

# BRIGHTCOVE 4 INTEGRATION

## Overview

As a Brightcove Alliance Partner (<http://www.brightcove.com/en/partners/nielsen>), Nielsen has 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.

**Note: The “method two” described later in this document is only available to Brightcove Pro or Brightcove Enterprise customers.**

## Integration Requirements

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

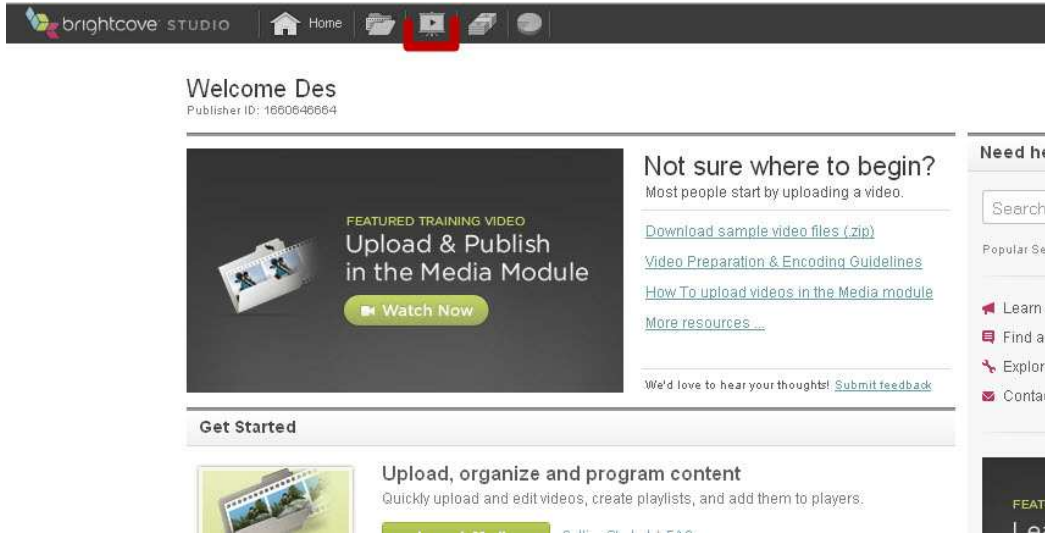
In the Brightcove account settings there is placeholder for specifying a third party analytics service. The following instructions detail the process of configuring your Brightcove account to use the Nielsen Video Analytics service.

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

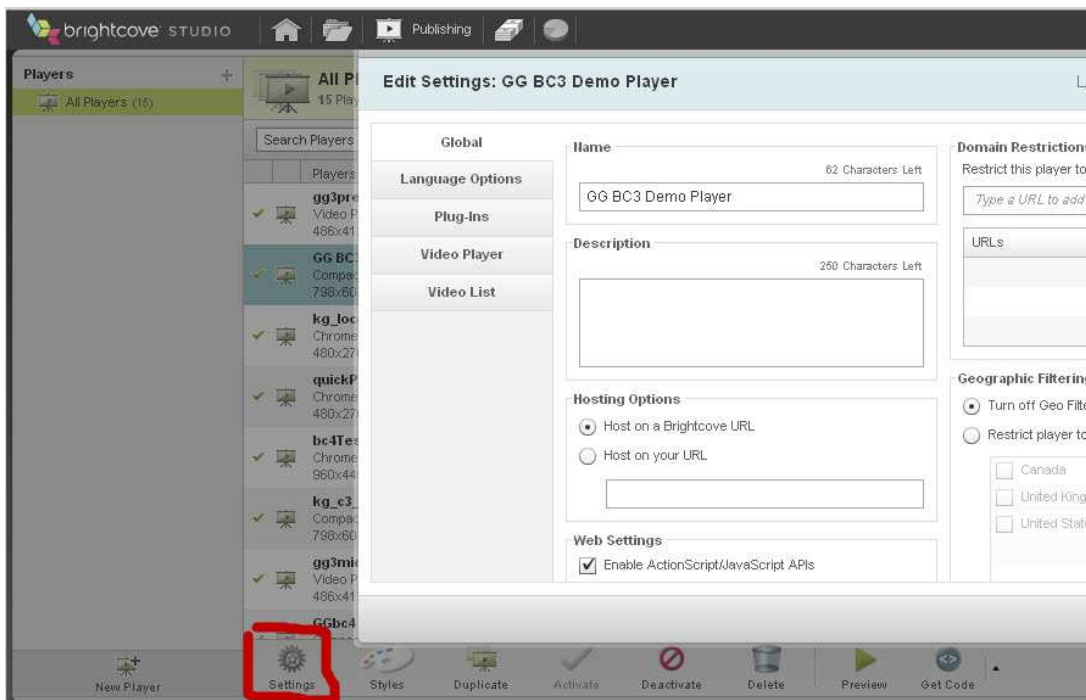
### Step 1:

