

## Video Census Sample Integration With Brightcove 5 for Market Intelligence

**Brightcove 5 Video Player** 

### **BRIGHTCOVE 5 VIDEO PLAYER INTEGRATION (VIDEO CENSUS)**

### Introduction

This document describes steps for integrating Brightcove 5 Video Player with Nielsen's Video Census Beacon library for Market Intelligence. Once you have completed the exercise in this document, your Brightcove Player will be able to fire Nielsen Video Census beacon along with all required parameter values required by Nielsen Video Cenus Measurement as well as Market Intelligence. These values include CI, C6, TL, CG, PG, CC, RND, OU, SD, DU along with dav0, dav1, & dav2 calls.

#### **Prerequisites and Assumptions**

Knowledge of ActionScript 3, Flash, and Brightcove 5 Video Player.

Prerequisite reading:

1. Brightcove 5 Integration Guide -

http://www.nielsenonlinesupport.com/clientsupport/forms/Brightcove%205%20Integration.pdf

2. Video Census Integration Guide -

http://www.nielsenonlinesupport.com/clientsupport/forms/VideoCensus\_Tagging\_QuickStartGuide.pdf

3. Market Intelligence OU Guidelines -

http://www.nielsenonlinesupport.com/clientsupport/forms/mi\_ou\_guidelines.pdf

#### Sample Link

The following is an example link of VC/Brightcove 5 Implementation:

http://www.nielsenonlinesupport.com/clientsupport/player\_example/brightcove5\_vc\_mi/nielsenbrightcove 5.html



VideoCensus Test



#### **Tutorial & Example (Video Census with Brightcove Video Player)**

In this section you will find a basic example of the implementation section detailed previously, plus how to pass video meta-data to the API. Please amend references to <u>http://secure-us.imrworldwide.com</u> to your local Nielsen collection node.

\*NOTE\* "nielsenonlinesupport.com" is not a production environment. Please <u>COPY</u> the example code and <u>CHANGE</u> the location settings to your local/staging/production environment.

#### TUTORIAL FILES TO DOWNLOAD→

http://www.nielsenonlinesupport.com/clientsupport/player example/brightcove5 vc mi/brightcove5 vc m i.zip



Please extract the zip file. Files you will be working with are:

nielsenbrightcove5.html – Brightcove Player (HTML Embedded) page
nielsenbrightcove5.fla – Flash file needed to publish your .swf plug-in
nielsenbrightcove5.swf – Plug-in needed to be insert into your Brightcove Player
nielsenbrightcove5.as – Action Script file that generate the events behavior, beacon call, & initialization



- 1. Open your Action Script file: nielsenbrightcove5.as.
- 2. If you scroll down, you will then see the function that is created to capture the "ou" value. The function will first check to see if there's a custom field value pass along by Brightcove. If not, then it will grab the current page URL as the "ou" value instead.



**Note:** To learn more about how to set custom fields in Brightcove, please go to page 6 of the following document: <u>http://www.nielsenonlinesupport.com/clientsupport/forms/Brightcove%205%20Integration.pdf</u>

 Continue on, you will see the call, which sends dav0 (Beginning of the video), dav2 (End of the Video) & dav1 (Periodic Ping: every 30 secs) to ensure accuracy of high point watermarking for Market Intelligence.

	switch (eventName)
	Eiros (day0) to indicate start of video
	case EVENT_VIDEO_START:
	<pre>streamname = _bcPlayer.getVideo(videoId).displayName; //Captures Video Name</pre>
	action = "http://secure-" + _scSF + ".imrworldwide.com/cgi-bin/m?ci=" + _scCI + "&tl=dav0-" + escape(
	<pre>streamname) + "sc6=" + _sc6 + "ssd=" + sd + "scg=" + escape(_scCG) + "spg=" + escape(_scPG) + "sou=" + OUVALUE + "scc=1srnd=" +</pre>
	(Math.ceil(Math.random()*10000000));
	break;
	Fires 'dav0' to indicate end of video
104	case EVENT_VIDEO_COMPLETED:
	<pre>var getduration:Number = _bcVideo.getVideoDuration();</pre>
106	<pre>var du:Number = Math.round(getduration);</pre>
	action = "http://secure-" + _scSF + ".imrworldwide.com/cgi-bin/m?ci=" + _scCI + "stl=dav2-" + escape(
	<pre>streamname) + "sdu=" + du + "sc6=" + _scC6 + "scg=" + escape(_scCG) + "spg=" + escape(_scPG) + "scc=1srnd=" + (Math.ceil(</pre>
	Math.random()*10000000));
108	mVideoCompleted=true;
109	break; Fires 'dav1' for periodic ping
10	
111	case EVENT_VIDEO_UPDATE:
12	<pre>var getduration:Number = _bcVideo.getVideoDuration();</pre>
13	<pre>var du:Number = Math.round(getduration);</pre>
114	<pre>var po:Number = Math.round(_bcVideo.getVideoPosition());</pre>
115	action = "http://secure-" + _scSF + ".imrworldwide.com/cgi-bin/m?ci=" + _scCI + "&tl=dav1-" + escape(
	streamname) + "spo=" + po + "sdu=" + du + "sc6=" + _scC6 + "scg=" + escape(_scCG) + "spg=" + escape(_scPG) + "sou=" + OUVALUE +
	"scc=lsrnd=" + (Math.ceil(Math.random()*10000000));
16	break;
.17	



4. Save your work. Then open your nielsenbrightcove5.fla flash file in Flash. Then Publish.



- 5. Now you should see a new swf file generated: **nielsenbrightcove5.swf** Upload this file to the location of which you will ask Brightcove video player to point to as a plug-in.
- 6. Now go to your Brightcove account and login. Once you logged in, go to the **Publishing** tab.
- 7. Now you should click on the player that you would like to assign the plug-in to. Then hit Settings.

