JWPLAYER

OTT Apps Analytics

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JWPLAYER

Overview

By understanding how your viewers consume your content across your OTT Apps, you can create informed monetization and engagement strategies. JW Player provides several approaches to retrieve and analyze video engagement data.

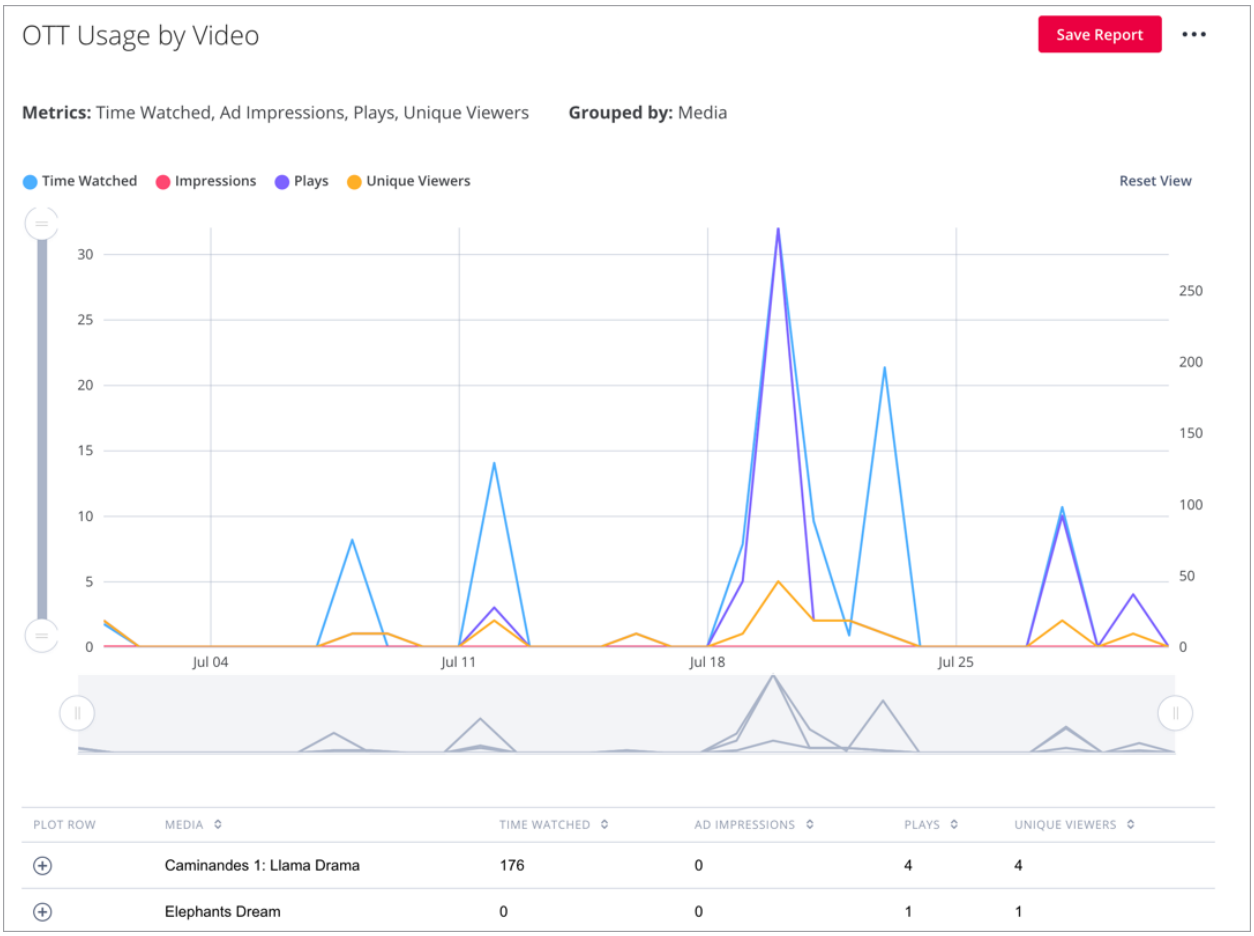
The following table provides a side-by-side comparison of each approach.

	Custom Reports	**API**	**Data Export**
Use Cases	View data within the JW Dashboard through user-defined business intelligence reports	Build integrations to export JW Player data into own data ecosystem and applications	
Granularity	Medium (daily summaries)		High (individual play sessions)
Delivery Method	• UI download • Scheduled email reports	• API query response	• Daily export to S3 bucket
Representation	• **.csv** • Line graph (UI only)	• **.csv** • **.json**	• **.tsv**
Range Limit	**90 days**	**92 days** (queries that include a premium metric or dimension) Otherwise, no limit.	Trailing **15 days**
Data Refresh	**20-30 minutes**	**20-30 minutes**	**Daily** A new log file is added to S3 around 6am EST.