Login to your Brightcove4 account, and click on the Publishing icon in the title bar. See red highlight below.



### Step 2:

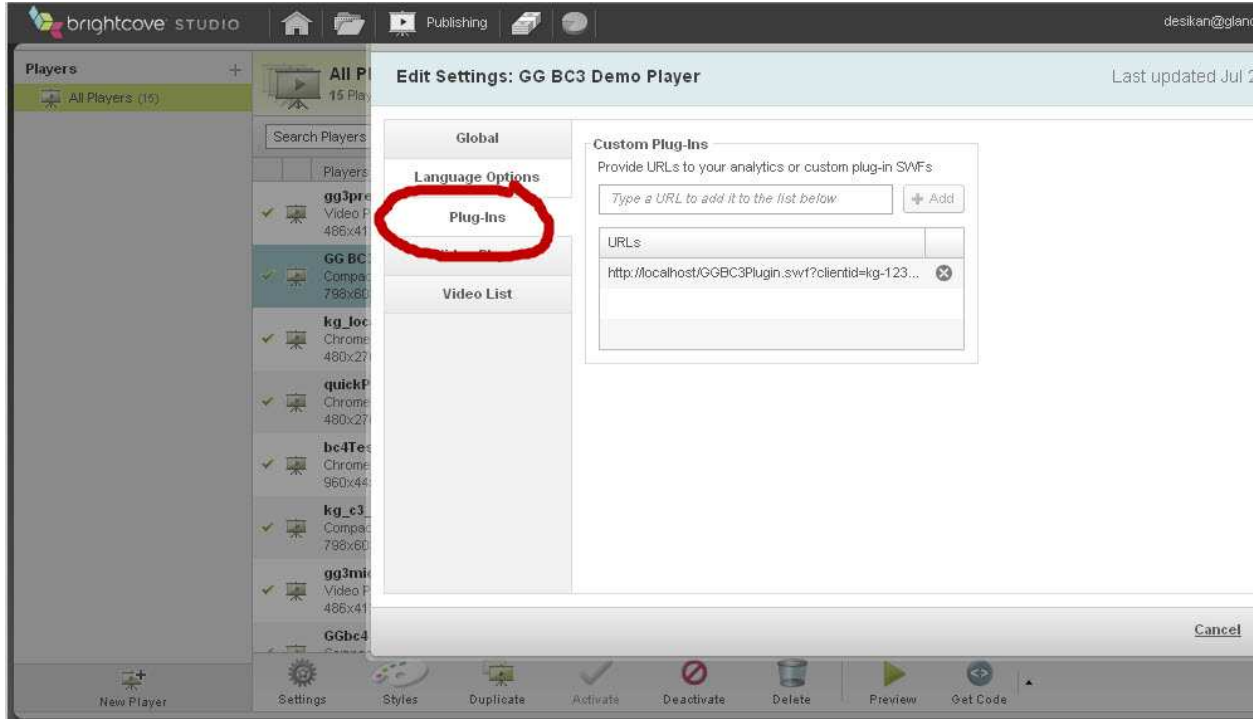
Highlight the video player that you wish to integrate with the Video Analytics service. Click on the settings icon to open the Settings screen.



