Adobe Analytics (Omniture) Plugin for Brightcove Player

Built by Evizi for Brightcove Customers

Contents

1. Introduction

This document overviews for Brightcove customers how they can deploy and configure the open source Adobe Analytics (Omniture) plugin for the Brightcove Player (based on Video.js). The plugin was built by agency, Evizi, and is offered as is.

2. How to Deploy the Plugin

Brightcove customers have two options.

2.1. Option 1: Brightcove-Hosted

Brightcove offers a hosted version of the open source plugin:
http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniture-analytics-plugin-v1.0-12312014/videojs.analytic.omniture.js
Script URLs:

- http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniture-analytics-plugin-v1.0-12312014/lib/AppMeasurement_Module_Media.js
- http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniture-analytics-plugin-v1.0-12312014/lib/AppMeasurement_Module_Integrate.js
- http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniture-analytics-plugin-v1.0-12312014/lib/AppMeasurement.js
- http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniture-analytics-plugin-v1.0-12312014/lib/VideoHeartbeat.js
- http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniture-analytics-plugin-v1.0-12312014/lib/AdobeAnalyticsPlugin.js
  http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniture-analytics-plugin-v1.0-12312014/videojs.analytic.omniture.js

2.2. Option 2: Self-Hosted

If a customer chooses to host the plugin on their web server of choice, they should copy the whole src folder content to a folder on their web server. The open source plugin is built with JavaScript, so it just requires a standard web server in order to run.

For example, if a customer deploys the plugin code to the "omniture-plugin" folder on their web server, they should see the following folder and files structure:

```
/var/www/omniture-plugin/videojs.analytic.omniture.js
/var/www/omniture-plugin/lib/AdobeAnalyticsPlugin.min.js
/var/www/omniture-plugin/lib/AppMeasurement.js
/var/www/omniture-plugin/lib/AppMeasurement_Module_Integrate.js
/var/www/omniture-plugin/lib/AppMeasurement_Module_Media.js
/var/www/omniture-plugin/lib/VideoHeartbeat.min.js
/var/www/omniture-plugin/lib/VisitorAPI.js
```

3. Configurations

Configurations for the open source Adobe Analytics (Omniture) plugin are set at the page level.

3.1. General Settings

This is information about the tracking servers and the Brightcove Player:

```
var options = {
        /* Brightcove Player name to be used. */
        PLAYER : {
                NAME : 'Brightcove Player'
        },
        /* Marketing Cloud Visitor ID Service configurations. These values are provided by Adobe for each customer. */
        VISITOR_API : {
                MARKETING_CLOUD_ORG_ID : '2B8D246452DD9FBF0A490D45',
                NAMESPACE : 'democorp',
                TRACKING_SERVER : 'democorp.dc1.sc.omtrdc.net'
        },
        /* App Measurement setting. */
        APP_MEASUREMENT : {
                RSID : 'democorpscdocdev',
                TRACKING_SERVER : 'democorp.dc1.sc.omtrdc.net'
        },
        /* Settings for Video Heartbeat. */
        HEARTBEAT : {
                TRACKING_SERVER : 'http://heartbeats.omtrdc.net',
                JOB_ID : 'sc_va',
```

```
                    PUBLISHER : 'Brightcove-publisher',
                    CHANNEL : 'Brightcove-channel',
                    OVP : 'Brightcove-ovp',
                    SDK : 'Brightcove-sdk',
                    DEBUG_LOGGING : true // Set to true to enable debug logging. In production, this should be set to false.
            },
            /* Settings for custom events mapping are defined in the customEventMapping variable. */
            CUSTOM_EVENT : customEventMapping
    };
```

