

thePlatform PDK4 INTEGRATION

Overview

Nielsen has pre-integrated their video analytics API (combined beacon) for thePlatform PDK4 . Video information and user interactions with the video are collected by a Video Analytics plug-in for thePlatform media player.

Integration Requirements

Integrating the Nielsen combined beacon with thePlatform is as simple as adding a single line of <script> to the web page settings immediately before the invocation of thePlatform video player.

Nielsen will automatically start to receive video player event data when a viewer interacts with the thePlatform video player.

thePlatform 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 thePlatform video player tagging data (video information) and player interactions (play, pause, rewind, volume up, etc.) to the Nielsen data warehouse.

The following instructions detail the process of configuring your thePlatform 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.

Basic Setup

The basic configuration consists of a single line of <script> added to the web page/site hosting thePlatform video player.

```
so.addVariable("player.pluginGlanceGuide","type=tracking|URL=http://secure-us.imrworldwide.com/novms/tp/3/ggtp390.swf|clientid=Y|vcid=Z");
```

Replace the XX with your Nielsen country code, Y with the *clientid* and Z with the *vcid* supplied to you by Nielsen account representative:

```
so.addVariable("player.pluginGlanceGuide","type=tracking|URL=http://secure-us.imrworldwide.com/novms/tp/3/ggtp390.swf|clientid=us-123456|vcid=c01");
```

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:

```
so.addVariable("player.pluginGlanceGuide","type=tracking|URL=http://secure-uk.imrworldwide.com/novms/tp/3/ggtp390.swf|clientid=uk-123456|vcid=c01|sfcode=uk");
```

Click on Save Changes when you are done.

Additional Setup

In addition to the above, you can optionally specify some categorization sources for population against every video stream captured.

Video Analytics supports two levels of hierarchical categorization; category and subcategory.

The defined collection point within thePlatform for category, subcategory and/or Video Census CG (“client defined”) will change depending on the individual publisher’s thePlatform setup.

Replace the A and B in “|category=A|subcategory=B|censuscategory=C” with the appropriate “offset” position:

```
so.addVariable("player.pluginGlanceGuide","type=tracking|URL=http://secure-us.imrworldwide.com/novms/tp/3/ggtp390.swf|clientid=us-123456|vcid=c01|category=1|subcategory=2|censuscategory=0);
```

Click on Save Changes when you are done.

Example

```
</script>
<div id="slideshow_main_68_div">Please update your flash player to view this
element</div>
<script type="text/javascript">

var swfPath = "/common/global_flash/slideshow/cp.swf";//slideshow swfpath
var id      = "slideshow_main_68"; // html flash object embed id
var width   = "666";              // slideshow width
var height  = "420";              // slideshow height
var bgColor = "#c8c8c8";          // slideshow html background color
```

```
var so          = new SWFObject(swfPath, id, width, height, "9", bgColor);

tpRegisterID("player");
var prefs = new Object(); prefs.minBitrate = 0; prefs.maxBitrate = 1149000;
tpController.setBandwidthPreferences(prefs);
so.addParam("allowfullscreen", "true");
so.addParam("wmode", "opaque");
so.addVariable("xmlUrl",
"/common/dynrss/dynrss_3716_landing_.rss?display_style=manual&include_video=1
");          // path to the xml)
so.addParam("menu", "false");
so.addVariable("player.ID", "player");
so.addVariable("player.logLevel", "warn");
so.addVariable("player.autoPlay", "false");
// Omniture
so.addVariable("player.emailServiceUrl", "");

// Nielsen
so.addVariable("player.pluginNielsen", "type=tracking|URL=http://secure-
us.imrworldwide.com/novms/tp/3/ggtp390.swf|clientid=us-
123456|vcid=c01|censuscategory=1|category=1|subcategory=0|prod=vc");

so.write("slideshow_main_68_div"); // write the swf into html

</script>
```