**Step 3:**

**In the Settings screen, select the Plug-ins tab.**

*Note: If the 'Custom Plug-Ins' dialog is not enabled or present then contact Brightcove to have Action Scripting enabled.*



The URL should be defined based on the following:

**Base URL**

<http://secure-XX.imrworldwide.com/novms/bc/3/ggpl303.swf?clientid=Y&vcid=Z&prod=sc> replacing the XX with your Nielsen country code, Y with the *clientid* and Z with the *vcid* as advised by your Nielsen account representative.

i.e. <http://secure-uk.imrworldwide.com/novms/bc/3/ggpl303.swf?clientid=us-123456&vcid=c01&prod=sc>

**Enabling Video Census**

By default, the beacon is set to Site Census mode. To switch to Video Census mode, specify “&prod=vc”

i.e. <http://secure-uk.imrworldwide.com/novms/bc/3/ggpl303.swf?clientid=us-123456&vcid=c01&prod=vc>

**Existing Video Census Customers**

If you are an existing Video Census customer who has a Video Census tag in place with your Brightcove video player then you must also add “&cisuffix=gg” to the URL.

i.e. <http://secure-uk.imrworldwide.com/novms/bc/3/ggpl303.swf?clientid=us-123456&vcid=c01&prod=vc&cisuffix=gg>

## Non-US Customers

If you are a non-US based customer then you must also add “&sfcode=XX” to the URL where XX is your Nielsen country code

i.e. <http://secure-uk.imrworldwide.com/novms/bc/3/ggpl303.swf?clientid=us-123456&vcid=c01&prod=sc&sfcode=uk>

## IAG Customers

To enable the generation of IAG information you must add “iag” into the “&prod” in the URL

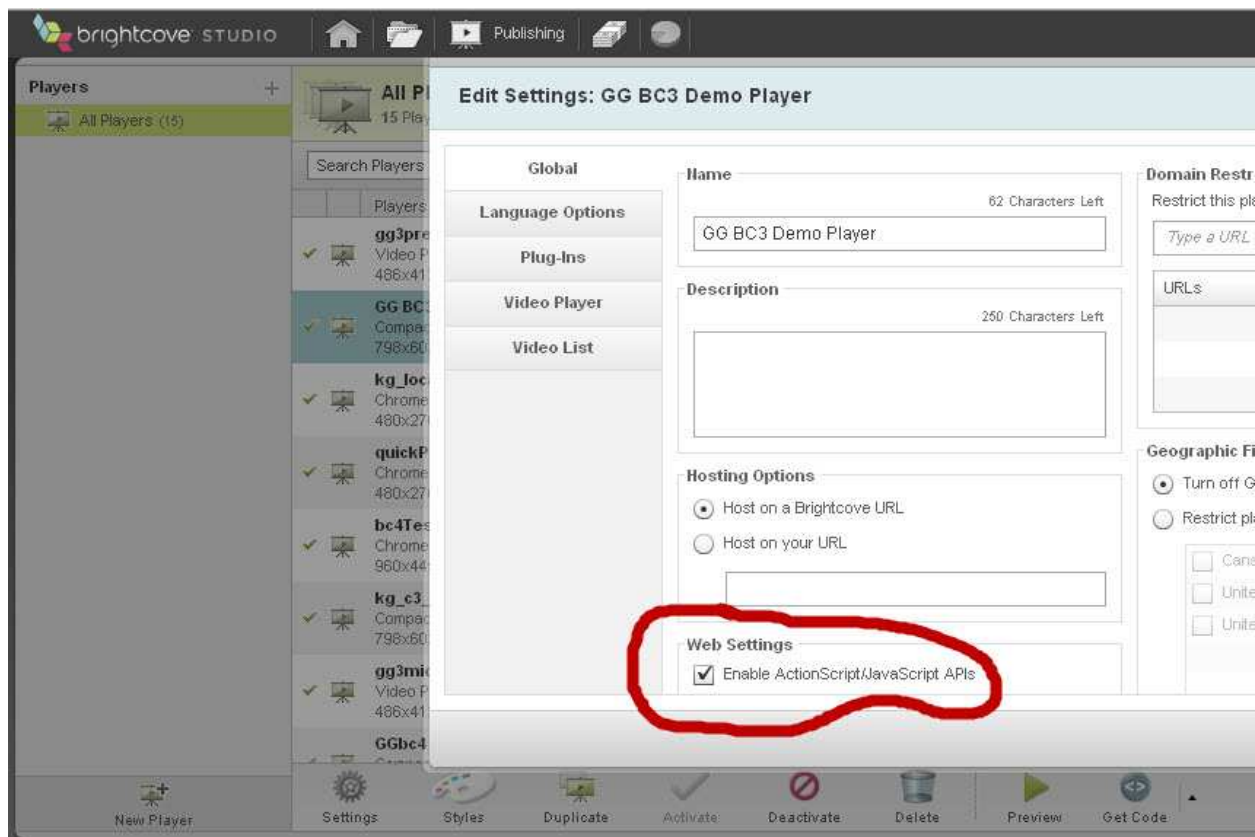
i.e. <http://secure-uk.imrworldwide.com/novms/bc/2/ggpl303.swf?clientid=us-123456&vcid=c01&prod=vc,iag&sfcode=uk>