3.2. Custom Events Mapping

These are based on an individual Brightcove customer's needs:

```
    customEventMapping = {
            /* Set disable to true will not track any customs events below. For tracking custom events, set this to be false. */
            disable : false,
            /* Custom events for milestones. */
            bc_data_mapping : {
                    name : "eVar202,prop2",
                    segment : "eVar203",
                    contentType : "eVar201",
                    timePlayed : "event203",
                    view : "event201",
                    segmentView : "event202",
                    complete : "event207",
                    milestones : {
                            25 : "event204",
                            50 : "event205",
                            75 : "event206"
                    }
            },
            /* Custom events for volume change. */
            bc_volumechange : {
                    event : 'event208',
                    evar : 'eVar204'
            },
            /* Custom events for ad_pause. */
            bc_ad_pause : {
                    event : 'event209',
                    evar : 'eVar205' // currentTime
            },
            /* Custom events for ad_resume. */
            bc_ad_resumed : {
                    event : 'event210',
                    evar : 'eVar205' //currentTime
            },
            /* Custom events for ad_click. */
            bc_ad_click : {
                    event : 'event211',
                    evar : 'eVar206,eVar207'// eVar206: currentTime and eVar207:clickThroughUrl
            },
            /* Custom events for fullscreen_enter. */
            bc_fullscreen_enter : {
                    event : 'event212',
                    evar : ''
            },
            /* Custom events for fullscreen_exit. */
            bc_fullscreen_exit : {
                    event : 'event213',
                    evar : ''
            },
            /* Custom events for social sharing open. */
            bc_social_opened : {
                    event : 'event214',
                    evar : ''
            },
            /* Custom events for social sharing closed. */
```

```
            bc_social_closed : {
                    event : 'event215',
                    evar : ''
            }
        };
```

4. How to Use the Plugin

If a customer uses the Brightcove-hosted version, they should create an HTML page that references the plugin's JavaScript files (Section 2.1), add the plugin to the Brightcove Player and initialize using player.omniturePlugin(options). Below are 3 examples of the Brightcove Player with the Brightcove-hosted Adobe Analytics (Omniture) plugin implemented. If a customer hosts the script files on their own web server, they need to use different script URLs.

4.1. Example 1: Brightcove Player

http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniture-analytics-plugin-v1.0-12312014/test_setting.html

```
<!doctype html>
<html>

<head>
<meta charset="UTF-8">
<title>Brightcove - Omniture analytics plugin test page</title>
<script src="lib/VisitorAPI.js"></script>
<script src="lib/AppMeasurement_Module_Media.js"></script>
<script src="lib/AppMeasurement_Module_Integrate.js"></script>
<script src="lib/AppMeasurement.js"></script>
<script src="lib/VideoHeartbeat.js"></script>
<script src="lib/AdobeAnalyticsPlugin.js"></script>
</head>

<body>
        <link href="//players.brightcove.net/videojs-ima3/videojs.ima3.min.css"
                rel="stylesheet">

        <video id="player" data-account="3921507369001"
                data-player="75d31180-a307-4d3c-938d-8a8003009345"
                data-embed="default" data-video-id="3924155810001" class="video-js"
                width="640" height="480" controls autoplay></video>
        <script
                src="//players.brightcove.net/3921507369001/75d31180-a307-4d3c-938d-8a8003009345_default/index.min.js"></script>


        <script src="//players.brightcove.net/videojs-ima3/videojs.ima3.min.js"></script>

        <script type="text/javascript"
                src="videojs.analytic.omniture.js "></script>
        <script>
          // get a reference to the player
                var player = videojs('player');
                customEventMapping = {
                        disable : false,
                        bc_data_mapping : {
                                name : "eVar202,prop2",
                                segment : "eVar203",
                                contentType : "eVar201",
                                timePlayed : "event203",
                                view : "event201",
                                segmentView : "event202",
                                complete : "event207",
                                milestones : {
                                        25 : "event204",
                                        50 : "event205",
                                        75 : "event206"
                                }
                        },
                        bc_volumechange : {
                                event : 'event208',
                                evar : 'eVar204'
                        },
                        bc_ad_pause : {
                                event : 'event209',
                                evar : 'eVar205' // currentTime
                        },
                        bc_ad_resumed : {
                                event : 'event210',
                                evar : 'eVar205' //currentTime
                        },
                        bc_ad_click : {
                                event : 'event211',
                                evar : 'eVar206,eVar207'// eVar206: currentTime and eVar207:clickThroughUrl
                        },
                        bc_fullscreen_enter : {
                                event : 'event212',
                                evar : ''
                        },
                        bc_fullscreen_exit : {
                                event : 'event213',
                                evar : ''
                        },
                        bc_social_opened : {
                                event : 'event214',
                                evar : ''
                        },
                        bc_social_closed : {
```

```
                                event : 'event215',
                                evar : ''
                        }
                };
                var options = {
                        PLAYER : {
                                NAME : 'Brightcove Player'
                        },
                        VISITOR_API : {
                                MARKETING_CLOUD_ORG_ID : '2B8D246452DD9FBF0A490D45',
                                NAMESPACE : 'democorp',
                                TRACKING_SERVER : 'democorp.dc1.sc.omtrdc.net'
                        },
                        APP_MEASUREMENT : {
                                RSID : 'democorpscdocdev',
                                TRACKING_SERVER : 'democorp.dc1.sc.omtrdc.net'
                        },
                        HEARTBEAT : {
                                TRACKING_SERVER : 'http://heartbeats.omtrdc.net',
                                JOB_ID : 'sc_va',
                                PUBLISHER : 'Brightcove-publisher',
                                CHANNEL : 'Brightcove-channel',
                                OVP : 'Brightcove-ovp',
                                SDK : 'Brightcove-sdk',
                                DEBUG_LOGGING : false
                        },
                        CUSTOM_EVENT : customEventMapping
                };
        player.omniturePlugin(options);
</script>
</body>

</html>
```

