

Conviva Player.js Integration - Explained

1. CUSTOMER_KEY

This is the unique account key provided by Conviva to identify your environment.

2. TEST_GATEWAY_URL

Test environment URL where data is sent. Used only during development.

3. settings object

Used to configure the Conviva SDK initialization, including logging and gateway.

4. Conviva.Analytics.init()

Initializes the Conviva SDK using your account key and settings.

5. setDeviceMetadata()

Sets metadata about the viewer's device, like 'DESKTOP' and 'WEB'.

6. getElementById('videoPlayer')

Finds the video element on the web page.

7. ConvivaHTML5Module

Loads the Conviva HTML5 integration module.

8. options object

Tells Conviva which integration module (HTML5) to use for tracking.

9. buildVideoAnalytics() + setPlayer()

Creates a tracking session and attaches it to your video player.

10. contentInfo metadata

Defines the video title and classification tags for reporting in Pulse.

11. reportPlaybackRequested()

Signals the start of playback to Conviva with asset info.

12. setContentInfo()

Reinforces the metadata so the asset name and tags show up in Pulse.

13. addEventListener('ended')

Detects when the video ends and safely closes the tracking session.