

# Adobe Analytics (Omniure) Plugin for Brightcove Player

Built by Evizi for Brightcove Customers

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## 1. Introduction

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

## 2. Options for Deploying the Plugin

Option 1: Brightcove offers a hosted version of the open source plugin:

[http://players.brightcove.net/79558313/BCPlayer\\_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/videojs.analytic.omniure.js](http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/videojs.analytic.omniure.js)

Use these URLs:

- [http://players.brightcove.net/79558313/BCPlayer\\_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/lib/AppMeasurement\\_Module\\_Media.js](http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/lib/AppMeasurement_Module_Media.js)
- [http://players.brightcove.net/79558313/BCPlayer\\_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/lib/AppMeasurement\\_Module\\_Integrate.js](http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/lib/AppMeasurement_Module_Integrate.js)
- [http://players.brightcove.net/79558313/BCPlayer\\_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/lib/AppMeasurement.js](http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/lib/AppMeasurement.js)
- [http://players.brightcove.net/79558313/BCPlayer\\_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/lib/VideoHeartbeat.js](http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/lib/VideoHeartbeat.js)
- [http://players.brightcove.net/79558313/BCPlayer\\_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/lib/AdobeAnalyticsPlugin.js](http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/lib/AdobeAnalyticsPlugin.js)
- [http://players.brightcove.net/79558313/BCPlayer\\_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/videojs.analytic.omniure.js?r=45242424](http://players.brightcove.net/79558313/BCPlayer_SiteCatalyst/Brightcove-omniure-analytics-plugin-v1.0-12312014/videojs.analytic.omniure.js?r=45242424)

Option 2: If you choose to host the plugin on your web server of choice, you need to copy the whole src folder content to a folder in your 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 you deploy the plugin code to the “omniure-plugin” folder in the web server, you should see the following folder and files structure:

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

### 3. Configurations

Configurations for the open source Adobe Analytics (Omniure) plugin are set at the page level. Please review section 5 for an example.

#### 3.1. General Settings

All the information about the tracking servers and the Brightcove Player are set here:

```
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 : 'democorpdocdev',  
        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

Custom events mapping based on an individual Brightcove customer's needs is configured here:

```

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 the project is deployed successfully, then you can open the main JavaScript file here, for example: <http://brightcove.com/omniture-plugin/videosjs.analytic.omniture.js>

Here is a sample of using the Adobe Analytics (Omniture) plugin. You can create an HTML page that references to the plugin's JavaScript files, and add the plugin to the Brightcove Player using the `player.omniturePlugin(options)`. This HTML page can be deployed to a different web server with the web server where you deployed the plugin code.

```

<!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/videosjs-ima3/videosjs.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/videosjs-
ima3/videosjs.ima3.min.js"></script>

    <script type="text/javascript"
src="videosjs.analytic.omniture.js?r=45242424"></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&ci  
u_szs=300x250%2C728x90&gdfp_req=1&env=vp&output=xml_vast2&unviewed_position_start=1&url  
=null&correlator=3351374044594176&cust_params=iab_vast_samples%3Dlinear&sdkv=h.3.1.82&s  
dki=5&scor=1304963386966016&adk=4231840213&osd=2&frm=0&r=123456789'
```

```
});
```

```
</script>
```

```
</body>
```

```
</html>
```