



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.

Note: Consider inclusion of variables specific to consent management and privacy, such as "c.cm.ssf" or "c.cm.oos" and whether sender's privacy rules influence how data is shared to the 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	
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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			
Audience Manager Location	aamlh	Required to identify audience manager	Required
Audience Manager ID	aamb	Required to identify audience manager	Required
Media 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

Note: Geo Location and User Agent are now part of Recommended Data. If the UA and IP fields are not available, geo reporting, device and device type reporting, OS version and OS type reporting, browser version, and browser type reporting will be affected.



Recommended Data

Label	Variable	Description	Share
Visitor Identification			
Adobe ID	aid	Legacy Adobe ID	
Custom Visitor ID	vid	Custom visitor ID	
Geo Location	ip (geo)	Geographic location	
User Agent	user agent	User agent ID	
Consent Management			
Server Side Forwarding Consent	c.cm.ssf	When c.cm.ssf=1 exists on a hit, this hit gets flagged and does not get server-side-forwarded to AAM. Conversely, if this string does not appear on a hit, the hit gets forwarded to AAM.	Yes
Consent Management Sell	c.opt.sell	When c.opt.sell=N it indicates that the user has opted-out of the sharing or selling of data to third parties.	Yes
Consent Management DMP	c.opt.dmp	When c.opt.dmp=N it indicates that the user has opted-out of server-side-forwarding to DMPs including AAM.	Yes
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 Media Analytics code	
Metadata			
Stream Type	a.media.streamType	Audio or video stream	Yes
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 Starts	a.media.view	Count of media load	
Pause Events	a.media.pauseCount	Count of pauses taken	
Total Pause Duration	a.media.pauseTime	Number of seconds of pause taken	Yes
10% Progress Marker	a.media.progress10	Count of playhead passing 10%	Yes
25% Progress Marker	a.media.progress25	Count of playhead passing 25%	Yes
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 media 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.	No
Artist	a.media.artist	Artist Name	No
Album	a.media.album	Album Name	No
Label	a.media.label	Record Label	No
Author	a.media.author	Audiobook Author	No
Station	a.media.station	Name or ID of radio station	No
Publisher	a.media.publisher	Audio content publisher name	No
First Air Date	a.media.airDate	Date content first aired on TV	No
Content Channel	a.media.channel	Distribution station or channel	No
Day Part	a.media.dayPart	Time of day of playback	No
First Digital Date	a.media.digitalDate	Date content available on digital	No
Originator	a.media.originator	Creator of content	No
Content Rating	a.media.rating	Rating by TV Parental Guidelines	No
Playback Data			
Paused Impacted Stream	a.media.pause	Indicates if there was a pause per stream	No
Content Resume	a.media.resume	Counts number of play resumes	No
Media Time Spent	a.media.totalTimePlayed	Sum of content and ad seconds played	No
Unique Time Played	a.media.uniqueTimePlayed	Seconds of first-time playback	No
Chapter Data			
Chapter Complete	a.media.chapter.complete	Count of chapter completes (100%)	No
Chapter Name	a.media.chapter.friendlyName	Friendly title of chapter	No
Chapter Length	a.media.chapter.length	Duration of chapter	No
Chapter ID	a.media.chapter.name	Unique ID of chapter	No
Chapter Offset	a.media.chapter.offset	Offset in seconds of chapter from start	No
Chapter Position	a.media.chapter.position	Index number of chapter within video	No
Chapter Time Spent	a.media.chapter.timePlayed	Number of seconds of chapter played	No
Chapter View	a.media.chapter.view	Count of chapter starts	No
Ad Metadata			
Advertiser	a.media.ad.advertiser	Company or brand of asset	No
Campaign ID	a.media.ad.campaign	Ad campaign id	No
Creative ID	a.media.ad.creative	Ad creative id	No
Creative URL	a.media.ad.creativeURL	URL of ad creative	No
Ad Name	a.media.ad.friendlyName	Friendly title of ad asset	No
Ad Length	a.media.ad.length	Duration of ad asset in seconds	No
Ad ID	a.media.ad.name	Unique id of ad asset	No
Placement ID	a.media.ad.placement	Placement id of the ad	No
Ad Player Name	a.media.ad.playerName	Friendly name of video player	No
Pod ID	a.media.ad.pod	Unique id of ad pod	No
Pod Name	a.media.ad.podFriendlyName	Friendly title of ad pod	No
Ad in Pod Position	a.media.ad.podPosition	Index of ad asset within pod	No



Additional Data Continued

Label	Variable	Description	Share
Ad Break Position	a.media.ad.podSecond	Playhead position at start of ad pod	No
Site ID	a.media.ad.site	Id of ad site	No
Ad Playback Data			
Ad Complete	a.media.ad.complete	Count of ad asset completes (100%)	No
Ad Time Played	a.media.ad.timePlayed	Number of seconds of ad playback	No
Ad Start	a.media.ad.view	Count of ad asset starts	No
Quality of Experience/Service			
Average Bitrate	a.media.qoe.bitrateAverage	Average bitrate in kbps for playback	No
Bitrate Changed Streams	a.media.qoe.bitrateChange	Count of streams with bitrate change	No
Bitrate Changes	a.media.qoe.bitrateChangeCount	Count of bitrate changes	No
Buffer Impacted Streams	a.media.qoe.buffer	Count of streams with buffering	No
Buffer Events	a.media.qoe.bufferCount	Count of number of buffer events	No
Total Buffer Duration	a.media.qoe.bufferTime	Number of seconds of buffering	No
Drops Before Start	a.media.qoe.dropBeforeStart	Count of drops before playback	No
Dropped Frame Streams	a.media.qoe.droppedFrames	Count of streams with dropped frame	No
Error Impacted Streams	a.media.qoe.error	Count of streams with errors	No
Errors/Error Event	a.media.qoe.errorCount	Count of errors occurred	No
Stalling Impacted Stream	a.media.qoe.stall	Count of streams with stall	No
Stalling Events	a.media.qoe.stallCount	Count of number of stalls in playback	No
Total Stalling Time	a.media.qoe.stallTime	Number of seconds of stall time	No
Time to Start	a.media.qoe.timeToStart	Number of seconds before playback	No
Player SDK Error IDs	a.media.qoe.playerSdkErrors	Unique error IDs generated by the player SDK	No
External Error IDs	a.media.qoe.externalErrors	Unique error IDs from any external source, e.g., CDN errors	No
Media Analytics SDK Error IDs	a.media.qoe.mediaSdkErrors	Unique error IDs generated by Media SDK during playback	No



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