Adobe Analytics for Audio or Video Federation Rules Agreement

Sender

Company _____

Contact Name _____

Email _____

Experience Cloud Org ID _____

Date of Agreement _____

Sending Rules

Sender can specify the rules to trigger data to be sent to the specific receiver indicated in this form. Sending rules can use "equals" or "contains". The sender can specify multiple rules along with an "any" or "all" specification. If using "contains" string value must be at least five characters in length.

Example: If variable "a.media.network" equals any of "receiver" or "receivernetworks" send data to receiver.

Sending Rules:

Receiver

Company _____

Contact Name _____

Email _____

Experience Cloud Org ID _____

Default Tracking Server _____

Default Report Suite ID _____

Date of Agreement _____

Receiving Rules

Receiver can specify report suite and tracking server based on data received. Receiving rules use "equals". The receiver can specify multiple rules along with an "any" or "all" specification.

Example: If variable a.media.playerName equals any of "ipad" or "iphone" or "ios" send data to report suite "receivingios"

Receiving Rules:

Data Sample Attached

File name for shared data sample _____

Additional Notes

Required Data

Label	Variable	Description	Share
Federated Settings			
Receiver Tracking Server	tracking_server	Tracking server for receiver data	Required
Receiver Report Suite ID	rsid	Report suite for receiver data	Required
Link Type	pe	Indicates type of linking tracking call	Required
Stream Link	pev3	Indicates type of tracking call	Required
New visitor redirect	pccr	Prevents infinite redirects for visitors	Required
Federated ID	a.media.federated	Toggle to indicate data is Federated	Required
Visitor Identification			
ECID*	mid	Experience Cloud Visitor ID Obfuscated	Required
*ECID is updated for all the federation rules to match the receiver's Experience Cloud Org ID			
Geo Location	ip (geo)	Required for geo reports	Required
User Agent	user agent	Required for device reports	Required
Audience Manager Location	aamlh	Required to identify audience manager	Required
Audience Manager ID	aamb	Required to identify audience manager	Required
Video Session Identification			
Estimated Streams	a.media.estimatedStreams	Count of estimated billable streams	Required
Content ID	a.media.name	Unique ID of video content asset	Required
Seconds since last call	a.media.secondsSinceLastCall	Internal variable, used for concurrent viewer	Required
Session ID	a.media.vsid	Unique ID for each session	Required

Recommended Data

Label	Variable	Description	Share
Visitor Identification			
Adobe ID	aid	Legacy Adobe ID	
Custom Visitor ID	vid	Custom visitor ID	
Player Identification			
Player Name	a.media.playerName	Name of player	
SDK Version	a.media.sdkVersion	Version of analytics code	
VHL Version	a.media.vhlVersion	Version of video analytics code	
Metadata			
Stream Type	a.media.streamType	Audio or Video stream	
Content Type	a.contentType	Stream type vod, live, or linear	
Asset ID	a.media.asset	Unique asset id from asset authority	
Episode	a.media.episode	Episode number	
Video Name	a.media.friendlyName	Friendly title of video content asset	
Genre	a.media.genre	Genre of program	
Video Length	a.media.length	Total duration of video content asset	
Network	a.media.network	Network or channel name	
Season	a.media.season	Season number	
Content Segment	a.media.segment	Automatically set to define content seg	
Show	a.media.show	Program or series title	
Show Type	a.media.type	Full episode, preview, or clip	
Playback Data			
Average Minute Audience	a.media.averageMinuteAudience	Content time divided by content length	
Content Complete	a.media.complete	Count of video 100% progress	
Media Initiates	a.media.view	Count of video load	
Pause Events	a.media.pauseCount	Count of pauses taken	
Total Pause Duration	a.media.pauseTime	Number of seconds of pause taken	
10% Progress Marker	a.media.progress10	Count of playhead passing 10%	
25% Progress Marker	a.media.progress25	Count of playhead passing 25%	
50% Progress Marker	a.media.progress50	Count of playhead passing 50%	
75% Progress Marker	a.media.progress75	Count of playhead passing 75%	
95% Progress Marker	a.media.progress95	Count of playhead passing 95%	
Content Segment Views	a.media.segmentView	Count of video segments	
Content Time Played	a.media.timePlayed	Number of seconds of content played	
Content Starts	a.media.play	Count of video content start	