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	All Players 10 Players			
Search	Players Q			Video Census Player with Brightcove 5 fo
	Players	Last Updated 🛛 🔻	Player ID	Last Updated Aug 25 2011, 12:21PM
✓ 👳	Video Census Player with Brightcove 5 fo Chromeless Video Player with Tabbed Playlists 960x445px	Aug 25 2011, 12:21PM	1128802975001	
✓ 🐺	VC Test Player with Brightcove 5 Chromeless Video Player with Tabbed Playlists 960x445px	Aug 25 2011, 11:47AM	1094653029001	
✓ 🐺	VA Test Player Chromeless Video Player with Tabbed Playlists 960x445px	Aug 5 2011, 1:28PM	672157911001	Player ID 1128802975001
✓ 🗼	VA Implementation Single Video (Kenny) Chromeless Video Player 480x270px	Dec 2 2010, 1:08PM	659636020001	Template Chromeless Video Player with
✓ 🐺	VA Implementation with Playlist (Kenny) Chromeless Video Player with Tabbed Playlists 960x445p	Dec 2 2010, 1:08PM	659334588001	
- TR	UK Test	Nov 4 2010, 11:02AM	659647517001	Hosting Options Hosted on: Brightcove URL
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Setting	is Styles Duplicate Activate	Deactivate Dele	te Preview	Get Code



8. Select the plug-in tab, and enter the URL location of the swf file that you previously generated in step 5. Also, you will need to initialize your Client ID (CI & C6 value), Country Code (sfcode) & any additional parameter values that you would like to pass along, at the end of the URL.

For example:

http://www.nielsenonlinesupport.com/clientsupport/player\_example/brightcove5\_vc\_mi/nielsenbrightcove5.swf?ci=us-123456&c6=vc,c01&cg=drama&sfcode=us

Edit Settings: Video Censu	s Player with Brightcove 5 for MI
Edit Settings: Video	Census Player with Brightcove 5 for MI
Global	Custom Plug-Ins
Availability	Provide URLs to your analytics or custom plug-in SWF
Language Options	Type a URL to add it to the list below T+ Add
Plug-Ins	URLS
Video Player	http://www.nielsenonlinesupport.com/clientsupp
Video List	

- 9. Then Click Preview. Open your Httpfox and test your player.
- 10. Here's the example link once again.

http://www.nielsenonlinesupport.com/clientsupport/player\_example/brightcove5\_vc\_mi/nielsenbrightcove 5.html

# nielsen



VideoCensus Test

🕨 Start 🙆 Stop 💥 Clear I 🔍 imr 🛛 🗹 Autoscroll									
Started	Time	Sent	Received	Method	Result	Туре	URL E		
00:00:02.368	0.135	551	238	GET	200	image/gif	http://secure-us.imrwom&cc=1&rnd=62474645		
						Nielsen V	Video Census Beacon		
Headers Coo	kies Query Str	ing POST D	Data Conter	it					

Parameter	Value	
ci	us-123456	
tl	dav0-VideoCensus <u>Te</u> st	
сб	vc,c01	
sd	332 dav0 call signals the beginning of the	e video 😑
cg	drama	
pg	null	
ou	http://nielsen-test.com	
cc	1	-

# nielsen

	Start 👔	🜖 Stop	o 💢 Clear	r I 🔍 imr			/ Autoscr	oll		
Sta	arted		Time	Sent	Received	Method	Result	Туре	URL	
00:	00:24.9	78	0.130	550	238	GET	200	image/gif	http://secure-us.imr	wcom&cc=1&rnd=2061939
00:	00:32.1	57	0.043	556	238	GET	200	image/gif	http://secure-us.imr	wom&cc=1&rnd=46623049
									1	
Hea	aders C	ookies	Query St	tring POST D	ata Conter	nt				
F	Parame	ter		Value						
c t	zi :I			us-1234 dav1-Vie	56 deoCensus 1	[est		dav1	call "Periodic Ping"	<u>^</u>
p	00			7						
d	du			332						=
c	:6			vc,c01						
c	g			drama						
p	og			null						
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🕨 Start 🙆 Stop	🗙 Clear 🔍	imr		Autoscro	oll				
Started	Time	Sent Re	eceived Method	d Result	Туре	URL			
00:00:32.167	0.043	556	238 GET	200	image/gif	http://secure-us.imrm&cc=1&rnd=46623049			
00:02:10.461	0.083	558	238 GET	200	image/gif	http://secure-us.imrm&cc=1&rnd=50428797			
00:02:12.673	0.078	558	238 GET	200	image/gif	http://secure-us.imrm&cc=1&rnd=70008062			
00:02:13.813	0.083	524	238 GET	200	image/gif	http://ecure-us.imrll&cc=1&rnd=95240824			
00:02:14.100	0.094	624	238 GET	200	image/gif	http://secure-us.imrl&cc=1&rnd=35174753			
Headers Cookies	Query String	POST Data	Content		,				
Parameter		Value			dav2 c	call signals and of the video			
ci		us-123456 dav2-VideoCensus Test							
tl									
du		332							
c6		vc,c01							
cg		drama							
pg		null							
cc		1							
rnd		95240824							

\***Note**\* The first video from the example link will use the custom field value as the "ou" variable. In this case, it will be <u>http://nielsen-test.com</u>. For the second video, it will capture the existing URL, given there's no custom field value set for that particular video clip. The "ou" value is set to <u>https://console.brightcove.com/services/preview/bcpid1128802975001</u>