



Adobe® Primetime

VideoHeartbeat SDK Guide for iOS - Version 1.5

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iOS Players

This guide describes how to add video heartbeat measurement to any video player that provides an Objective-C API.

Implementing video heartbeat requires that your video player provides an Objective-C API with the following:

- An API to subscribe to player events. The video heartbeat SDK requires that you call a set of simple functions as actions occur in your player.
- An API or class that provides player information, such as video name and playhead location. The video heartbeat SDK requires that you implement an interface that returns current video information.

Requirements

Integrating video heartbeat requires the following:

- Existing Analytics implementation.

These instructions assume that you have an existing implementation of AppMeasurement that is also using the Marketing Cloud Visitor ID Service. **On iOS these two components are bundled together in the AdobeMobileLibrary.** If you have not yet implemented Analytics or the Marketing Cloud Visitor ID Service, use the [Adobe Analytics Implementation Guide](#) and the [Marketing Cloud Visitor ID Service Guide](#) to get started.

- VideoHeartbeat library. Download instructions are in the next section of this guide.



Note: Make sure your Analytics implementation is configured to send data to a development report suite before you start development.

Example Implementations

An example is available in the `samples` folder that is included with the Video Heartbeat library.

Implementation Process

Complete the steps in the following sections to add video heartbeat tracking to your player.

Download the VideoHeartbeat Library

The VideoHeartbeat library is distributed using a public Github repository.

1. Browse to [Adobe Github Video Heartbeat](#) and download the latest release for your platform.
2. Extract the zip, and copy the video heartbeat library to a location accessible to your project.
3. Save the `samples` folder to a location where the sample project can be reviewed and tested.

Configure AdobeMobileLibrary

AdobeMobileLibrary bundles the *AppMeasurement library* and *Marketing Cloud visitor ID service* components for mobile applications. The VideoHeartbeat library uses these components to send calls to Adobe Analytics. The standard *Analytics Variables* are all available.

You must configure the AdobeMobileLibrary, using the JSON file described below.

Configure the AdobeMobileLibrary in the JSON config file included with your Adobe Mobile SDK. The following sample config file includes settings that you must obtain from your Adobe representative. These settings include the RSID, tracking-server URL, and Marketing Cloud visitor ID:

ADBMobileConfig.json:

```
{
  "version" : "1.0",
  "analytics" : {
    "rsids" : "<rsid>",
    "server" : "<tracking-server>",
    "charset" : "UTF-8",
    "ssl" : false,
    "offlineEnabled" : false,
    "lifecycleTimeout" : 30,
    "batchLimit" : 50,
    "privacyDefault" : "optedin",
    "poi" : []
  },
  "marketingCloud": {
    "org": "<marketing-cloud-org-id>"
  },
  "target" : {
    "clientCode" : "amsdk",
    "timeout" : 5
  },
  "audienceManager" : {
    "server" : ""
  }
}
```

Implement VideoPlayerPluginDelegate

The VideoPlayerPluginDelegate is used by the VideoHeartbeat library to get information about the currently playing video, ad, and chapter.



Note: This video player plugin delegate was previously named *PlayerDelegate* in version 1.4.

First, read [How VideoPlayerPluginDelegate Works](#) to understand the role of VideoPlayerPluginDelegate. Implementing this interface is where you will typically spend the majority of your implementation time.

To get started creating your own `VideoPlayerPluginDelegate` implementation, instantiate an `ADB_VHB_VideoPlayerPluginDelegate` object:

```
ADB_VHB_VideoPlayerPluginDelegate *vpPluginDelegate =
    [[CustomVideoPlayerPluginDelegate alloc] initWithPlayer:<my-player>];
```

Next, you need to define the functions that return information about your video and player:

```
@interface ADB_VHB_VideoPlayerPluginDelegate : NSObject

- (ADB_VHB_VideoInfo *) getVideoInfo;

- (ADB_VHB_AdBreakInfo *) getAdBreakInfo;

- (ADB_VHB_AdInfo *) getAdInfo;

- (ADB_VHB_ChapterInfo *) getChapterInfo;

- (ADB_VHB_QoSInfo *) getQoSInfo;

@end
```

With that framework in place, complete the rest of the sections in this doc to update these methods to return useful data from your player.