**Click on Save Changes when you are done.**

### Step 4:

#### Check that 'Enable ActionScript/JavaScript APIs' is set to true in Global Settings

In the Global settings for each player, there is a section entitled Web Settings. If you do not enable ActionScript/JavaScript APIs, then the Nielsen beacon will be blocked by Brightcove.



### Step 5:

With the completion of step 4, 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.

There are two methods that can be used. Method one is backwards compatible with previous versions of Brightcove but is susceptible to mis-ordering of the tag that is passed to the Nielsen VA system. Method Two is available only in Brightcove 4 but guarantees that the assigned value will always be passed correctly to the Nielsen VA system.

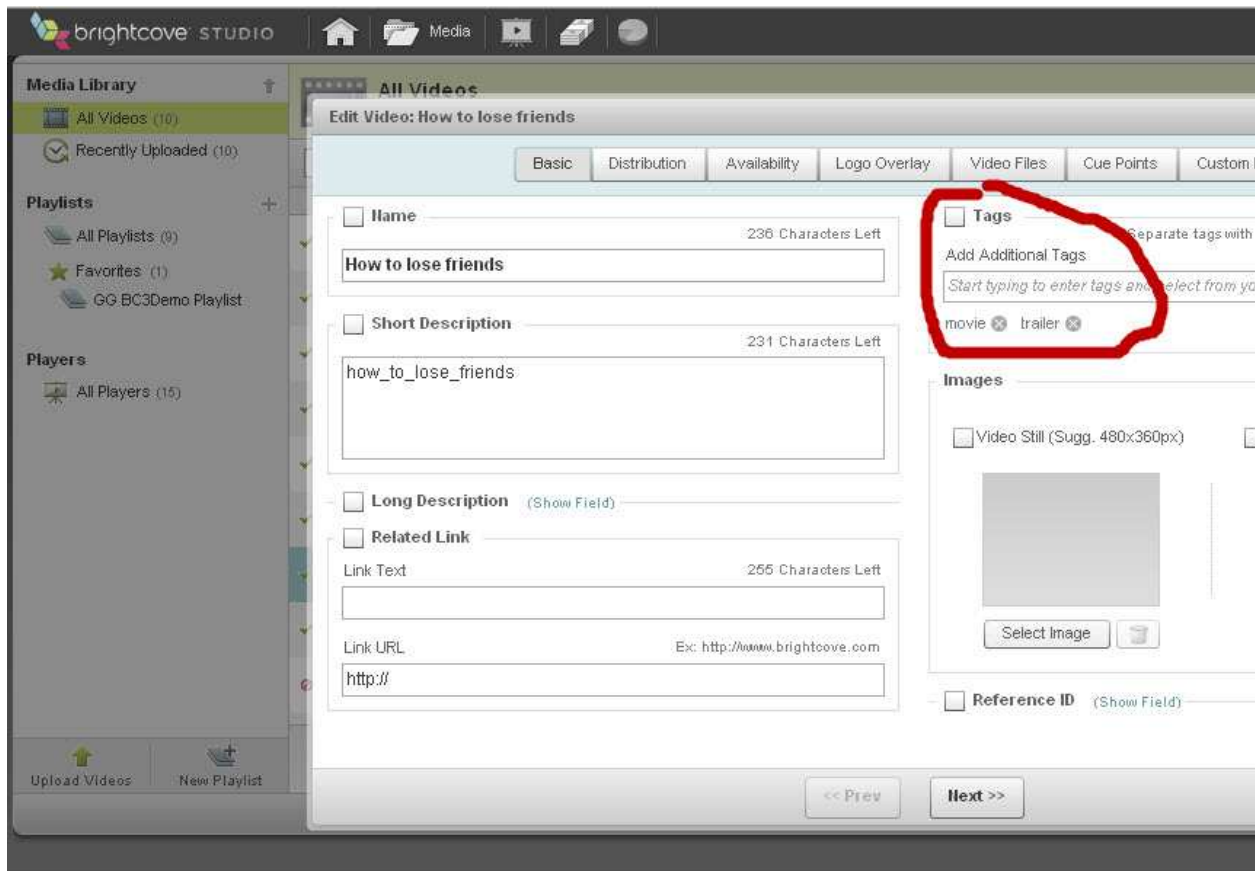
### Method One – “Tags”

