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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/nielsenbrightcove5.html
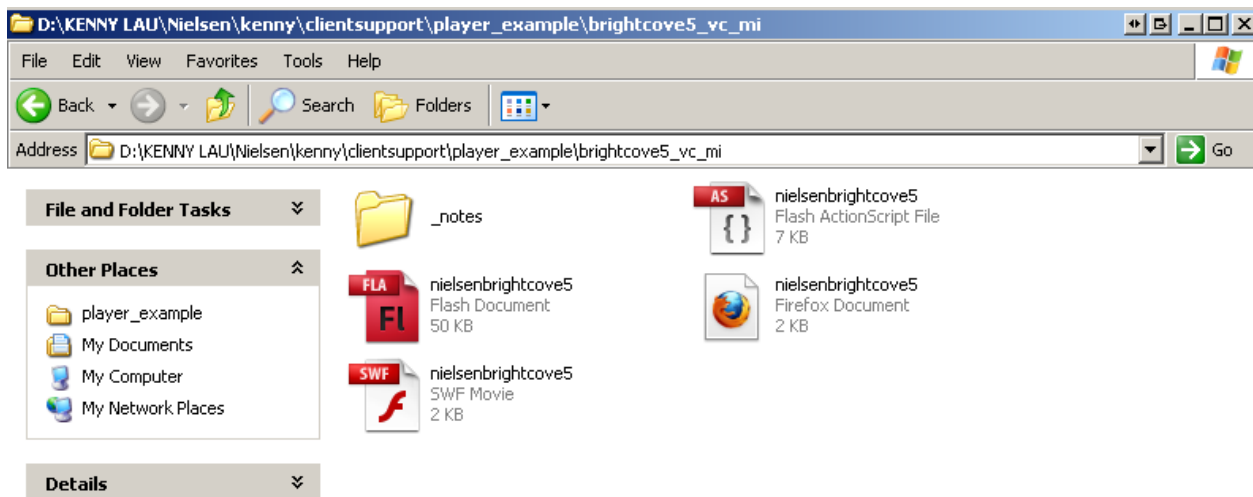

VideoCensus Test

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 http://secure-us.imrworldwide.com to your local Nielsen collection node.

NOTE "nielsenonlinesupport.com" is not a production environment. Please COPY the example code and CHANGE 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_mi.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.

```
72    var OUVALUE:String =myquerystring.ou;              //Passing OU value for MI
73    var _ldrparams = root.loaderInfo.parameters;
74    var curVid:Object = _bcVideo.getCurrentVideo();
75    if(curVid.customFields["ou"])
76        _ldrparams["ou"] = curVid.customFields["ou"];
77    if (_ldrparams["ou"] == null || _ldrparams["ou"].length <= 0)
78    {
79        if(!OUVALUE && ExternalInterface.available)
80            OUVALUE = ExternalInterface.call("function(){return window.location.href}");
81    }
82    else
83        OUVALUE =_ldrparams["ou"];
```

Grab the current page URL

Take custom field value, set by Brightcove.

