# Nielsen mDPR Certification Checklist

To save you time and effort, this document provides some simple checks to help you determine if your app is ready to be submitted for Nielsen certification. Complete these steps and submit the results to your Nielsen Technical Account Manager (TAM).

1. Verify that your app has implemented the following functions according to the SDK Developer Guide:
   - ✓ For testing, your AppID should start with a "T" and your sfcode should be set to "uat-cert"
   - ✓ App has implemented the opt-out function
   - ✓ App initializes values for the specific product to be measured (mTVR, mDPR, mOCR, or DRM)
   - ✓ App has implemented the viewing or listening calls
   - ✓ App makes calls upon a change in the user's activity, such as play, stop, or pause

2. For the rest of the checks, you will need an HTTP traffic-monitoring tool, such as Charles or Fiddler. These tools are available at the below links:

   Charles http://www.charlesproxy.com/
   Fiddler http://www.telerik.com/fiddler

   Follow the installation and setup instructions provided by the tool developer.

3. Now that you can monitor HTTP traffic from your app, look for events going to 'secure-uat-cert.imrworldwide.com'. Set up your monitoring tool to capture data from the below steps. Filter 'imr' to view calls from only Nielsen's servers.

4. It's time to generate some data. If you previously tested the opt-out function, make sure that an opt-in was performed on your test device before continuing the next steps.

5. When you start a content stream in your app, you should see an "**impression**" ping generated. It will contain an "at=start" parameter and a cr parameter similar to this: "cr=1_00_99_I1_00000". The "**I**" in the middle denotes that this is an impression ping.

6. Got the impression ping? Good. Now is a great time to re-confirm, your AppID. The pc parameter sends the ClientID_VCID_AssetID, and the c13 parameter has the AppID such as "c13=asid,TF99A61AE-0E5D-B89A-E040-123AAB314F35". Next, check that the domain has the sfcode of "uat-cert" similar to this: "http://secure-**uat-cert**.imrworldwide.com".

7. After 30 seconds, you should see a "**view**" ping which has an "at=view" parameter and a cr parameter like this: "cr=1_00_99_V1_00000". Notice the "**V**" in the middle segment ID.

8. Next a "**duration**" ping will fire with an "at=timer" parameter and a cr parameter such as "cr=1_00_99_D1_10000". Notice the "**D**" in the segment ID. It will render after 30 seconds of viewing and firing at every 5 minute intervals.

9. Use your proxy tool to see the required DPR Variables, which can be found in the below chart to ensure that you've tagged the video content to be measured correctly.

| Variable Name | Variable Description | Example |
|---|---|---|
| ci | Client ID | us-123456 |
| c6 | Product Identifier, VCID | dpr,c01 or vc,v01 |
| pc | Placement ID - Clientid+Vcid+Assetid | us-123456_c01_1817581511003 |
| c10 | Platform Indicator (DSK-Desktop or MBL-Mobile) | plt,DSK or plt,MBL |
| cr | Crediting Ping Identifier | 1_00_99_D2_11100 |
| sd | Stated Duration - Length of *content* in sec. (Not Ads) | 1200 |
| tl | Episode Title | Episode Name - S2 - E1 - LF |
| cg | Program Name | Program Name |

10. Let's check your app's background functions. View tagged content in your app, and put it in the background. A final duration ping might be generated and then the pings should stop.

    **iOS:** When you come back from the background, the impression, view, and duration pings should restart when your viewing resumes *(regardless if it's the same content or different)*

    **Android:** If you are playing the same content when going to the background, and resuming foreground, only the **duration** ping will render. If coming from the background, and changing the content, the **impression**, **view**, and **duration** pings should restart when your viewing resumes.

11. Test your Opt-Out implementation in four steps.


    A) Complete an opt-out in your app through the Nielsen opt-out webview.
    B) Watch a tagged station for at least three minutes. You will not see any pings rendering.
    C) Opt back in.
    D) Watch any tagged station for at least three minutes and you should see **impression**, **view** and **duration** pings. That's it.

**12.** Save the monitoring session from your proxy tools including screenshots, notes and rendering pings and send it to your TAM for vertification.

**Below are more examples of impression, view and duration pings for the mDPR product:**

**Impression Ping:** http://secure-<sfcode>.imrworldwide.com/cgi-bin/d?ci=us-123456&sd=1275000&forward=0&tl=Take%20Me%20Out%20to%20the%20Ballgame&c6=dpr,c01&ca=us-123456_c01_2014Q4&pc=us-123456_c01_098765432145&cr=1_00_99_I1_00000&segment1=usa&segment2=539&c9=devid,ED960FDE-0624-4A51&cg=Epic%20Ink&c8=devgrp,PHN&c7=osgrp,IOS&c1=nuid,12D3F456-789Z-162&c10=plt,MBL&c11=agg,0&c12=apv,2.1.2&c13=asid,TF99A61AE-0E5D-B89A-E040-123AAB314F35&c14=osver,iOS8.1&c15=apn,A%2526E%2520TV%2520Everywhere%2520App&c16=sdkv,ai.3.1.2&h33=2&c26=dmap,1&at=start&rt=video&st=dpr&rnd=141477381629395586

**View Ping:** http://secure-<sfcode>.iimmrworldwide.com/cgi-bin/d?ci=us-123456&sd=1275000&forward=1&tl=Take%20Me%20Out%20to%20the%20Ballgame&c6=dpr,c01&ca=us-123456_c01_2014Q4&pc=us-123456_c01_098765432145&cr=1_00_99_V1_00000&segment1=usa&segment2=539&c9=devid,ED960FDE-0624-4A51&cg=Epic%20Ink&c8=devgrp,PHN&c7=osgrp,IOS&c1=nuid,12D3F456-789Z-162&c10=plt,MBL&c11=agg,1&c12=apv,2.1.2&c13= asid,TF99A61AE-0E5D-B89A-E040-123AAB314F35&c14=osver,iOS8.1&c15=apn,&c16=sdkv,&h33=2&c26=dmap,1&at=view&rt=video&st=dpr&rnd=1414773817130375092

**Duration Ping:** http://secure-<sfcode>.imrworldwide.com/cgi-bin/d?ci=us-123456&sd=1275000&forward=1&tl=Take%20Me%20Out%20to%20the%20Ballgame&c6=dpr,c01&ca=us-123456_c01_2014Q4&pc=us-123456_c01_098765432145&cr=1_00_99_D1_10000&segment1=usa&segment2=539&c9=devid,ED960FDE-0624-4A51&cg=Epic%20Ink&c8=devgrp,PHN&c7=osgrp,IOS&c1=nuid,12D3F456-789Z-162&c10=plt,MBL&c11=agg,1&c12=apv,2.1.2&c13= asid,TF99A61AE-0E5D-B89A-E040-123AAB314F35&c14=osver,iOS8.1&c15=apn,&c16=sdkv,&h33=2&c26=dmap,1&at=timer&rt=video&st=dpr&rnd=1414773817780851304