Video Information

The `getVideoInfo` method returns an `ADB_VHB_VideoInfo` object that contains details about the video player and the currently playing video. Before you can define this object, you'll need to use the API documentation provided by your player to find out how video information is retrieved.

To implement your custom `getVideoInfo` method, you'll need the following information:

Parameter	Required?	Description
playerName	Yes	The name of the video player that is playing back the main content
id	Yes	The ID of the video asset
name	No	The name of the video asset (opaque string value)
length	Yes	The duration (in seconds) of the video asset. If <code>streamType</code> is set to <code>vod</code> , return the length of the video. For other video types, return -1 as the length.
playhead	Yes	The current playhead location (in seconds) inside the video asset (excluding ad content) at the moment this method was called.
streamType	Yes	The type of the video asset.

After you have figured out how to get the required information, update your `getVideoInfo` method to return an `ADB_VHB_VideoInfo` object with the video information. How you populate each value is up to you, and varies based on your player.

Ad Break Information

Ad breaks provide insight as to when a particular ad was displayed. For example, if you have a pre-roll and a midpoint ad break, you can collect position data along with the specific ad data. If you have only one ad break, you can simply provide 1 for the position and leave the name blank.

Parameter	Required?	Description
playerName	Yes	The name of the video player responsible with playing back the current advertisement break.
name	No	The name of the ad-break.
position	Yes	The position (index) of the pod inside the main content (starting with 1).
startTime	No	The offset of the ad-break inside the main content (in seconds). Defaults to the playhead inside the main content at the moment of the <code>trackAdStart</code> call.

Ad Information

Ad information is retrieved using a similar process used to retrieve video information, except you return an `ADB_VHB_AdInfo` object instead with details about the currently playing video ad. Use the API documentation provided by your Ad vendor to determine the following:

Parameter	Required?	Description
id	Yes	The ID of the ad asset
length	Yes	The duration (in seconds) of the ad asset
position	Yes	The position (index) of the ad inside the parent ad-break (starting with 1)
name	No	The name of the ad asset (opaque string value)

After you have figured out how to get the required information, update the `getAdInfo` method to return an `ADB_VHB_AdInfo` object with the ad information.

Chapter Information

If you are tracking chapters, you'll need to coordinate the chapter information returned with each call you make to `trackChapterStart`. Since chapters are likely defined by you and not your video player, you'll need a way to retrieve chapter definitions to populate this object.

Parameter	Required?	Description
name	No	The name of the chapter (opaque string value)
length	Yes	The duration (in seconds) of the chapter
position	Yes	The position of the chapter inside the main content (starting from 1)
startTime	Yes	The offset inside the main content where the chapter starts

Update the `getChapterInfo` method to retrieve properties or call the required APIs.

The following is a sample video player plugin delegate:

```

-----
sample VideoPlayerPluginDelegate.h
-----

@class VideoPlayer;

@interface SampleVideoPlayerPluginDelegate : ADB_VHB_VideoPlayerPluginDelegate

```

```
- (instancetype)initWithPlayer:(VideoPlayer *)player NS_DESIGNATED_INITIALIZER;
@end

-----

sample VideoPlayerPluginDelegate.m
-----

@interface SampleVideoPlayerPluginDelegate ()
@property(strong, nonatomic) VideoPlayer *player;
@end

@implementation SampleVideoPlayerPluginDelegate
- (instancetype)initWithPlayer:(VideoPlayer *)player {
    self = [super init];
    if (self) {
        _player = player;
    }
    return self;
}
- (ADB_VHB_VideoInfo *)getVideoInfo {
    ADB_VHB_VideoInfo *videoInfo = [[ADB_VHB_VideoInfo alloc] init];
    videoInfo.id = self.player.videoId; // e.g. "vid123-a"
    videoInfo.name = self.player.videoName; // e.g. "My sample video"
    videoInfo.length = self.player.videoLength; // e.g. 240 seconds
    videoInfo.streamType = ADB_VHB_AssetType.ASSET_TYPE_VOD;
    videoInfo.playerName = self.player.name; // e.g. "Sample video player"
    videoInfo.playhead = self.player.currentPlayhead; // e.g. 115
    return videoInfo;
}
- (ADB_VHB_AdBreakInfo *)getAdBreakInfo {
    return nil; // no ads in this scenario
}
```

```

- (ADB_VHB_AdInfo *)getAdInfo {
    return nil; // no ads in this scenario
}

- (ADB_VHB_ChapterInfo *)getChapterInfo {
    return nil; // no chapters in this scenario
}

- (ADB_VHB_QoSInfo *)getQoSInfo {
    return nil; // no QoS information in this sample
}

@end