4.2. Example 2: Brightcove Player with Pre-Roll Ad

http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniture-analytics-plugin-v1.0-12312014/testAd_setting.html

```html
<!doctype html>
<html>

<head>
<meta charset="UTF-8">
<title>Brightcove - Omniture analytics plugin test page</title>
<script src="lib/VisitorAPI.js"></script>
<script src="lib/AppMeasurement_Module_Media.js"></script>
<script src="lib/AppMeasurement_Module_Integrate.js"></script>
<script src="lib/AppMeasurement.js"></script>
<script src="lib/VideoHeartbeat.js"></script>
<script src="lib/AdobeAnalyticsPlugin.js"></script>
</head>

<body>
        <link href="//players.brightcove.net/videojs-ima3/videojs.ima3.min.css"
                rel="stylesheet">

        <video id="player" data-account="3921507369001"
                data-player="75d31180-a307-4d3c-938d-8a8003009345"
                data-embed="default" data-video-id="3924155810001" class="video-js"
                width="640" height="480" controls autoplay></video>
        <script
                src="//players.brightcove.net/3921507369001/75d31180-a307-4d3c-938d-8a8003009345_default/index.min.js"></script>


        <script src="//players.brightcove.net/videojs-ima3/videojs.ima3.min.js"></script>

        <script type="text/javascript"
                src="videojs.analytic.omniture.js"></script>
        <script>
          // get a reference to the player
                var player = videojs('player');
                customEventMapping = {
                        disable : false,
                        bc_data_mapping : {
                                name : "eVar202,prop2",
                                segment : "eVar203",
                                contentType : "eVar201",
                                timePlayed : "event203",
                                view : "event201",
                                segmentView : "event202",
                                 complete : "event207",
                                milestones : {
                                        25 : "event204",
                                        50 : "event205",
                                        75 : "event206"
                                }
                        },
                        bc_volumechange : {
                                event : 'event208',
                                evar : 'eVar204'
                        },
                        bc_ad_pause : {
                                event : 'event209',
                                evar : 'eVar205' // currentTime
                        },
                        bc_ad_resumed : {
                                event : 'event210',
```

```
                                        evar : 'eVar205' //currentTime
                                },
                                bc_ad_click : {
                                        event : 'event211',
                                        evar : 'eVar206,eVar207'// eVar206: currentTime and eVar207:clickThroughUrl
                                },
                                bc_fullscreen_enter : {
                                        event : 'event212',
                                        evar : ''
                                },
                                bc_fullscreen_exit : {
                                        event : 'event213',
                                        evar : ''
                                },
                                bc_social_opened : {
                                        event : 'event214',
                                        evar : ''
                                },
                                bc_social_closed : {
                                        event : 'event215',
                                        evar : ''
                                }
                        };
                var options = {
                        PLAYER : {
                                NAME : 'Brightcove Player'
                        },
                        VISITOR_API : {
                                MARKETING_CLOUD_ORG_ID : '2B8D246452DD9FBF0A490D45',
                                NAMESPACE : 'democorp',
                                TRACKING_SERVER : 'democorp.dc1.sc.omtrdc.net'
                        },
                        APP_MEASUREMENT : {
                                RSID : 'democorpscdocdev',
                                TRACKING_SERVER : 'democorp.dc1.sc.omtrdc.net'
                        },
                        HEARTBEAT : {
                                TRACKING_SERVER : 'http://heartbeats.omtrdc.net',
                                JOB_ID : 'sc_va',
                                PUBLISHER : 'Brightcove-publisher',
                                CHANNEL : 'Brightcove-channel',
                                OVP : 'Brightcove-ovp',
                                SDK : 'Brightcove-sdk',
                                DEBUG_LOGGING : true
                        },
                        CUSTOM_EVENT : customEventMapping
                };

        player.omniturePlugin(options);
        // initialize the ima3 plugin that was registered in ima3.min.js with custom options
        player.ima3({
            adTechOrder: ["html5"],
            serverUrl: 'http://pubads.g.doubleclick.net/gampad/ads?sz=400x300&iu=%2F6062%2Fiab_vast_samples&ciu_szs=300x250%2C728x90&gdfp_req=1&
        });

</script>
</body>

</html>
```