Additional Data

Label	Variable	Description	Share
Visitor Identification			
Adobe authentication	a.media.pass.auth	Authentication status from Adobe authentication	
Adobe authentication MVPD	a.media.pass.mvpd	MVPD value from Adobe authentication	
Metadata			
Media Feed Type	a.media.feed	Type of feed: HD, SD, etc.	
Artist	a.media.artist	Artist Name	
Album	a.media.album	Album Name	
Label	a.media.label	Record Label	
Author	a.media.author	Audiobook Author	
Station	a.media.station	Name or ID of radio station	
Publisher	a.media.publisher	Audio content publisher name	
First Air Date	a.media.airDate	Date content first aired on TV	
Content Channel	a.media.channel	Distribution station or channel	
Day Part	a.media.dayPart	Time of day of playback	
First Digital Date	a.media.digitalDate	Date content available on digital	
Originator	a.media.originator	Creator of content	
Content Rating	a.media.rating	Rating by TV Parental Guidelines	
Playback Data			
Paused Impacted Stream	a.media.pause	Indicates if there was a pause per stream	
Content Resume	a.media.resume	Counts number of play resumes	
Media Time Spent	a.media.totalTimePlayed	Sum of content and ad seconds played	
Unique Time Played	a.media.uniqueTimePlayed	Seconds of first-time playback	
Chapter Data			
Chapter Complete	a.media.chapter.complete	Count of chapter completes (100%)	
Chapter Name	a.media.chapter.friendlyName	Friendly title of chapter	
Chapter Length	a.media.chapter.length	Duration of chapter	
Chapter ID	a.media.chapter.name	Unique ID of chapter	
Chapter Offset	a.media.chapter.offset	Offset in seconds of chapter from start	
Chapter Position	a.media.chapter.position	Index number of chapter within video	
Chapter Time Spent	a.media.chapter.timePlayed	Number of seconds of chapter played	
Chapter View	a.media.chapter.view	Count of chapter starts	
Ad Metadata			
Advertiser	a.media.ad.advertiser	Company or brand of asset	
Campaign ID	a.media.ad.campaign	Ad campaign id	
Creative ID	a.media.ad.creative	Ad creative id	
Creative URL	a.media.ad.creativeURL	URL of ad creative	
Ad Name	a.media.ad.friendlyName	Friendly title of ad asset	
Ad Length	a.media.ad.length	Duration of ad asset in seconds	
Ad ID	a.media.ad.name	Unique id of ad asset	
Placement ID	a.media.ad.placement	Placement id of the ad	
Ad Player Name	a.media.ad.playerName	Friendly name of video player	
Pod ID	a.media.ad.pod	Unique id of ad pod	
Pod Name	a.media.ad.podFriendlyName	Friendly title of ad pod	
Ad in Pod Position	a.media.ad.podPosition	Index of ad asset within pod	

Additional Data Continued

Label	Variable	Description	Share
Ad Break Position	a.media.ad.podSecond	Playhead position at start of ad pod	
Site ID	a.media.ad.site	Id of ad site	
Ad Playback Data			
Ad Complete	a.media.ad.complete	Count of ad asset completes (100%)	
Ad Time Played	a.media.ad.timePlayed	Number of seconds of ad playback	
Ad Start	a.media.ad.view	Count of ad asset starts	
Quality of Experience/Service			
Average Bitrate	a.media.qoe.bitrateAverage	Average bitrate in kbps for playback	
Bitrate Changed Streams	a.media.qoe.bitrateChange	Count of streams with bitrate change	
Bitrate Changes	a.media.qoe.bitrateChangeCount	Count of bitrate changes	
Buffer Impacted Streams	a.media.qoe.buffer	Count of streams with buffering	
Buffer Events	a.media.qoe.bufferCount	Count of number of buffer events	
Total Buffer Duration	a.media.qoe.bufferTime	Number of seconds of buffering	
Drops Before Start	a.media.qoe.dropBeforeStart	Count of drops before playback	
Dropped Frame Streams	a.media.qoe.droppedFrames	Count of streams with dropped frame	
Error Impacted Streams	a.media.qoe.error	Count of streams with errors	
Errors/Error Event	a.media.qoe.errorCount	Count of errors occurred	
Stalling Impacted Stream	a.media.qoe.stall	Count of streams with stall	
Stalling Events	a.media.qoe.stallCount	Count of number of stalls in playback	
Total Stalling Time	a.media.qoe.stallTime	Number of seconds of stall time	
Time to Start	a.media.qoe.timeToStart	Number of seconds before playback	
Player SDK Error IDs	a.media.qoe.playerSdkErrors	Unique error IDs generated by the player SDK	
External Error IDs	a.media.qoe.externalErrors	Unique error IDs from any external source, e.g., CDN errors	
Media Analytics SDK Error IDs	a.media.qoe.mediaSdkErrors	Unique error IDs generated by Media SDK during playback	

Custom Data

Label	Variable	Description	Share
Sample Label	custom.contextData	Sample Description	Yes