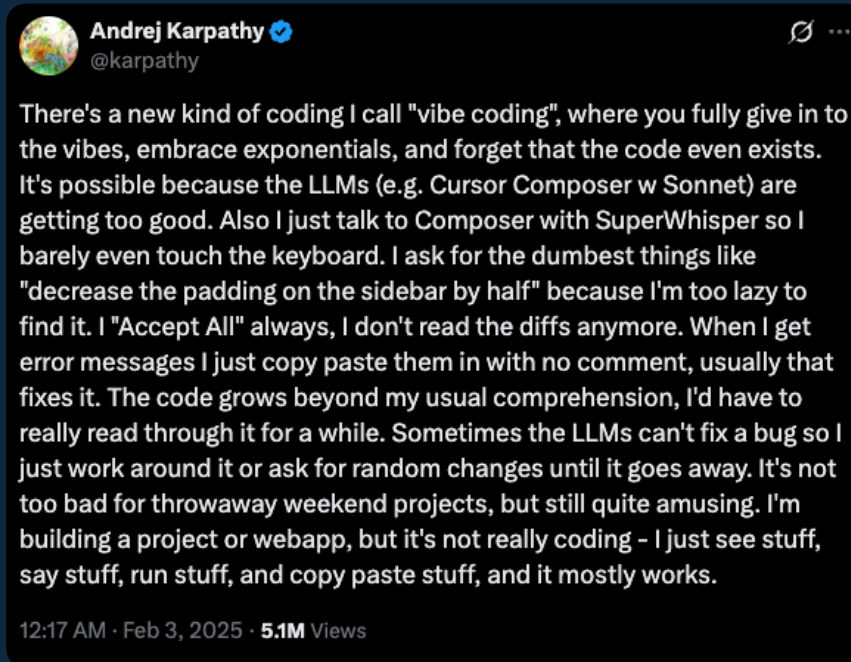
Questions ?

Vibe Coding?

How many have used this in their work?

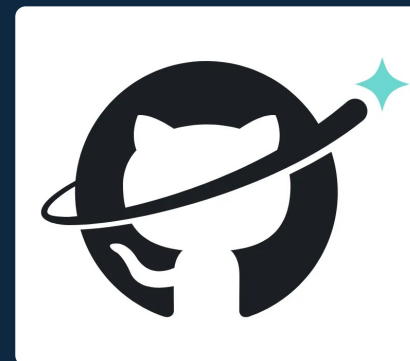
The fastest way to do product discovery in some cases

The roles in product teams are getting blurrier and blurrier in some cases





<https://aistudio.google.com/apps>



<https://github.com/features/spark>



<https://lovable.dev/>

Examples

TV 2 News Podcast Generator

<https://ai.studio/apps/drive/1B7CsQfYiGz8mP8L59WVq95UQNuS8YN3E>

Demo voice controlled streaming site

<https://ai.studio/apps/drive/1U-K1rSpmT2C1PsA5PAdgijGfXJ21FA74>

Questions?

Measurement of Developer Experience

Consider how you could use data about developer experience in your own context. Do you collect some, or all of this information today, and how do you use it in your organization/team?

- If you collect all or some of the data framework that has been shown here, does it provide a basis for starting to use the data more actively?

Vibe-coding

What ideas do you have that you want to do product discovery on, which you can now actually test yourself without help from your team?

- Do you have an idea for an internal or personal tool that you could build to help your daily life or your colleagues?