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

3. 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.

```
96
97         switch (eventName)
98         {
99             case EVENT_VIDEO_START:                     Fires 'dav0' to indicate start of video
100                streamname = _bcPlayer.getVideo(videoId).displayName; //Captures Video Name
101                action = "http://secure-" + _scSF + ".imrworldwide.com/cgi-bin/m?ci=" + _scCI + "&tl=dav0-" + escape(
    streamname) + "&c6=" + _scC6 + "&sd=" + sd + "&cg=" + escape(_scCG) + "&pg=" + escape(_scPG) + "&ou=" + OUVALUE + "&cc=1&rnd=" +
    (Math.ceil(Math.random()*100000000));
102                break;
103                                                        Fires 'dav0' to indicate end of video
104             case EVENT_VIDEO_COMPLETED:
105                var getduration:Number = _bcVideo.getVideoDuration();
106                var du:Number = Math.round(getduration);
107                action = "http://secure-" + _scSF + ".imrworldwide.com/cgi-bin/m?ci=" + _scCI + "&tl=dav2-" + escape(
    streamname) + "&du=" + du + "&c6=" + _scC6 + "&cg=" + escape(_scCG) + "&pg=" + escape(_scPG) + "&cc=1&rnd=" + (Math.ceil(
    Math.random()*100000000));
108                mVideoCompleted=true;
109                break;
110                                                        Fires 'dav1' for periodic ping
111             case EVENT_VIDEO_UPDATE:
112                var getduration:Number = _bcVideo.getVideoDuration();
