**Adobe Analytics Certification Request Form**

When making a certification request, please complete the form below and send it to your certification consultant.

Please submit one request per platform (iOS/Android/JS).

*Note: A critical part of certification is to verify that the data between Adobe & Nielsen match to prevent reporting discrepancies.*

*If any of these values are set incorrectly, it could affect reporting.*

|  |  |
| --- | --- |
| App/Site Details |  |
| App/Site Name |  |
| App/Site Version |  |
| Platform |  |
| Full or Self Certification Request | Full or Self |
| App Store Submission/Publication Target Date |  |
| App Download Link/Site URL |  |
| Credentials to access app/site |  |
| Geo Restrictions |  |
| Adobe Analytics Parameters | |
| Adobe Analytics Company Login Name |  |
| Adobe Analytics Tracking Server |  |
| Heartbeat Tracking Server |  |
| Marketing Cloud Org ID |  |
| Report Suite ID(s) |  |
| Video Heartbeat Library Version |  |
| AppMeasurement / Adobe Mobile SDK Version |  |
| Nielsen Parameters | |
| Client ID |  |
| Sub-brand |  |
| App ID |  |
| SF Code |  |
| What type of content are you requesting certification for? | |
| Video On Demand (VOD) | Yes or no? |
| Live (Events) | Yes or no? |
| Linear (TV Everywhere) | Yes or no? |
| Static Content | Yes or no? |
| Ads | Yes, or no? If yes, pre-roll, mid-roll and/or post-roll? |
| Dynamic Ad Insertion | Yes or no? |
| Nielsen opt-out/opt-in | Yes or no? |
| Adobe Debug Logs: See next page for Test Case details | |
| Test Case 1: Standard Playback | |
| *Paste Debug URL for Test Case 1 Here* | |
| Test Case 2: Video Interruption | |
| *Paste Debug URL for Test Case 2 Here* | |
| Test Case 3: Opt-Out/Opt-In | |
| *Paste Debug URL for Test Case 3 Here* | |

**Test Case Details**

For more information on validation checkpoints, see Help documentation.

## Test Case 1: Standard Playback

Scenario:

Load page or app

Start video player

View ad break if available

Pause ad playback if available

Play main content video for 5 minutes uninterrupted

Pause during playback

Seek/scrub video

Replay video (vod only)

View next video in playlist

Switch video or stream

Note: Be sure to validate all metadata is set on ads and video content, custom, Nielsen, and standard metadata including Nielsen TCR metadata: <https://marketing-beta.adobe.com/resources/help/nielsen/r_tcr_medata.html>

## Test Case 2: Video Interruption

Scenario:

Start video player

Move the app to the background during playback

Bring the app to the foreground during playback

Play main content video for 5 minutes uninterrupted

Close video player

## Test Case 3: Opt-out/Opt-In Nielsen Only

Scenario:

Find and click the opt-out link on the site or app to opt out of Nielsen tracking

Play video

View ad playback

View content playback

Play video to end

Find and click the opt-in link on the site or app to start Nielsen tracking

Play video

View ad playback

View content playback

Play video to end

**Full Scenario List**

These are all the scenarios for which you must pass.

### Main Content Playback

* Load page or app
* Start video player
* Play main content video for 5 minutes uninterrupted
* Pause during playback, short pause, under 5 minutes
* Pause during playback, long pause, more than 30 minutes
* Seek/scrub video
* Replay video (vod only)
* View next video in playlist
* Switch video or stream

### AD Content Playback

* View ad break
* Pause ad playback
* Seek/scrub ad playback
* Skip ad

### Interruptions

* Move the app to the background during playback
* Start then stop a video, move the app the background for 5 minutes, bring app to foreground and start new video
* Press the power button during playback to lock device
* Set device to airplane mode during playback when app is in foreground
* Set device to airplane mode during playback when app is in background
* Turn off wifi on device during playback
* Interrupt playback with an alarm
* Interrupt playback with a phone call
* Remove headphones during playback
* Switch apps during playback
* Kill app and relaunch app starting from active playback

### Opt-Out Nielsen

* Find and click the opt-out link on the site or app to opt out of Nielsen tracking and test video tracking
* Find and click the opt-in link on the site or app to start Nielsen tracking and test video tracking