BRIGHTCOVE 2 INTEGRATION

Overview

Nielsen and Glanceguide have partnered to deliver integrated video reporting in the form of Video Analytics. As a Brightcove Alliance Partner (http://www.brightcove.com/partners/technology-partners/reporting-analytics/glanceguide/), Nielsen/GlanceGuide have pre-integrated their web analytics API with the Brightcove media player. Video information and user interactions with the video are collected by a Video Analytics plug-in for the Brightcove media player.

Integration Requirements

Nielsen has worked with Brightcove to make integration **zero-touch** for Brightcove2 clients.

Much in the same way as you pair a bluetooth headset and a bluetooth enabled phone, once you make a simple configuration change in your Brightcove account settings, Nielsen will automatically start to receive video player event data when a viewer interacts with the Brightcove media player.

Brightcove Configuration Requirements

Upon activation with the Video Analytics service, a unique id (*clientid & vcid*) is assigned to your account. This unique id is passed along with the Brightcove media player tagging data (video information) and player interactions (play, pause, rewind, volume up, etc.) to the Nielsen data warehouse.

In the Brightcove2 account settings there is placeholder for specifying a third party analytics service. The following instructions detail the process of configuring your Brightcove2 account to use the Nielsen Video Analytics service.

Once this configuration is made then within a couple of hours you should start to see video data in the Video Analytics reporting system.

Step-by-Step Instructions

Step 1:

Login to your Brightcove2 account and click on the Players Tab in the title bar

Click on the Players Tab

Step 2:

Highlight the video player that you wish to integrate with the Video Analytics service. Click on the Edit button to open the Settings screen


1. Highlight the player you wish to integrate with

2. Click on Edit

Step 3:

In the Settings screen, select the Security/Filtering tab. Add the following URL:
http://secure-us.imrworldwide.com/novms/bc/2/ggpl301.swf?clientid=X&vcid=Y replacing the X with the *clientid* and Y with the *vcid* supplied to you by Nielsen.

Click on Save Changes when you are done.

Note: If the 'Custom Analytics SWF' dialog is not enabled or present then contact Brightcove to have Action Scripting enabled.
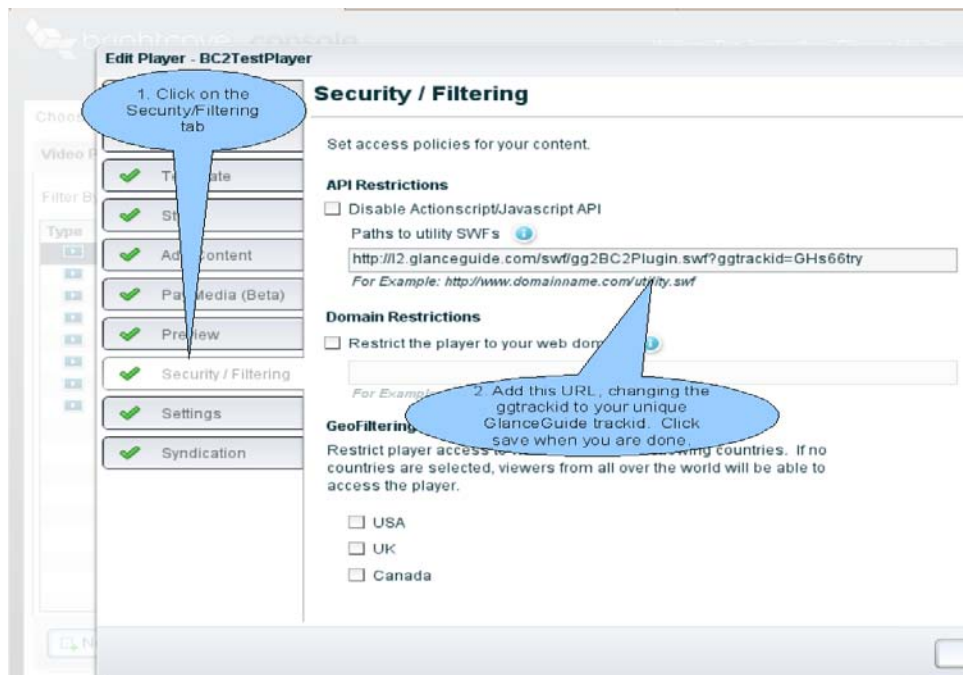

Step 4:

With the completion of step 3, enough has been done to start collecting data. However, to greatly increase the value of the data collected, you should consider categorizing your videos. This will make it easier during reporting analysis to extract metrics and statistics for groups of videos.

