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.

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| Sending Rules: |
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## Receiver

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| --- | --- | --- | --- |
| 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”

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| Receiving Rules: |
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## Data Sample Attached

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| File name for shared data sample |  |  |  |

## Additional Notes

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## Required Data

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| --- | --- | --- | --- |
| **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 |
| 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 viewers | Required |
| Session ID | a.media.vsid | Unique ID for each session | Required |

## Recommended Data

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| **Label** | **Variable** | **Description** | **Share** |
| Visitor Identification |  |  |  |
| Adobe ID | aid | Legacy Adobe ID |  |
| Custom Visitor ID | vid | Custom visitor 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. |  |
| 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. |  |
| 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. |  |
| 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 |  |
| 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.initiate | 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.view | Count of video content start |  |

## Additional Data

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| --- | --- | --- | --- |
| **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

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| **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

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| --- | --- | --- | --- |
| **Label** | **Variable** | **Description** | **Share** |
| Sample Label | custom.contextData | Sample Description | Yes |
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