```

Attaching Custom Metadata

The VideoHeartbeat library provides support for custom metadata to be attached to the analytics calls. The relevant APIs for this functionality are defined on the `AdobeAnalyticsPlugin`:

```

@property(n nonatomic, copy) NSDictionary *videoMetadata;
@property(n nonatomic, copy) NSDictionary *adMetadata;
@property(n nonatomic, copy) NSDictionary *chapterMetadata;

```

The integration code may call these methods on the `AdobeAnalyticsPlugin` to set custom metadata for the video, the ad, and/or the chapter. Note that the metadata for the video will automatically be associated with the ads and chapters as well.

You need to set the metadata prior to calling the relevant `track...()` method on the `VideoPlayerPlugin`, as follows:

- Set the video metadata before calling `trackVideoLoad()`
- Set the ad metadata before calling `trackAdStart()`
- Set the chapter metadata before calling `trackChapterStart()`

This will ensure that the metadata is taken into consideration by the VideoHeartbeat library when processing the `track...()` call.

The code snippet below illustrates how to set custom metadata for video, ads and chapters:

```

// Before calling trackVideoLoad:
NSMutableDictionary *videoMetadata = [[NSMutableDictionary alloc] init];
[videoMetadata setObject:@"false" forKey:@"isUserLoggedIn"];
[videoMetadata setObject:@"Sample TV station" forKey:@"tvStation"];
[videoMetadata setObject:@"Sample programmer" forKey:@"programmer"];
_analyticsPlugin.videoMetadata = [videoMetadata dictionary];

// [...]

// Before calling trackAdStart:
NSMutableDictionary *adMetadata = [[NSMutableDictionary alloc] init];
[adMetadata setObject:@"Sample affiliate" forKey:@"affiliate"];
[adMetadata setObject:@"campaign" forKey:@"campaign"];
_analyticsPlugin.adMetadata = [adMetadata dictionary];
// [...]

// Before calling trackChapterStart:
NSMutableDictionary *chapterMetadata = [[NSMutableDictionary alloc] init];
[chapterMetadata setObject:@"Sample segment type" forKey:@"segmentType"];
_analyticsPlugin.chapterMetadata = [chapterMetadata dictionary];

```




Note: Clearing the custom metadata - The custom metadata set on the `AdobeAnalyticsPlugin` is persistent. It is not reset automatically by the VideoHeartbeat library. To clear the custom metadata, you can pass `nil` as the input argument for each of the `set...Metadata()` methods. For example, you should do this for ads and chapters once they are complete. Otherwise, the custom metadata will be applied to subsequent ads / chapters. It is your responsibility to ensure that the appropriate metadata is set before the `trackVideoLoad()` / `trackAdStart()` / `trackChapterStart()` call.

Configure the VideoHeartbeat library

After you [Implement `VideoPlayerPluginDelegate`](#), and optionally attach any of your own custom metadata, you are ready to add the VideoHeartbeat code to your project. Before you proceed, make sure you have the following:

- An instance of your custom `VideoPlayerPluginDelegate` object.
- A properly configured `ADBMobileConfig.json` file. ([Configure AdobeMobileLibrary](#))