The beacon will look for categorization in the Brightcove "Tags" field which is on the first screen when you click on "Edit" and then "Classification" for an individual video selected within the Titles section of Brightcove.

The rules are:

    a)   Video Analytics Category field will take the value from tag 1 defined in Brightcove.

    b)   Video Analytics SubCategory field take the value from tag 2 defined in Brightcove.

See example screenshot below.
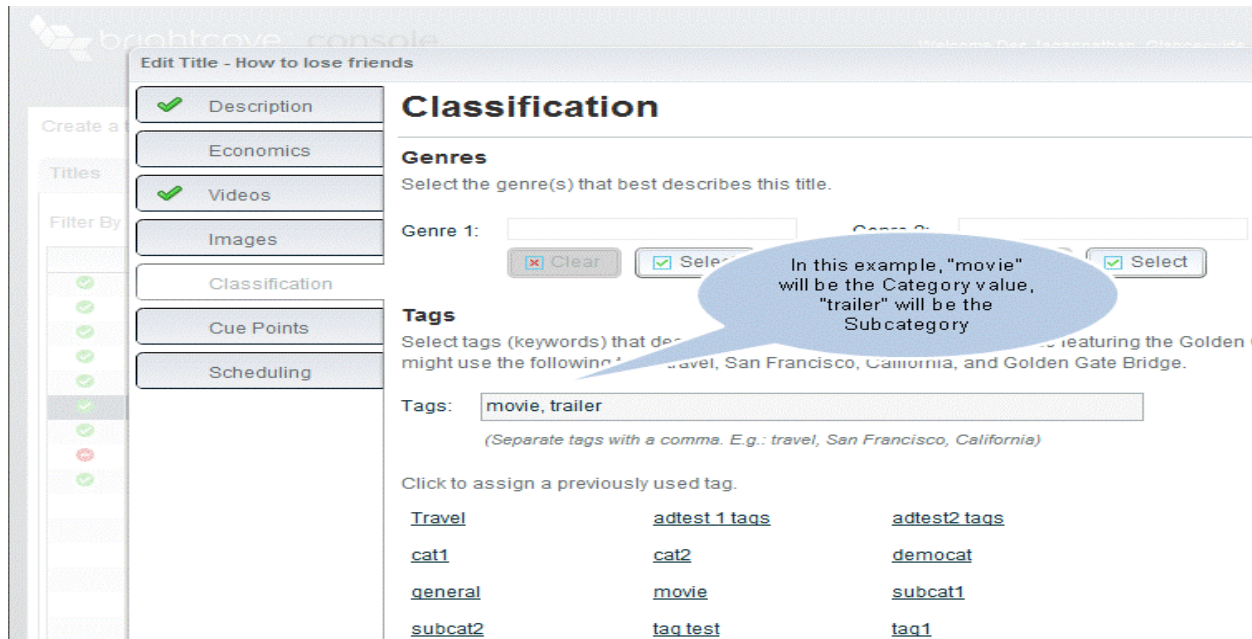
Step 5:

Video Analytics has a feature called SynchPlayer that allows you to view in real time where the audience drops-off during the viewing time line.

In order for Video Analytics to have access to the original video file / creative, some setup has to be done.

Identify a video player in your Brightcove account that has access to ALL your media. Depending on permissions, you may have to set up a new player and grant it access to all your media.

This generic video player should NOT have the Nielsen metrics plug-in enabled (step 3), however it MUST have 'Enable ActionScript/Javascript API's' set to TRUE.

Once this generic video player has been setup and identified, you need to note the "Player ID" (see screenshot below) and communicate it to Nielsen so that Video Analytics knows which Brightcove player to use for the SynchPlayer.