The beacon will look for categorization in the Brightcove “Tags” field which is on the first screen when you click on “Edit” for an individual video selected within the Media 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.



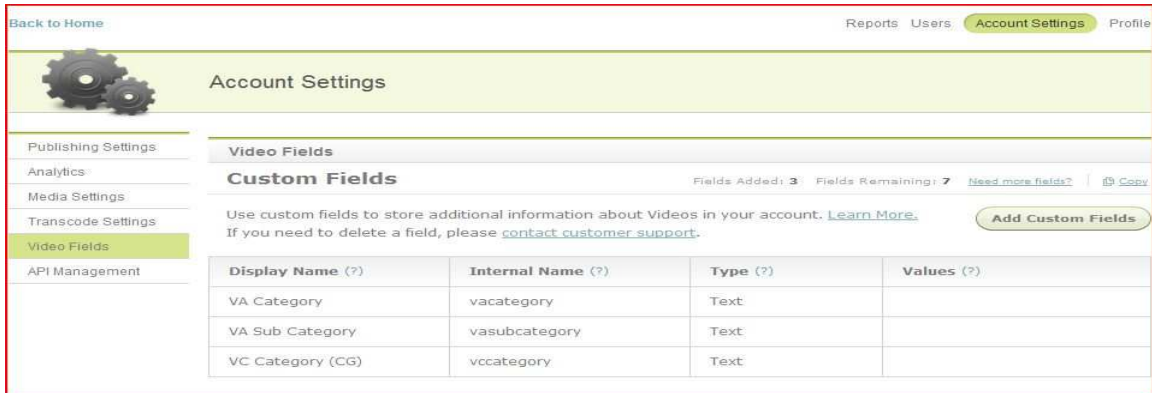
### Method Two – “Video Fields / Custom Fields”

This new Brightcove functionality uses a “tag / value” approach.

There are three sections to implementing. The first two sections are done once, and the third is done on a per video asset basis.

- a) First time use of this functionality requires the setup of the “tag” names in the “Video Fields” section. This can be found by going to the “Account Settings” section of Brightcove and selecting “Video Fields” from the right hand vertical selection bar. If you do not see the option then you will need to contact your Brightcove representative and have it enabled for your account.

Once in the “Video Fields” form you will see the “Custom Fields” section. In the screenshot below you can see three examples set up for Nielsen Video Census and Video Analytics. We suggest that you use the same **Internal Name** values as the example shown.