The following code sample illustrates how to instantiate and configure the VideoHeartbeat components:

```
// Video Player plugin

ADB_VHB_VideoPlayerPluginDelegate *vpPluginDelegate =

    [[CustomVideoPlayerPluginDelegate alloc] initWithPlayer:<my-player>];

ADB_VHB_VideoPlayerPlugin *vpPlugin =

    [[ADB_VHB_VideoPlayerPlugin alloc] initWithDelegate:vpPluginDelegate];

ADB_VHB_VideoPlayerPluginConfig *vpPluginConfig =

    [[ADB_VHB_VideoPlayerPluginConfig alloc] init];

vpPluginConfig.debugLogging = YES; // set this to NO for production apps.

[vpPlugin configure:vpPluginConfig];


// Adobe Analytics plugin

ADB_VHB_AdobeAnalyticsPluginDelegate *aaPluginDelegate =

    [[CustomAdobeAnalyticsPluginDelegate alloc] init];

ADB_VHB_AdobeAnalyticsPlugin *aaPlugin =

    [[ADB_VHB_AdobeAnalyticsPlugin alloc] initWithDelegate:aaPluginDelegate];

ADB_VHB_AdobeAnalyticsPluginConfig *aaPluginConfig =

    [[ADB_VHB_AdobeAnalyticsPluginConfig alloc] init];

aaPluginConfig.channel = <syndication-channel>;

aaPluginConfig.debugLogging = YES; // set this to NO for production apps.

[aaPlugin configure:aaPluginConfig];


// Adobe Heartbeat plugin

ADB_VHB_AdobeHeartbeatPluginDelegate *ahPluginDelegate =

    [[CustomAdobeHeartbeatPluginDelegate alloc] init];
```

```

ADB_VHB_AdobeHeartbeatPlugin *ahPlugin =
    [[ADB_VHB_AdobeHeartbeatPlugin alloc] initWithDelegate:ahPluginDelegate];
ADB_VHB_AdobeHeartbeatPluginConfig *ahPluginConfig =
    [[ADB_VHB_AdobeHeartbeatPluginConfig alloc] initWithTrackingServer:<tracking-server>
    publisher:<publisher>];
ahPluginConfig.ovp = <online-video-platform-name>;
ahPluginConfig.sdk = <player-SDK-version>;
ahPluginConfig.debugLogging = YES; // set this to NO for production apps.
[ahPlugin configure:ahPluginConfig];

// Heartbeat
NSArray *plugins = @[vpPlugin, aaPlugin, ahPlugin];
ADB_VHB_HeartbeatDelegate *heartbeatDelegate =
    [[CustomHeartbeatDelegate alloc] init];
ADB_VHB_Heartbeat *heartbeat =
    [[ADB_VHB_Heartbeat alloc] initWithDelegate:heartbeatDelegate plugins:plugins];
ADB_VHB_HeartbeatConfig *heartbeatConfig =
    [[ADB_VHB_HeartbeatConfig alloc] init];
heartbeatConfig.debugLogging = YES; // set this to NO for production apps.
[heartbeat configure:heartbeatConfig];

```

The configuration of each of the VideoHeartbeat components follows the builder pattern:

- A configuration object is built
- The configuration object is passed as a parameter to the configure method of the component

The list below describes all the configuration parameters:

• VideoPlayerPlugin

- debugLogging: activates logging inside this plugin. Optional. Default value: **NO**

• AdobeAnalyticsPlugin

- channel: the name of the syndication channel. Optional. Default value: **the empty string**
- debugLogging: activates logging inside this plugin. Optional. Default value: **NO**

• AdobeHeartbeatPlugin

- **trackingServer**: the server to which all the heartbeat calls are sent. Mandatory. Use the value provided by your Adobe consultant.
- **publisher**: the name of the publisher. Mandatory. Use the value provided by your Adobe consultant.
- ovp: the name of the online video platform through which content gets distributed. Optional. Default value: **"unknown"**
- sdk: the version of the video player app/SDK. Optional. Default value: **"unknown"**
- debugLogging: activates logging inside this plugin. Optional. Default value: **NO**

• Heartbeat

- `debugLogging`: activates logging within the core Heartbeat component. Optional. Default value: **NO**



Note: Setting the `debugLogging` flag to YES on any of the VideoHeartbeat components will activate fairly extensive tracing messaging which may impact performance. While these messages are useful during development and debugging, you should set all `debugLogging` flags to NO for the production version of your player app. Note that the `debugLogging` flags default to NO, so logging is disabled by default.

Test Your Configuration

Before you continue, run your app and check that it runs without errors. Optionally, set the `debugLogging` flag to YES while you test:

```
heartbeatConfig.debugLogging = YES; // remove or set to NO for production!
```

After you have tested your configuration, continue to [Track Player Events](#).

Track Player Events

The next step is to call the video heartbeat track methods when specific events occur in your player. This typically involves subscribing to events, registering a callback function, and then calling the correct method in the callback. Review the [Track Methods and Player Events](#) sections for details on exactly which method you should call for each corresponding player event.

