

Quick Start: Analytics API

The Analytics API allows you to retrieve various analytics reports for your Video Cloud videos. This tutorial will walk you through these operations.

Navigation

↓ or → forward

↑ or ← back

cmd-m all slides

Getting Started

Introduction

The Analytics API allows you to retrieve various analytics reports for your Video Cloud videos. This tutorial will walk you through these operations.

The Analytics API allows you to:

- Get reports on various data dimensions
- Set the time span for reports
- Determine which metrics are included in reports
- Get reports in JSON, CSV, or XLSX format
- Select videos to report on by tags and other video metadata fields

A Restful API

The Analytics API is a RESTful API. It accepts HTTPS requests and returns a JSON response.

This means that you can use the API with any language you choose - Ruby, Java, PHP, Python, JavaScript (via AJAX or nodejs), etc. All you have to be able to do is make HTTPS requests and handle a JSON response.

For the Analytics API, all requests are GET

The base URL

The base URL for the Analytics API is:

```
https://analytics.api.brightcove.com/v1
```

Authorization

API calls are authorized using OAuth2 access tokens. The token is passed with requests in an authorization header:

```
Authorization: Bearer {access_token}
```

Access tokens are short-lived (5 min), so you must get one each time you make a request

In these exercises, we'll make requests via a [proxy](#) that will fetch an access token and then make the request.

Setup for the Exercises

Setup

Setup Complete!

Use My Account

Video Cloud Account (Publisher ID):

Client id:

Client secret:

Video ID (for some video with recent views):

Player ID (for some player with recent views):

Tag (for some video with recent views):

Set Account Options

See [Managing API Credentials](#) for information on getting client credentials.

Dimension Report

Getting a dimension report

To get all the profiles for an account, make a GET request to the endpoint:

```
/data?accounts={account_id(s)}&dimensions={dimension}
```

Example:

```
https://analytics.api.brightcove.com/v1/data?  
accounts=20318290001&dimensions=video
```

See [Dimensions and Fields](#) for a list of valid dimensions

Exercise 1: Get a dimension report

Make the following GET request:

```
https://analytics.api.brightcove.com/v1/data?
```

Submit Request

(Response will appear on the next slide)

Exercise 1 response

Response will appear
here



Report on multiple dimensions

Reporting on multiple dimensions

You can also combine more than one dimension:

```
/data?accounts={account_id(s)}&dimensions={dimension1,dimension2}
```

Example:

```
https://analytics.api.brightcove.com/v1/data?accounts=20318290001&dimensions=video,country
```

See [Multiple Dimensions](#) to see which dimensions can be combined

Exercise 2: Report on multiple dimensions

Make the following GET request:

```
https://analytics.api.brightcove.com/v1/data?
```

Submit Request

(Response will appear on the next slide)

Exercise 2 Response

Response will appear
here



Fields and Sorting

Setting the response fields

To specify the fields you want to return, use the URL param `fields`:

```
/data?accounts={account_id(s)}&dimensions={dimension}&fields={field1,field2,field3...}
```

Example:

```
https://analytics.api.brightcove.com/v1//data?  
accounts=73734234876&dimensions=video,country&fields=video_n
```

See [Dimensions and Fields](#) for a list fields available for each dimension - and note that the request will fail if you specify an invalid field for the dimension.

Exercise 3: Set item fields

This the same request as the previous exerise, but with `fields` added::

```
https://analytics.api.brigh  
tcove.com/v1/data?
```

Submit Request

(Response will appear on the next slide)

Exercise 3 response

Response will appear
here



Set sort order

To sort response items, set the sort parameter equal to a valid field:

```
/data?accounts={account_id(s)}&dimensions={dimension}&fields={field1,field2,field3...}&sort={sort_field}
```

Example:

```
https://analytics.api.brightcove.com/v1//data?accounts=73734234876&dimensions=video,country&fields=video_name
```

You can sort on any valid field for the dimension(s) even if you are not returning that field

Exercise 4: Sort results

Make the following request to sort your results by country:

```
https://analytics.api.brightcove.com/v1/data?
```

Submit Request

(Response will appear on the next slide)

