

# **Video Market Intelligence**

## **Guidelines & Instructions:**

**Ownership URL (OU) Value for Video MI**

## Revision History

Date	Version	Description	Author
14/06/11	0.8	Basic Document	Goran Fak
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## Aim:

To have a consistent structure to the OU value that will be used in Video Market Intelligence that will provide sufficient information to report on Brand, Categories and Syndicated content if applicable.

## The Ownership URL (OU) Variable:

The key functionality of the OU value is to provide a URL that will provide the ability to pass to the Nielsen MI servers all the required data points needed to accurately report on streams in Video MI.

Video Market Intelligence (Video MI) is a competitive ranking tool based on tagging videos. It independently and transparently ranks Australian Videos and Video sites on an even playing field. The Market Intelligence methodology is based on collecting data by URLs that enter the system via the Nielsen video tags. For this to be successful, the OU variable must be implemented as detailed in this document.

## Preferred Methodology:

To have an OU value with a specifically defined structure sent to the Nielsen server upon view of any stream.

## Core Requirements:

The OU value sent to the Nielsen Online server must contain:

- The domain of the site where the stream is played in a URL format.
- The Video Type
- The “Category” (NV) or Brand (MI) of the stream (if applicable)
- The “Sub-category” (NV) or Category (MI) of the stream.
- The Video title of the stream.
- A query string (optional) indicating the Syndicated Publisher name.

OU Example:

```
http://www.yoursite.com.au/video-type/primary-category/sub-category/video-title?synd=syndicated-publisher
```

## Summary of the key Video-MI guidelines:

- Video MI categories will follow MarketView definitions (as used in NetView)
- Video MI will NOT include video advertisements or “live streaming” video in reports
- All variables in the OU must be in lowercase
- Only standard characters must be used. Non-standard characters such as “&” and “\_” cannot be included into the system.
- The OU value must be a continuous string with no blank spaces “ ” within it.

**Note:** For further information on the setup of Video Market Intelligence, please refer to the latest copy of the Video Market Intelligence Guidelines. Please ask your Account Manager for a copy.

### Important Note:

To ensure that the implementation of the video code and the OU variable within Video MI is correct, it is essential that:

- Clients contact the Client Support Team to request the appropriate Video Analytics/ Video MI code and instructions, as well as deciding on OU values and categories of streams.
- Clients will need to consult with their Account Manager to ensure that the OU variable follows the guidelines.
- Clients must not change their OU implementation after their initial setup, unless communicated with and agreed to by their Account Manager. Any changes to the variable may cause an issue with the data collection in Video MI.
- Nielsen is the final arbiter for categories and inclusions.

## OU Coding Guidelines:

The structure for the OU value takes the form of a URL string, as in the following example:

BRAND:	VIDEO TYPE	VIDEO CATEGORIES	TITLE	SYNDICATED PUBLISHER
http://www.yoursite.com.au/	video-type/	primary-category/sub-category	/video-title	?synd=syndicated-publisher

- Brand of the site/domain playing the video stream = http://www.yoursite.com.au/ (Brand = Your Site/Brand)
- The type of Video being played, which must be one of the following.
  - “**video**” – for a standard video
  - “**video-ad**” – for a pre, mid or post-roll advertisement
  - “**video-stream**” – for a “live streaming” video
- Primary category which **MUST** be included = “primary-category”
- Sub-category or secondary category = “sub-category” (if there is no sub-category OR secondary category, this slot should be filled with “general”).
- The video Title must be included.

- Optional syndicated publisher if streams are played across multiple sites and the original publisher wants to track the total reach = “?synd=syndicated-publisher” (if not required this portion can be removed and ignored)
- See Appendix A for additional examples of OU value strings

**PLEASE NOTE:** The Video Type must be specified in the OU variable. Video MI does not support “video-ad” and “video-stream” data types. These streams must be identified in the OU variable and excluded as invalid “video” data.

## Implementation Instructions:

Implementing and using Video Analytics/Video MI code requires significant planning in close coordination with your Account Manager as well as additional QA steps to ensure that the content is tracking and reporting correctly. The entire process takes approximately 4 weeks.

## Appendix A:

### Examples of OU value Strings:

#### **Standard Video Example:**

- <http://www.site.com.au/video/entertainment/news/video-title>

#### **Standard Video Example (with no sub-category):**

- <http://www.site.com.au/video/news/video-title>

#### **Syndicated Video Content Example:**

- <http://www.site.com.au/video/lifestyle/health/video-title?synd=Other-Health-Site>
- <http://www.site.com.au/video/lifestyle/health/video-title?synd=http://www.health-site.com.au>

#### **Live Streaming Video Example (Excluded from Video MI):**

- <http://www.site.com.au/video-stream/sports/formula1/video-title>

#### **Video Advertisement Example (Excluded from Video MI):**

- <http://www.site.com.au/video-ad/entertainment/news/video-title>