The following example shows a simple playback scenario:

```
[vpPlugin trackVideoLoad]; // when a video is loaded
[vpPlugin trackSessionStart]; // when the user clicks the 'Play' button
[vpPlugin trackPlay]; // when playback begins (frames are being rendered)
[vpPlugin trackComplete]; // when the playback reaches the end of the content
[vpPlugin trackVideoUnload]; // after calling trackComplete()
```

Note that different players provide different ways to listen to events. Use the documentation provided by the player API to determine how to listen for player events.

Test Your Video Measurement Code

A simple way to test your VideoHeartbeat implementation is to run the code in a demo environment.

1. Load your code in a test environment and use a [packet analyzer](#) to verify that Analytics server calls and heartbeat calls are being sent. You should see an initial call to your data collection server, and then multiple calls to `http://heartbeats.omtrdc.net`.

In the initial call to your data collection server:

- Verify that `pe=ms_s`.
2. Test your implementation thoroughly to make sure you haven't missed any events. For example, if your player provides a pause event handler and you do not call `trackPause`, your time played metrics will be inflated.
 3. In a packet analyzer, inspect the calls and use the [Video Measurement Timeline](#) to make sure events are being sent as expected. For example, you should see an `s:event:type` of `load` and then `start` when the video begins, and `complete` when the video completes.

Debug Logging

The VideoHeartbeat library provides an extensive tracing/logging mechanism that is put in place throughout the entire video-tracking stack. You can enable or disable this logging for each VideoHeartbeat component by setting the `debugLogging` flag on the configuration object.

The log messages follow this format:

```
Format: [<timestamp>] [<level>] [<tag>] [<message>]
Example: [16:01:48 GMT+0200.848] [INFO]
[com.adobe.primetime.va.plugins.videoplayer::VideoPlayerPlugin] \
  Data from delegate > ChapterInfo: name=First chapter, length=15, position=1, startTime=0
```

There are several sections delimited by pairs of square brackets as follows:

- **timestamp:** This is the current CPU time (time-zoned for GMT)
- **level:** There are 4 message levels defined:
 - INFO – Usually the input data from the application (validate player name, video ID, etc.)
 - DEBUG – Debug logs, used by the developers to debug more complex issues
 - WARN – Indicates potential integration/configuration errors or Heartbeats SDK bugs
 - ERROR – Indicates important integration errors or Heartbeats SDK bugs
- **tag:** The name of the sub-component that issued the log message (usually the class name)
- **message:** The actual trace message

You can use the logs output by the VideoHeartbeat library to verify the implementation. A good strategy is to search through the logs for the string `#track`. This will highlight all the `track...` APIs called by your application.

For instance, this is what the logs filtered for `#track` could look like:

```
[17:47:48 GMT+0200 (EET).942] [INFO] [plugin::player] #trackVideoLoad
[17:47:48 GMT+0200 (EET).945] [INFO] [plugin::player] #trackPlay
[17:47:48 GMT+0200 (EET).945] [INFO] [plugin::player] #trackPlay > Tracking session auto-start.
[17:47:48 GMT+0200 (EET).945] [INFO] [plugin::player] #trackSessionStart
[17:47:49 GMT+0200 (EET).446] [INFO] [plugin::player] #trackChapterStart
[17:47:49 GMT+0200 (EET).446] [INFO] [plugin::player] #trackChapterComplete
[17:48:10 GMT+0200 (EET).771] [INFO] [plugin::player] #trackComplete
[17:48:10 GMT+0200 (EET).774] [INFO] [plugin::player] #trackVideoUnload
```

Using this validation method, you can easily spot implementation issues (e.g., the integration code never calls `trackAdComplete` when an ad completes playback).

Transitioning from version 1.4

This section outlines the changes introduced to the VideoHeartbeat library in version 1.5.

Packaging

The previous version (v1.4) of the VideoHeartbeat delivery package contains two separate binary components:

- VideoHeartbeat
- AdobeAnalyticsPlugin

In version 1.5, while these components are still separated at the public API level, they are bundled inside a single library called **VideoHeartbeat**.

VideoHeartbeat components

In version 1.4 there were two components that had to be instantiated and configured:

- **VideoHeartbeat**
- **AdobeAnalyticsPlugin**

In version 1.5, the VideoHeartbeat core has been split into several components:

- **Heartbeat** (the core) - This used to be called VideoHeartbeat in version 1.4
- **AdobeHeartbeatPlugin** - This used to be inside the VideoHeartbeat component. It is responsible for processing the tracking data and sending heartbeat calls.
- **VideoPlayerPlugin** - This used to be inside the VideoHeartbeat component. It is responsible for collecting tracking data from the video player.
- **AdobeAnalyticsPlugin** - This has been a separate plugin since version 1.4. It is responsible for sending calls to SiteCatalyst.

