



Video Analytics Must-Have Quick Sheet

Appendix A: Video Analytics ggPM Functions / Tracked Events

Func. Code	Type	Param1	Param2	Param3	Param4
1	Load Player	Containing page URL	Referring Page URL; optional, default null		
2	Unload Player				
3	Load Video	URL of Video that identifies .flv or stream	Video Type: "content","preroll","midroll","postroll" (can also be passed in the Videoinfo xml string as <vidtype>value</vidtype>)	Videoinfo xml string Chapter Number	set to "1" for single clip videos
4	Unload Video	Current Position in secs; optional	Video Type same as matching Load Video; optional		
5	Play video	Current Position in secs			
6	Pause Video	Current Position in secs			
7	Stop	Current Position in secs			
8	Seek (fwd or rewind)	Current Position in secs	New Position in secs		
9	Mute	0 or 1 ("true" or "false" is also acceptable)			
10	Full screen	0 or 1 ("true" or "false" is also acceptable)			
11	setVolume	Number (0 - 100)			
12	Download				
13	Load Overlay	Current Position in secs	URL of overlay SWF or image		
14	Unload Overlay	Current Position in secs			
15	Load and Play Video	URL of Video that identifies .flv or stream	Video Type: "content","preroll","midroll","postroll" (can also be passed in the Videoinfo xml string as <vidtype>value</vidtype>)	Videoinfo xml string Chapter Number	set to "1" for single clip videos
16	ClickURL (instream)	URL of advertiser or other link			
17	Email Video Link	URL of Video			
18	Bookmark Link	URL of Video			
19	Comment	URL of Video			
20	Publish	URL of Video			
21	Interact	URL in overlay	Type (number 1 to 255)		
22	ClickURL (external)	URL of advertiser			
23	Rate	Value (Number 1 to 5)			
24	StreamStartDelay	Time spent buffering before play started (in	CDN Name; optional	Bandwidth (number, optional)	

		milliseconds)			
25	StreamBuffer	Number of buffering events	Total buffering time in milliseconds	Max value of a single buffering event in milliseconds	
26	StreamFailure	Number of failure events			
49	Playing (periodic play position update)	Current position in secs			
50	GGStatus				
51	setPageURL	URL of HTML page that contains the player	URL of Referring Page; Optional		

Appendix B: VideoInfo (Meta-Data)

Meta-data Identifier	Required?	Description
<length>	Y	Number that contains the length of the video in seconds
<uurl>	N	Logical URL that uniquely identifies the video asset. For example, it can be the URL of the web page where the video can be individually seen
<category>	N (<i>but strongly recommended</i>)	Category of the video content (e.g. The Simpsons) or ad.
<subcategory>	N (<i>but strongly recommended</i>)	Note: if you leave this value blank, but specify <category> then the value in <category> is populated in <subcategory>
<title>	Y (<i>if <title> cannot be supplied then you will need to populate the <uurl> tag – see above</i>)	Subcategory of the video content (e.g. Season 20) or ad
<imgurl>	N	Title of video (e.g. Mypods and Boomsticks)
<noskip>	N	Note: also used by VideoCensus
<category>	N	URL of thumbnail image
<vidtype>	N	True or false; if the video is ad, can it be skipped?
<iagcategory>	N	Customer-defined “category” (“cg” parameter) for VideoCensus client defined entity reporting.
<pd>	N	“content”, “preroll”, “midroll”, “postroll”. If no value is specified then “content” is assumed.
<oad>	Y (if tagging for IAG)	Value passed to IAG product if enabled. If no value is specified then the value from <category> is used.

Appendix C: IAG (Meta-Data)

Meta-data Identifier	Required for Content?	Required for Ads?	Field Definition	Default Rules	Override Variable
sid	Y	Y	Source ID	Customer specific. Provided by IAG at start of implementation.	Not applicable
tfid	Y	Y	Tag format ID	Customer specific. Provided by IAG at start of implementation.	Not applicable
bcr	Y	Y	Broadcaster or Client	Auto-generated from Video Census clientid (CI)	None
pgm	Y	Y	Program – this should be the name of the program being played, or the name of the program the ad is included in.	Auto-generated from Video Analytics <category> if specified. Can be explicitly populated via <iagcategory>	<iag_pgm>
epi	Y	Y	Episode – this should be the name of the episode being played, or the name of the episode the ad is included in. This field should also contain an indicator for short form vs long form content. (sf or lf) Example: <episode name> - lf	Auto-generated from <title> (Video Census TL)	<iag_epi>
seg	Y	Y	Segment - For content, this is the segment or chapter of the content. For ads, this is the segment or chapter that the ad precedes.	Auto-generated from Video Analytics chapter number – parameter 4 of event 3 or event 15.	<iag_seg>
cp	Y	Y	Content position-possible values are: soc (start of content), cep (content end point), cmp (content mid point)	Automatically generated	None

Quick Debug Menu

AS 3 Check List

call to library <http://secure-xx.imrworldwide.com/novms/gn/3/...>

AS 2 Check List

call to library <http://secure-xx.imrworldwide.com/novms/gn/2/...>

JS Check List

call to library <http://secure-xx.imrworldwide.com/novms/js/2/ggcmb353.js>

call to SWF object <http://secure-xx.imrworldwide.com/novms/js/2/swfobject.js>

call to swf paramters [http://secure-](http://secure-xx.imrworldwide.com/novms/js/2/ggswf302.js)

[xx.imrworldwide.com/novms/js/2/ggswf302.js](http://secure-xx.imrworldwide.com/novms/js/2/ggswf302.js)

Starts: (dav0)

tp=gg

tl=dav0_title

ci=clientID

c6=prod,vclID

cc=1

ou=URL

sd=number

Ends: (dav2)

tp=gg

tl=dav2_title

ci=clientID

c6=prod,vclID

cc=1

ou=URL

du=number

Mandatory decrypting info:

valid filename in parameter 2 of event 3 or 15

<length>

<title>

<censuscategory> for full episode players

Optional decrypting info:

<category>

<subcategory>

<vidtype>

<imgurl>

Player Events:

Player Pause (6)

Player Resume (5)

Player Seek Forward / Back (8)

Player Stop (7)

Player Mute (9) , 1=on 0=off

Player Volume Up/Down (11)

