



Media 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”, “contains” or “notEquals”. 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 `xdm.mediaReporting.sessionDetails.network` (or `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 Domain (or Default Tracking Server)	
Default Datastream ID (or Default Report Suite ID)	
Date of Agreement	

Receiving Rules

Receiver can specify datastream (or 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 `xdm.mediaReporting.sessionDetails.playerName` (or `a.media.playerName`) equals any of “ipad” or “iphone” or “ios” send data to datastream “aaaaaaa-1111-2222-b333-cccccccccc”(or 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 Domain / Receiver Tracking Server	domain / tracking_server	Domain of receiver / Tracking server for receiver data	Required
Receiver Datastream / Receiver Report Suite ID	datastream / rsid	Datastream of receiver / Report suite for receiver data	Required
Link Type	xdm.eventType / pe	Indicates type of linking tracking call	Required
Stream Link	xdm.mediaReporting.sessionDetails.pev3 / pev3	Indicates type of tracking call	Required
New visitor redirect	xdm.mediaReporting.sessionDetails.pccr / pccr	Prevents infinite redirects for visitors	Required
Federated ID	xdm.mediaReporting.sessionDetails.isFederated / a.media.federated	Toggle to indicate data is Federated	Required
Visitor Identification			
ECID*	xdm.identityMap.ECID[0].id / 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	xdm.environment.ipV4(or V6) / ip (geo)	Required for geo reports	Required
User Agent	xdm.environment.browserDetails.userAgent / user agent	Required for device reports	Required
Audience Manager Location (Adobe Analytics only)	aamlh	Required to identify audience manager	Required
Audience Manager ID (Adobe Analytics only)	aamb	Required to identify audience manager	Required
Media Session Identification			
Estimated Streams	xdm.mediaReporting.sessionDetails.estimatedStreams / a.media.estimatedStreams	Count of estimated billable streams	Required
Content ID	xdm.mediaReporting.sessionDetails.name / a.media.name	Unique ID of video content asset	Required
Seconds since last call	xdm.mediaReporting.sessionDetails.secondsSinceLastCall / a.media.secondsSinceLastCall	Internal variable, used for concurrent viewers	Required
Session ID	xdm.mediaReporting.sessionDetails.ID / a.media.vsid	Unique ID for each session	Required

Recommended Data

Label	Variable	Description	Share
Visitor Identification			
Adobe ID	xdm.endUserIds.aaid.id / aid	Legacy Adobe ID	
Custom Visitor ID	xdm.endUserIds.aacustomid.id / vid	Custom visitor ID	
Consent Management			
Server Side Forwarding Consent (Adobe Analytics only)	c.cm.ssf	When c.cm.ssf=1 exists on a 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.	
Consent Management Sell (Adobe Analytics only)	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.	
Consent Management DMP (Adobe Analytics only)	c.opt.dmp	When c.opt.dmp=N it indicates that the user has opted-out of server-side-forwarding to DMPs including AAM.	
Player Identification			
Player Name	xdm.mediaReporting.sessionDetails.playerName / a.media.playerName	Name of player	
SDK Version	xdm.mediaReporting.sessionDetails.appVersion / a.media.sdkVersion	Version of Analytics code	
VHL Version	xdm.implementationDetails.version / a.media.vhlVersion	Version of Media Analytics code	
Metadata			
Stream Type	xdm.mediaReporting.sessionDetails.streamType / a.media.streamType	Audio or video stream	
Content Type	xdm.mediaReporting.sessionDetails.contentType / a.media.contentType	Stream type: vod, live, or linear	
Asset ID	xdm.mediaReporting.sessionDetails.assetID / a.media.asset	Unique asset id from asset authority	
Episode	xdm.mediaReporting.sessionDetails.episode / a.media.episode	Episode number	
Video Name	xdm.mediaReporting.sessionDetails.friendlyName / a.media.friendlyName	Friendly title of video content asset	
Genre	xdm.mediaReporting.sessionDetails.genre / a.media.genre	Genre of program	
Video Length	xdm.mediaReporting.sessionDetails.length / a.media.length	Total duration of video content asset	
Network	xdm.mediaReporting.sessionDetails.network / a.media.network	Network or channel name	
Season	xdm.mediaReporting.sessionDetails.season / a.media.season	Season number	
Content Segment	xdm.mediaReporting.sessionDetails.segment / a.media.segment	Automatically set to define content segment	
Show	xdm.mediaReporting.sessionDetails.show / a.media.show	Program or series title	
Show Type	xdm.mediaReporting.sessionDetails.showType / a.media.type	Full episode, preview, or clip	
Playback Data			
Average Minute Audience	xdm.mediaReporting.sessionDetails.averageMinuteAudience / a.media.averageMinuteAudience	Content time divided by content length	
Content Complete	xdm.mediaReporting.sessionDetails.isCompleted / a.media.complete	Count of video 100% progress	
Pause Events	xdm.mediaReporting.sessionDetails.pauseCount / a.media.pauseCount	Count of pauses taken	

Total Pause Duration	<code>xdm.mediaReporting.sessionDetails.pauseTime / a.media.pauseTime</code>	Number of seconds of pause taken	
10% Progress Marker	<code>xdm.mediaReporting.sessionDetails.hasProgress10 / a.media.progress10</code>	Count of playhead passing 10%	
25% Progress Marker	<code>xdm.mediaReporting.sessionDetails.hasProgress25 / a.media.progress25</code>	Count of playhead passing 25%	
50% Progress Marker	<code>xdm.mediaReporting.sessionDetails.hasProgress50 / a.media.progress50</code>	Count of playhead passing 50%	
75% Progress Marker	<code>xdm.mediaReporting.sessionDetails.hasProgress75 / a.media.progress75</code>	Count of playhead passing 75%	
95% Progress Marker	<code>xdm.mediaReporting.sessionDetails.hasProgress95 / a.media.progress95</code>	Count of playhead passing 95%	
Content Segment Views	<code>xdm.mediaReporting.sessionDetails.hasSegmentView / a.media.segmentView</code>	Count of video segments	
Content Time Played	<code>xdm.mediaReporting.sessionDetails.timePlayed / a.media.timePlayed</code>	Number of seconds of content played	
Content Starts	<code>xdm.mediaReporting.sessionDetails.isViewed / a.media.view</code>	Count of video content start	