Collecting Video Player Data

In version 1.4, data from the VideoPlayer was gathered via the **PlayerDelegate**. You extended the **PlayerDelegate** abstract class and provided it as a parameter to the **VideoHeartbeat** instance.

The **track...** methods were exposed by the **VideoHeartbeat** class.

With the new component structure, things have changed slightly, as follows:

- The **PlayerDelegate** is now called **VideoPlayerPluginDelegate**. It must now be provided as a parameter to the constructor method of the VideoPlayer plugin class.
- The **track...** methods are now exposed by the **VideoPlayerPlugin**.

New Features and API Changes

This is a list of the new features and APIs that are available in version 1.5:

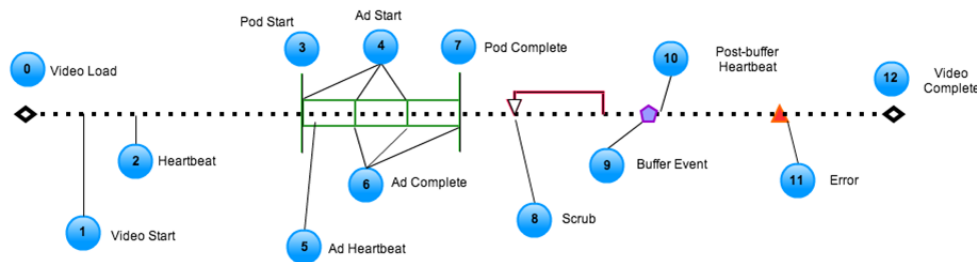
- Support for sending custom metadata
- Support for specifying the **startupTime** QoS metric
- New **track...** method: **trackSessionStart**
 - This is the method called by the integration code to signal the intention to start playback. It is used to compute the **startupTime** in case it is not provided explicitly on **QoSInfo**.
- The **trackComplete** method now takes a callback parameter. This callback will be called once the **complete** heartbeat call has been sent over the wire.
- New delegates (one for each of the VideoHeartbeat components). This change arose naturally due to the splitting of the VideoHeartbeat component into multiple sub-components. The new delegates are:
 - **HeartbeatDelegate** (for the core component)
 - **AdobeAnalyticsPluginDelegate** (for the AdobeAnalyticsPlugin)
 - **AdobeHeartbeatPluginDelegate** (for the AdobeHeartbeatPlugin)
- Ability to enable/disable logging per VideoHeartbeat component
- The **jobId** heartbeat configuration parameter is no longer required

Below is the list of the APIs that have been removed:

- **onVideoUnloaded** callback on the **PlayerDelegate**. This method has been removed. We recommend using the callback on the **trackComplete** method instead.
- **onError** callback on the **PlayerDelegate**. The **VideoPlayerPlugin** cannot have errors, so this method has been removed. The other VideoHeartbeat components may still have errors. There is an **onError** callback defined in each of the other VideoHeartbeat components' delegate.

Video Measurement Timeline

This topic provides an overview of when video data is collected.



Note that the heartbeat frequency interval (10 seconds) is the maximum time between heartbeat calls. Within a 10 second interval, you might see multiple heartbeat calls based on what is occurring in your video. You will see one or more calls to the heartbeat service every 10 seconds, including the following:

- A video playback event, such as play, buffer, and so on

For example, in a 10 second interval, you might see the following video events:

- Play
- Buffer
- Bitrate change
- Ad start
- Ad play

This would indicate that during this interval the user is active, is playing the main asset, encounters a buffering which leads to bitrate change, an ad starts and then plays. You can use a [packet analyzer](#) to view the `s:event:type` in each heartbeat call to determine the video event that occurred.