Custom Reports

From your JW Player dashboard, you can create OTT Apps reports that produce visual representations and .csv downloads. When creating your reports, we suggest creating the following reports:

- Usage by Video
- Usage by Platform
- Usage by Playlist



API

You can query the analytics route to access video engagement data. This approach enables you to quickly ingest daily summary data in your business intelligence tools.

When running analytics queries, be sure to set `?source=floatleft` as a query parameter in your API calls.

```
curl -X POST
https://api.jwplayer.com/v2/sites/1A23bCD4/analytics/queries/?source=floatleft&forma
t=json' \
 -H 'Authorization: 123Four56==7123Four56==7' \
 -H 'Content-Type: application/json' \
 -d '{"start_date" : "2019-06-01", "end_date" : "2019-06-02", "dimensions" :
["media_id"], "metrics" : [{"operation": "sum", "field": "plays"}], "sort" :
[{"field" : "plays", "order": "DESCENDING"}]}'
```

JW Player also offers several query tools that you can use to query your data.

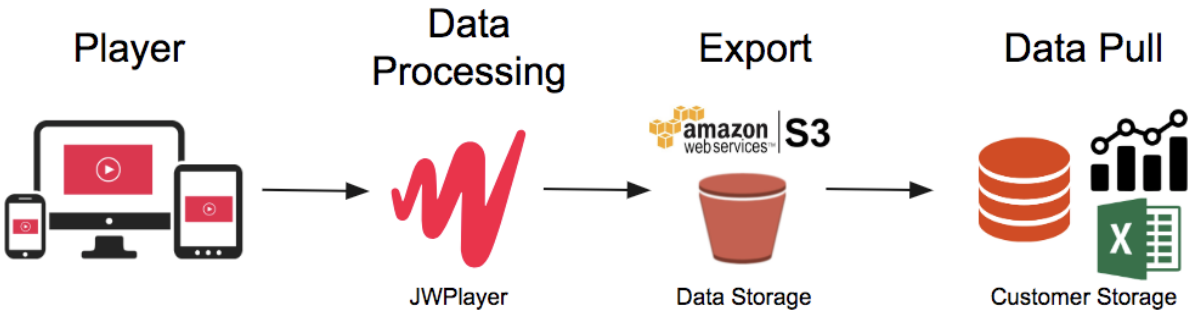
Data Exports

BETA

Data Exports are a beta offering. By using this product, you are agreeing to abide by the terms of the JW Player Beta Program Agreement.

If you have any questions about or concerns with this agreement, please contact the JW Player representative who shared this guide with you.

Data exports give Data Analysts access to deep video engagement insights: **play level data, representing the key stats of an individual play by a user** and the **ability to aggregate information into business intelligence (BI) platforms**.



The data export approach is comprised of the following steps:

1. Players collect various events for each play across all OTT Apps platforms.
2. JW Player processes event data and summarizes the data into play sessions. A play session represents the key stats of an individual play by a user.
3. JW Player exports a file of relevant play session dimensions and metrics to an Amazon S3 bucket. Here is a Sample JW OTT Apps Data Export.
4. Your BI platform ingests the data export that can be analyzed and joined with other data sets.

IMPORTANT
Data export files are only retained in your Amazon S3 bucket for **15 days**.

Set up data exports

If you are interested in receiving data exports, use the following steps to initiate the setup process:

1. Set up an Amazon Web Services (AWS) account. You can choose to set up a free account.

2. Send the following information to your JW Player Account Manager.

Information Item	**Response**
Primary Contact Full Name *This contact will be alerted when data export delivery issues occur.*	
Primary Contact Email	
Amazon user ARN	
Number of unique videos in your JW Player Media Library 1. *In the Media Library from the **Media Type** dropdown menu, select **Hosted Video**, **External Video**, and **Hosted Live Event**. The number of items is calculated.* 2. *Enter the number of items as the response to this data point.*	
Average number of video plays occurring per day 1. *On the Analytics overview page, locate **PLAYS** next to the visualization.* 2. *Enter the **Daily average** value as the response to this data point.*	

Your JW Player Account Manager will respond with your Amazon S3 bucket and confirm the date when the daily export delivery will commence. JW Player provides you with an Amazon S3 bucket to store your data exports files.

3. Verify that the new bucket appears in your list of Amazon S3 Buckets.

4. Configure your BI systems to ingest and process the daily data export files.

Subscriber Management Data

Subscriber Management providers like Cleeng may supply analytics such as subscription change actions in their dashboard or via S3 Data Exports that include UUIDs for each user or what other method is agreed upon with that provider.

If using Cleeng, the `OTT_APP_USER_ID` parameter in JWP OTT Apps Data can be mapped to Cleeng's Subscriber ID. Here is a Sample JW OTT Apps Data Export.

What is the file path and name?
The data export file is uploaded each day to a file path that matches the day of the upload.