4.3. Example 3: Brightcove Player with Pre- and Mid-Roll Ads

http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniture-analytics-plugin-v1.0-12312014/testAdMid.html

```
<!doctype html>
<html>

<head>
<meta charset="UTF-8">
<title>Brightcove - Omniture analytics plugin test page</title>
  <script src="lib/VisitorAPI.js"></script>
  <script src="lib/AppMeasurement_Module_Media.js"></script>
  <script src="lib/AppMeasurement_Module_Integrate.js"></script>
  <script src="lib/AppMeasurement.js"></script>
  <script src="lib/VideoHeartbeat.js"></script>
  <script src="lib/AdobeAnalyticsPlugin.js"></script>
</head>

<body>
        <link href="//players.brightcove.net/videojs-ima3/videojs.ima3.min.css"
                rel="stylesheet">

        <video id="player" data-account="3921507369001"
                data-player="75d31180-a307-4d3c-938d-8a8003009345"
                data-embed="default" data-video-id="3924155810001" class="video-js" width="640" height="480" controls autoplay></video>
        <script
                src="//players.brightcove.net/3921507369001/75d31180-a307-4d3c-938d-8a8003009345_default/index.min.js"></script>


        <script src="//players.brightcove.net/videojs-ima3/videojs.ima3.min.js"></script>

        <script type="text/javascript" src="videojs.analytic.omniture.js"></script>
        <script>
          videojs("player").ready(function() {
            // get a reference to the player
            myPlayer = this;
```

```
            // initialize the ima3 plugin that was registered in ima3.min.js with custom options
            myPlayer.ima3({
                    adTechOrder: ["html5"],
                    serverUrl: 'http://pubads.g.doubleclick.net/gampad/ads?sz=640x360&iu=/6390/Marks-Ads-Test-Unit-1&ciu_szs=728x90&impl=s&gdfp_
            });
            myPlayer.omniturePlugin({
                    abc: "123"
                });
        });

</script>
</body>

</html>
```