Event Number	Event Name	Player to Analytics	Player to Heartbeat Collection	Heartbeat Collection to Analytics
0	Video Load	Single call at beginning of the stream (when the user clicks play)	-	Single call with identifying content info. This includes: <ul style="list-style-type: none"> • page name (if set) • content type • player name (a.media.playername) • view (a.media.view) • length (a.media.length) • name (a.media.name)
1a	Video Start (on Autoplay, or when	Start call sent		-

	user clicks on play button)			
1b	First frame rendered	First play call sent	Single heartbeat when the 1st frame is rendered, to capture startup time	-
2	Heartbeat	-	Regular heartbeat info	-
3	Pod Start	-	-	-
4	Ad Start	Single call at beginning of ad stream	Ad Start	-
5	Ad Heartbeat	-	Just like regular heartbeat, but with content-type = ad and different video name	-
6	Ad Complete	-	Ad Heartbeat	Single call per ad with all relevant ad info
7	Pod Complete		-	-
8	Scrub	-	Regular heartbeat	-
9	Buffer Event	-	Buffer Heartbeat	-
10	Post-buffer Heartbeat	-	Regular heartbeat enhanced with info about the timing and duration of buffer event	-
11	Error	-	Error call with details about the error (type, impact, etc)	-
12	Video Complete	-	Complete call	(~ 2 minutes after last heartbeat is received) Single call is sent by the Heartbeat Collection server to the Analytics server with the time viewed metrics.

How VideoPlayerPluginDelegate Works



Note: This video player plugin delegate was previously named *PlayerDelegate* in version 1.4.

If you have reviewed the [Track Methods and Player Events](#) topic, you might have noticed that none of the track methods take any parameters. Instead of passing video name, playhead information, and chapter information directly to these methods, VideoHeartbeat uses a VideoPlayerPluginDelegate class that is queried for this information instead. As part of your implementation, you are required to extend this class to provide specific information about your player.

To understand the interaction between the player event listeners, the track functions, and the VideoPlayerPluginDelegate, consider the following example.

VideoPlayerPlugin Track Functions

In the trackVideoPlay function you assigned to handle the play event, you would call [videoPlayerPlugin trackPlay] to let video heartbeat know that playback has started:

```
- (void)trackVideoPlay
{
    [videoPlayerPlugin trackPlay];
}
```

Note that no video information is passed to the trackPlay.

VideoPlayerPluginDelegate

When the video heartbeat track... methods are called, your implementation of VideoPlayerPluginDelegate is queried automatically as needed to provide any required details about the video, ad, or chapter. This removes the need for you to determine exactly what information is needed by each track function, you can provide a single object that returns the most current information available. The following is a simple example:

```
-----
sample VideoPlayerPluginDelegate.h
-----

@class VideoPlayer;

@interface SampleVideoPlayerPluginDelegate : ADB_VHB_VideoPlayerPluginDelegate
- (instancetype)initWithPlayer:(VideoPlayer *)player NS_DESIGNATED_INITIALIZER;
@end

-----
sample VideoPlayerPluginDelegate.m
-----

@interface SampleVideoPlayerPluginDelegate ()
@property(strong, nonatomic) VideoPlayer *player;
@end

@implementation SampleVideoPlayerPluginDelegate
- (instancetype)initWithPlayer:(VideoPlayer *)player {
    self = [super init];
    if (self) {
        _player = player;
    }
    return self;
}
- (ADB_VHB_VideoInfo *)getVideoInfo {
    ADB_VHB_VideoInfo *videoInfo = [[ADB_VHB_VideoInfo alloc] init];
    videoInfo.id = self.player.videoId; // e.g. "vid123-a"
```



```

    videoInfo.name = self.player.videoName; // e.g. "My sample video"
    videoInfo.length = self.player.videoLength; // e.g. 240 seconds
    videoInfo.streamType = ADB_VHB_AssetType.ASSET_TYPE_VOD;
    videoInfo.playerName = self.player.name; // e.g. "Sample video player"
    videoInfo.playhead = self.player.currentPlayhead; // e.g. 115
    return videoInfo;
}
- (ADB_VHB_AdBreakInfo *)getAdBreakInfo {
    return nil; // no ads in this scenario
}
- (ADB_VHB_AdInfo *)getAdInfo {
    return nil; // no ads in this scenario
}
- (ADB_VHB_ChapterInfo *)getChapterInfo {
    return nil; // no chapters in this scenario
}
- (ADB_VHB_QoSInfo *)getQoSInfo {
    return nil; // no QoS information in this sample
}
@end

```



Note: *The `onError` callback that was part of the `PlayerDelegate` in version 1.4 is removed from the `ADB_VHB_VideoPlayerPluginDelegate` in version 1.5.*

In this example, when `[videoPlayerPlugin trackPlay]` is called, your instance of `VideoInfo` is read to determine the current offset of the video to calculate time played. The querying happens automatically, you are required only to extend `ADB_VHB_VideoPlayerPluginDelegate` and provide an instance of the extended class as a parameter to `ADB_VHB_VideoPlayerPlugin` when you initialize `VideoHeartbeat`.