113                var du:Number = Math.round(getduration);
114                var po:Number = Math.round(_bcVideo.getVideoPosition());
115                action = "http://secure-" + _scSF + ".imrworldwide.com/cgi-bin/m?ci=" + _scCI + "&tl=dav1-" + escape(
    streamname) + "&po=" + po + "&du=" + du + "&c6=" + _scC6 + "&cg=" + escape(_scCG) + "&pg=" + escape(_scPG) + "&ou=" + OUVALUE +
    "&cc=1&rnd=" + (Math.ceil(Math.random()*100000000));
116                break;
117         }
```
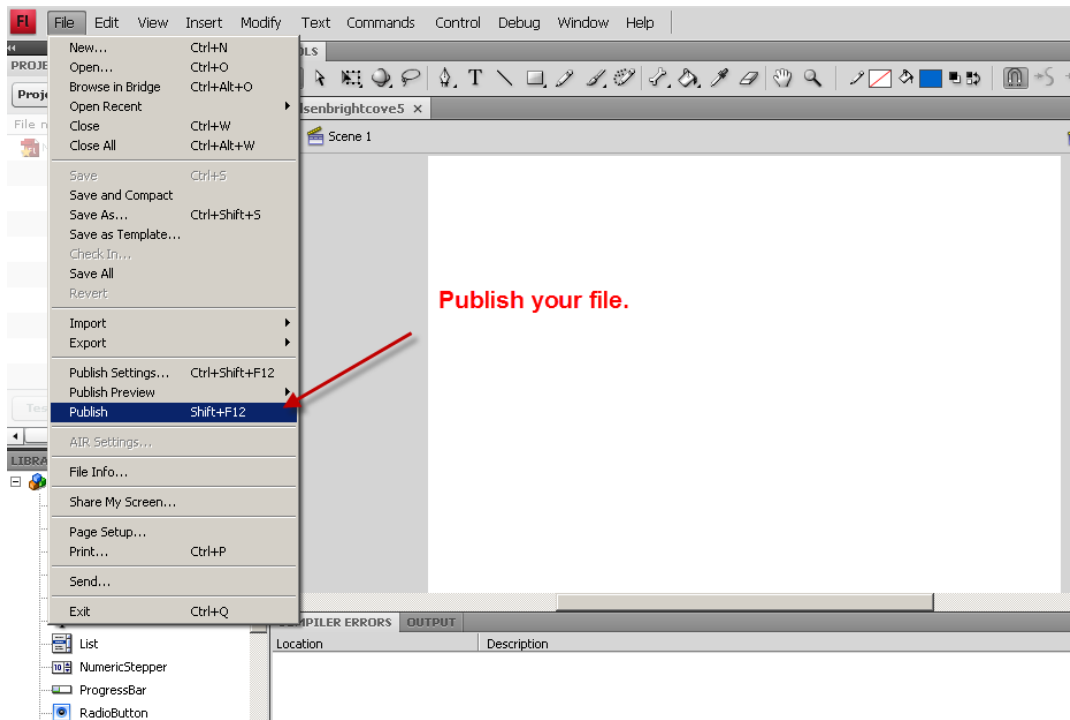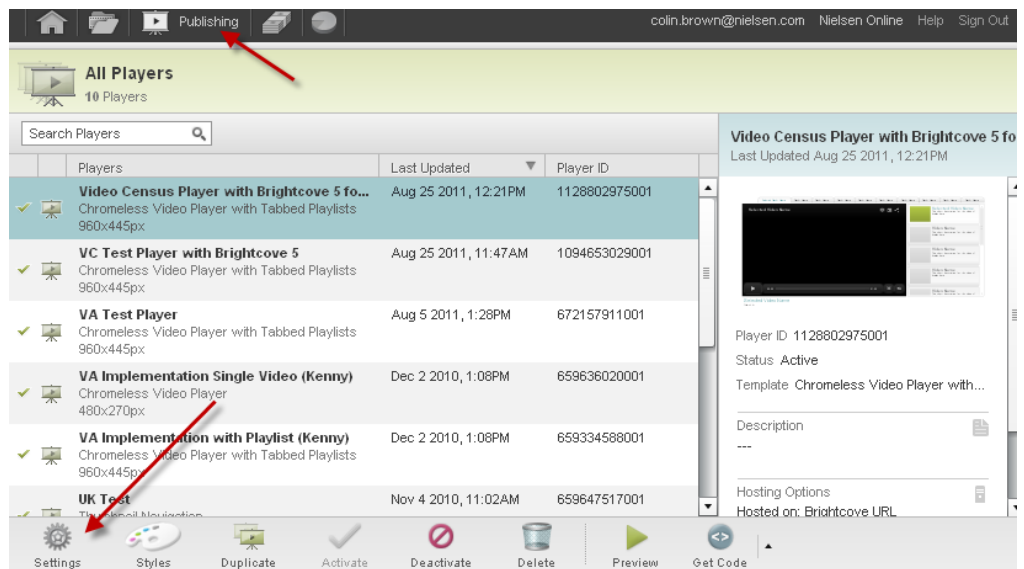
4. Save your work. Then open your **nielsenbrightcove5.fla** flash file in Flash. Then **Publish**.
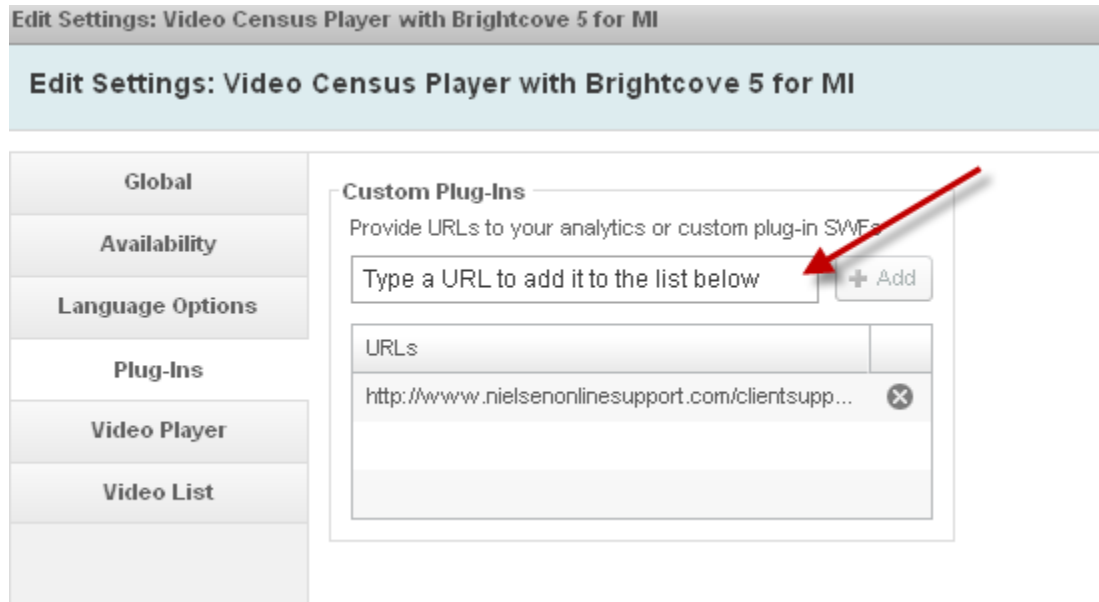

5. Now you should see a new swf file generated: **nielsenbrightcove5.swf** Upload this file to the location of which you will ask Brightcove video player to point to as a plug-in.

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**.

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**

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/nielsenbrightcove5.html

VideoCensus Test

Nielsen Video Census Beacon

dav0 call signals the beginning of the video

dav1 call "Periodic Ping"

dav2 call signals end of the video

Note The first video from the example link will use the custom field value as the "ou" variable. In this case, it will be http://nielsen-test.com. 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 https://console.brightcove.com/services/preview/bcpid1128802975001