Data Export Date	Path
20 April 2019	{account_key}/OTTPlaySessions/year=2019/month=04/day=20/

The name of the filename adheres to the following format: `part-00000-UUID`. The UUID value is a non-deterministic value that is dynamically generated as part of the data export processing job.

Example filename

part-00000-3367bd1d-6514-4936-a7ec-c3522be5c746.c000

What is the Access Control List (ACL) configuration for the buckets?

```
"Action": [
     "s3:GetObject*",
     "s3:ListBucket",
     "s3:GetBucketLocation" ],
```

If I have multiple properties, how will I receive the data for each property?
All of your properties are consolidated into one report with a column for each property which is the `analytics_id` column.

Errors

The following table addresses common errors that might occur when using data exports and how to resolve them.

Scenario	Solution
An error or problem loading the data.	JW Player will email the Primary Contact for all users affected and place a status I/O. JW Player will also reload the corrected data.
An error when attempting to access the S3 bucket	Verify that you are using the correct key pairs for the IAM user account associated with the ARN that you provided.

Metrics and Dimensions Reference

Metrics

Metric	Definition	Dashboard	API	Data Export
ad_impressions `integer`	Total number of ad impressions that occurred during this session. Ad impression is the first frame of the ad loading.	✓	✓	✓
ads_per_viewer* `integer`	Average number of ad impressions for a unique viewer	✓	✓	
complete_rate `percent`	Plays per completes, expressed as a percentage	✓	✓	
completes `integer`	Counts number of times the user has watched to the end of the video (defined as the final frame of the video).	✓	✓	✓
logged_in_unique_viewers* `integer`	Number of unique authenticated users who have played at least one media item Values are only returned for OTT Apps that are integrated with a subscriber management provider, such as Cleeng or InPlayer.	✓	✓	
plays `integer`	Total number of plays as defined by when the first frame of the video content is fired Should be max 1 for a play session.	✓	✓	✓
plays_per_viewer* `integer`	Average number of plays for each unique viewer	✓	✓	
time_watched `integer`	Total duration of content watched across all embedded players, measured in seconds This metric excludes the duration of external live streams watched.	✓	✓	
time_watched_per_viewer* `integer`	Average duration of content watched for a unique viewer	✓	✓	

unique_viewers* `integer`	Number of unique users who have played at least one media item	✓	✓	
watched_duration `integer`	Total watched duration for this session in seconds			✓
watched_pct `integer`	Percentage of the video watched during this session This is calculated based on the farthest point in the video watched.			✓

***** This premium metric requires a JW Player Enterprise license.

Dimensions

Metric	Definition	Dashboard	API	Data Export
analytics_id `string`	22-character alphanumeric ID representing a grouping of properties			✓
app_bundle_id `string`	An identifier unique to the app			✓
app_version `string`	Version of the app			✓
city `string`	City of the user			✓
country_code `string`	2-character country code of the user based on the ISO 3166-1 standard (https://www.geonames.org/countries/)	✓	✓	✓
custom_parameter_name		✓	✓	
custom_parameter_value		✓	✓	
eastern_date `string`	Current day of the play session in Eastern Time Zone	✓	✓	✓
end_time `string`	End time of session in UTC as a datetime string			✓

media_duration `integer`	Length of the video in seconds ***NOTE**: A play attempt is required for this value to populate.*			✓
media_id `string`	Unique, 8-character identifier for media asset	✓	✓	✓
media_title `string`	Title of the media			✓
ott_app_install_instance_id `string`	App install instance ID			✓
ott_app_user_id `string`	Hash of the app account ID			✓
ott_device_firmware_version `string`	Firmware version of the OTT device			✓
ott_device_model `string`	OTT Device Model number			✓
ott_os `string`	Name of the OS on the OTT device			✓
ott_os_language `string`	Language of the OS on the OTT device			✓
ott_os_version `string`	Version of the OS on the OTT device			✓
platform_id* string	SDK platform in which the player was embedded	✓	✓	
play_id `string`	A unique ID generated for each play session			✓
playlist_id `string`	ID of the playlist loaded into the player	✓	✓	
playlist_type* `string`	Type of playlist	✓	✓	
region `string`	Region of the user as defined by the ISO 3166-2 standard. A region/subdivision varies by country but is typically a state, province, or county. If the			✓

	response did not contain any subdivisions, this method returns an empty array.			
start_time `string`	Start time of session in UTC as a datetime string			✓
tag* `string`	Metadata associated with a media item	✓	✓	
upload_date* `string`	Date when the media item was last uploaded to the platform, using `YYYY-MM-DD` (USA - Eastern Time) format	✓	✓	
video_duration* `string`	Duration of the content **Possible values include:** • `Short (under 4 mins)` • `Medium (4-20 mins)` • `Long (over 20 mins)`	✓	✓	
viewer_id `string`	Unique identifier for a viewer Hashed User-Agent and IP (40 character alphanumeric)			✓
viewer_tz_offset `integer`	UTC offset for the timezone of the user represented as an integer from -12 to 14			✓

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