Make sure you take a close look at the sample players to see how `ADB_VHB_VideoPlayerPluginDelegate` is extended.

Track Methods and Player Events

The video player being instrumented must be capable of triggering a series of events through which any subscriber can be informed about what happens inside the video player. The following tables present the one-to-one correspondence between player events and the associated call exposed by the public API of the video heartbeats library.

Video Playback

Event	Method Call	Parameter List
Load the main video asset	<code>trackVideoLoad</code>	None
Unload the main video asset	<code>trackVideoUnload</code>	None
Autoplay ON, or user clicks play	<code>trackSessionStart</code>	None
Playback start	<code>trackPlay</code>	None
Playback stop/pause	<code>trackPause</code>	None
Playback complete	<code>trackComplete</code>	None
Seek start	<code>trackSeekStart</code>	None
Seek complete	<code>trackSeekComplete</code>	None
Buffer start	<code>trackBufferStart</code>	None
Buffer complete	<code>trackBufferComplete</code>	None

Rules and Practices

• Methods to be called in pairs:

The following methods must be called in pairs (that is, each `track...Start` must have a corresponding `track...Complete`):

- `trackBufferStart` and `trackBufferComplete`
- `trackPause` and `trackPlay` (note that if the player is closed before the pause resumes, the corresponding method might not be called)
- `trackSeekStart` and `trackSeekComplete` (with an exception: there may be multiple `trackSeekStart` calls before a `trackSeekComplete`)
- `trackAdStart` and `trackAdComplete` (unless the user seeks out of the ad without playing it to completion)
- `trackChapterStart` and `trackChapterComplete` (unless the user seeks out of the chapter without playing it to completion)

The `track...Start` call is not required to be followed by a `track...Complete` call, as there may be other `track...Start` method calls in between. For example, the following sequence of `track...Start` method calls is valid and describes a user who is seeking through the stream while paused, and resumes playback after two seeks:

```
[vpPlugin trackPause]; // Signals that the user paused the playback.
[vpPlugin trackSeekStart]; // Signals that the user started a seek operation.
[vpPlugin trackSeekStart]; // Signals that the user started another seek operation (before
the first one was completed).
[vpPlugin trackSeekComplete]; // Signals that the second seek operation has completed.
[vpPlugin trackPlay]; // Signals that the user resumed playback.
```

• Tracking the completion of content:

The `trackComplete` method is used to signal the completion of the video (i.e., the content was played to the end). You should call `trackComplete` before calling `trackVideoUnload` if the video was completed. When the user quits the video before

its completion (e.g., by switching to another video in a playlist), you should not call `trackComplete`. Instead, you should simply close the tracking session by calling `trackVideoUnload`.

Ad Playback

Event	Method Call	Parameter List
An ad starts	<code>trackAdStart</code>	None
An ad completes	<code>trackAdComplete</code>	None

The `trackAdStart` and `trackAdComplete` methods are the only track methods required in order to signal the beginning and completion of an ad.

You do not need to (and should not) call any additional track methods to signal the transition from ad to content or vice-versa. For instance, you should not signal the pause of the main video (via `trackPause`) when an ad starts. This is handled automatically by the `VideoPlayerPlugin` when you call `trackAdStart`.

Chapter Tracking

Event	Method Call	Parameter List
A new chapter starts	<code>trackChapterStart</code>	None
A chapter completes	<code>trackChapterComplete</code>	None

QoS Tracking

Event	Method Call	Parameter List
A switch to another bitrate occurs	<code>trackBitrateChange</code>	None

Error Tracking

Event	Method Call	Parameter List
An error occurs at the player level	<code>trackVideoPlayerError</code>	<code>(NSString *)errorId</code> - unique error identifier
An error occurs at the application level	<code>trackApplicationError</code>	<code>(NSString *)errorId</code>

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Adobe Systems Incorporated, 345 Park Avenue, San Jose, California 95110, USA.