Exercise 4 Response

Response will appear
here



Limit and Offset

Using limit and offset

Specify the number of items to return using `limit` (default: 10) and the number of items to skip using `offset` (default: 0):

```
/data?accounts={account_id(s)}&dimensions={dimension}&fields={field1,field2,field3...}&sort={sort_field}&limit={limit}&offset={offset}
```

Example:

```
https://analytics.api.brightcove.com/v1//data?accounts=73734234876&dimensions=video,country&fields=video_n
```

To return all items, use `limit=all`

Exercise 5: Limit and offset

Make the following request to limit the response items to 5, with an offset of 10:

```
https://analytics.api.brightcove.com/v1/data?
```

Submit Request

(Response will appear on the next slide)

Exercise 5 response

Response will appear
here



Set Date Range

Set date range for a report

Set the date range using the `from` (default: 30 days before now) and `to` (default: now) parameters. Dates are specified in ISO 8601 format (without the time part):

```
/data?accounts={account_id(s)}&dimensions={dimension}&fields={field1,field2,field3...}&sort={sort_field}&from={date}&to={date}
```

Example:

```
https://analytics.api.brightcove.com/v1//data?accounts=73734234876&dimensions=video,country&fields=video_name,video_id&from=2015-01-01&to=2015-01-31
```

Note: you can also specify the date in Epoch time (milliseconds) - we'll see in a later exercise where this is useful.

Exercise 6: Set the date range

This request modifies the previous exercise by requesting analytics for the month of January, 2015:

```
https://analytics.api.brigh  
tcove.com/v1/data?
```

Submit Request

(Response will appear on the next slide)

Exercise 6 response

Response will appear
here



where Filters

Using where filters

where filters are used to limit the results based on the value of some dimension:

```
/data?accounts={account_id(s)}&dimensions={dimension}&fields={field1,field2,field3...}&sort={sort_field}&from={date}&to={date}&where={dimension1}=={value1};{dimension2}=={value2}
```

Example:

```
https://analytics.api.brightcove.com/v1//data?accounts=73734234876&dimensions=video,country&fields=video_name&from=2015-01-01&to=2015-01-31&where=video==84783749347;country==AL
```

Exercise 7: Set a where filter

Now we will filter the results from the previous exercise, returning results for a specific player:

```
https://analytics.api.brightcove.com/v1/data?
```

Submit Request

(Response will appear on the next slide)

Exercise 7 Response

Response will appear
here



Filter on video properties

You can also use `where` filters to filter by queries on video properties such as tags or reference ids:

```
/data?accounts={account_id(s)}&dimensions={dimension}&fields={field1,field2,field3...}&sort={sort_field}&from={date}&to={date}&where=video.q=={field:value}
```

Example:

```
https://analytics.api.brightcove.com/v1//data?accounts=73734234876&dimensions=video,country&fields=video_name&from=2015-01-01&to=2015-01-31&where=video.q==tags:training
```

This filter is based on [CMS API searches](#). Search strings must be [URI-encoded](#).

Exercise 8: Filter on video tag

The following request includes videos based on a tag:

```
https://analytics.api.brightcove.com/v1/data?
```

Submit Request

(Response will appear on the next slide)

Exercise 7 Response

Response will appear here

Engagement Report

Getting a detailed engagement report

Detailed engagement reports are available for a video, a player, or a single account for periods within the past 32 days. (If the specified `from` value is earlier than 32 days ago, an error will be returned.) To get an engagement report for a video, make a request to this endpoint:

```
/engagement/accounts/{account_id}/videos/{video_id}&from={date-time}&to={date-time}
```

Example:

```
https://analytics.api.brightcove.com/v1//data?accounts=73734234876&dimensions=video,country&fields=video_n
```

Note: you can also specify the date in ISO 8601 format if you want engagement by day(s) - use Epoch time (milliseconds) as shown here if you need hourly breakdowns within a single day.

Exercise 9: Set the date range

This request modifies the previous exercise by requesting analytics for the month of January, 2015:

```
https://analytics.api.brightcove.com/v1/engagemen
```

Submit Request

(Response will appear on the next slide)

Exercise 9 response

Response will appear
here





28 / 96

Go to slide:

Go