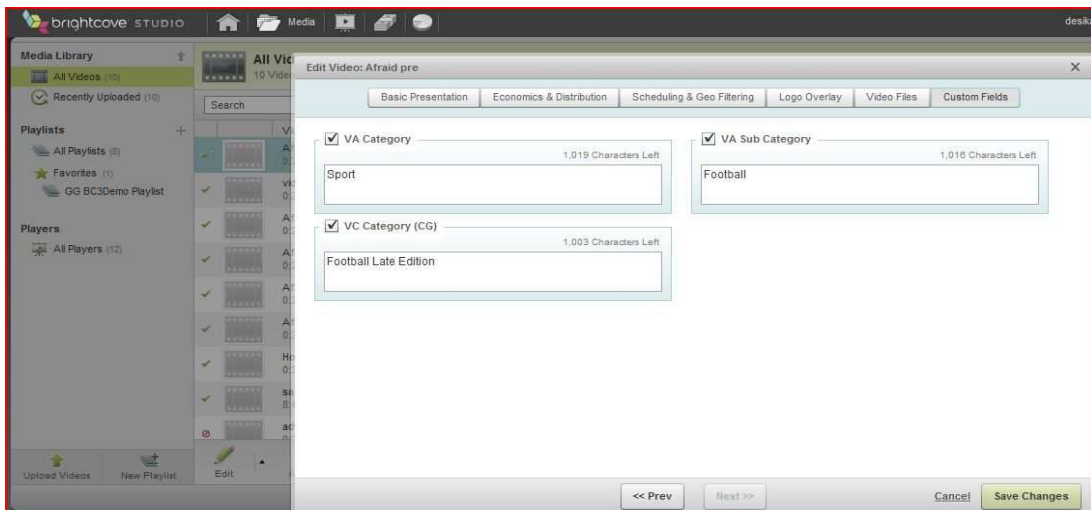
- b) Update the plugin to look to the Video Fields for the Video Census Category, Video Analytics Category and Video Analytics Subcategory.

Amend the plugin defined in step 3 to the following based on the appropriate values that you defined for the **internal name** field in step (a). In this example you see it references vacategory, vasubcategory, and censuscategory as the **internal names**

<http://secure-us.imrworldwide.com/novms/bc/3/ggpl303.swf?clientid=X&vcid=Y&category=vacategory&subcategory=vasubcategory&censuscategory=vccategory>

- c) For each video defined (“Media”), the “Custom Fields” entries should be populated with the appropriate meta-data for that video.

Here is an example:



## Step 6:

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.

See following example:

The screenshot shows the Brightcove Studio interface. On the left, there is a sidebar with 'Players' and 'All Players (15)'. The main area displays a table of video players. The 'GG BC3 Demo Player' is selected, and its details are shown in a pane on the right. The 'Player ID' field in the details pane is circled in red.

Players	Last Updated	Player ID
gg3pte Video Player 486x412px	Jul 20 2010, 5:32PM	32551333001
<b>GG BC3 Demo Player</b> Compact Tabbed Navigation 3.0 798x603px	Jul 20 2010, 5:24PM	3837922001
kg_localPlayer Chromeless Video Player 480x270px	Jul 20 2010, 4:52PM	89564522001
quickPlayer Chromeless Video Player 480x270px	May 27 2010, 8:06PM	87731341001
bc4Test_foxPlugin Chromeless Video Player with Tabbed Playlists. 960x445px	Apr 18 2010, 1:50AM	78604994001
kg_c3_ad Compact Tabbed Navigation 3.0 798x603px	Apr 16 2010, 3:16AM	25969110001
gg3mid player Video Player 486x412px	Feb 17 2010, 12:16PM	32705016001
GGbc4 with Playlist and ads Compact Tabbed Navigation 3.0	Feb 14 2010, 5:12PM	66497915001

GG BC3 Demo Player  
Last Updated Jul 20 2010, 5:24PM

Player ID 3837922001  
Status Active