Additional Data

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

Campaign ID	xdm.mediaReporting.advertisingDetails.campaignID / a.media.ad.campaign	Ad campaign id	
Creative ID	xdm.mediaReporting.advertisingDetails.creativeID / a.media.ad.creative	Ad creative id	
Creative URL	xdm.mediaReporting.advertisingDetails.creativeURL / a.media.ad.creativeURL	URL of ad creative	
Ad Name	xdm.mediaReporting.advertisingDetails.friendlyName / a.media.ad.friendlyName	Friendly title of ad asset	
Ad Length	xdm.mediaReporting.advertisingDetails.length / a.media.ad.length	Duration of ad asset in seconds	
Ad ID	xdm.mediaReporting.advertisingDetails.name / a.media.ad.name	Unique id of ad asset	
Placement ID	xdm.mediaReporting.advertisingDetails.placementID / a.media.ad.placement	Placement id of the ad	
Ad Player Name	xdm.mediaReporting.advertisingDetails.playerName / a.media.ad.playerName	Friendly name of video player	
Pod ID	xdm.mediaReporting.advertisingDetails.pod / a.media.ad.pod	Unique id of ad pod	
Pod Name	xdm.mediaReporting.advertisingPodDetails.friendlyName / a.media.ad.podFriendlyName	Friendly title of ad pod	
Ad in Pod Position	xdm.mediaReporting.advertisingDetails.podPosition / a.media.ad.podPosition	Index of ad asset within pod	

Additional Data Continued

Label	Variable	Description	Share
Ad Break Position	xdm.mediaReporting.advertisingPodDetails.offset / a.media.ad.podSecond	Playhead position at start of ad pod	
Site ID	xdm.mediaReporting.advertisingDetails.siteID / a.media.ad.site	Id of ad site	
Ad Playback Data			
Ad Complete	xdm.mediaReporting.advertisingDetails.isCompleted / a.media.ad.complete	Count of ad asset completes (100%)	
Ad Time Played	xdm.mediaReporting.advertisingDetails.timePlayed / a.media.ad.timePlayed	Number of seconds of ad playback	
Ad Start	xdm.mediaReporting.advertisingDetails.isStarted / a.media.ad.view	Count of ad asset starts	
Quality of Experience/Service			
Average Bitrate	xdm.mediaReporting.qoeDataDetails.bitrateAverage / a.media.qoe.bitrateAverage	Average bitrate in kbps for playback	
Bitrate Changed Streams	xdm.mediaReporting.qoeDataDetails.hasBitrateChangeImpactedStreams / a.media.qoe.bitrateChange	Count of streams with bitrate change	
Bitrate Changes	xdm.mediaReporting.qoeDataDetails.bitrateChangeCount / a.media.qoe.bitrateChangeCount	Count of bitrate changes	
Buffer Impacted Streams	xdm.mediaReporting.qoeDataDetails.hasBufferImpactedStreams / a.media.qoe.buffer	Count of streams with buffering	
Buffer Events	xdm.mediaReporting.qoeDataDetails.bufferCount / a.media.qoe.bufferCount	Count of number of buffer events	
Total Buffer Duration	xdm.mediaReporting.qoeDataDetails.bufferTime / a.media.qoe.bufferTime	Number of seconds of buffering	
Drops Before Start	xdm.mediaReporting.qoeDataDetails.isDroppedBeforeStart / a.media.qoe.dropBeforeStart	Count of drops before playback	
Dropped Frame Streams	xdm.mediaReporting.qoeDataDetails.droppedFrames / a.media.qoe.droppedFrames	Count of streams with dropped frame	
Error Impacted Streams	xdm.mediaReporting.qoeDataDetails.hasErrorImpactedStreams / a.media.qoe.error	Count of streams with errors	
Errors/Error Event	xdm.mediaReporting.qoeDataDetails.errorCount / a.media.qoe.errorCount	Count of errors occurred	
Stalling Impacted Stream	xdm.mediaReporting.qoeDataDetails.hasStallImpactedStreams / a.media.qoe.stall	Count of streams with stall	

Stalling Events	xdm.mediaReporting.qoeDataDetails.stallCount / a.media.qoe.stallCount	Count of number of stalls in playback	
Total Stalling Time	xdm.mediaReporting.qoeDataDetails.stallTime / a.media.qoe.stallTime	Number of seconds of stall time	
Time to Start	xdm.mediaReporting.qoeDataDetails.timeToStart / a.media.qoe.timeToStart	Number of seconds before playback	
Player SDK Error IDs	xdm.mediaReporting.qoeDataDetails.playerSdkErrors / a.media.qoe.playerSdkErrors	Unique error IDs generated by the player SDK	
External Error IDs	xdm.mediaReporting.qoeDataDetails.externalErrors / a.media.qoe.externalErrors	Unique error IDs from any external source, e.g., CDN errors	
Media Analytics SDK Error IDs	xdm.mediaReporting.qoeDataDetails.mediaSdkErrors / a.media.qoe.mediaSdkErrors	Unique error IDs generated by Media SDK during playback	

Media Analytics for Audio and Video