

Nielsen mTVR 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 sfcodes 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
- ✓ If you’re using the mTVR product, you’ll need your mobile transcoding workflow to generate ID3 tags

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
Fiddler

<http://www.charlesproxy.com/>
<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_**I**_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 will contain your AppID such as “pc=T1234567...” Ensure it starts with a “T”. Next, check that the domain has the sfcodes of “uat-cert” similar to this: “http://secure-**uat-cert**.imrworldwide.com”.
7. Within approximately the first minute of viewing, you should also see a “**view**” ping which has an “at=view” parameter and a cr parameter like this: “cr=1_00_99_**V**_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_**D**1_10000”. Notice the “**D**” in the segment ID. You should see duration pings at least every 5 minutes.
9. Change the station and view for at least 2 minutes to generate a new parameter set. Note the station and time. If you are using the mTVR product, do this for each of your tagged channels. You should generate a duration ping for each tagged channel because the presence of ID3 tags is required to generate these pings.



WXYZ	start 3:30 PM	stop 3:39 PM
WZZZ	start 3:40 PM	stop 3:44 PM

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 with the above activity and email the saved snapshots or session along with your notes to your TAM. He or she will verify that your parameters are correct so the app can experience a quick and smooth certification.

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

Impression Ping: http://secure-<sfcode>.imrworldwide.com/cgi-bin/d?ci=APRP22&forward=0&c6=mtvr,NA&ca=FD_vsb22d95MDbDEd9KcFZq-Q==&pc=<yourAppID>&cr=1_00_99_162_00000&segment1=usa&segment2=807&c9=devid,565D752E-B123-48AB-B2D0-112339DB8476&c8=devgrp,TAB&c7=osgrp,IOS&c1=nuid,D3EBE329-4497-4742-A56E-AEF8D9AA9513&c10=plt,MBL&c11=agg,0&c12=apv,3.72.1721,IOS&c14=osver,iOS7.1.1&h33=&at=start&rt=video&st=mtvr&vn=1&r=14018945041363077679

View Ping: http://secure-<sfcode>.imrworldwide.com/cgi-bin/d?ci=APRP22&forward=1&c6=mtvr,NA&ca=FD_vsb12395MDbDEd9KcFZq-Q==&pc=<yourAppID>&cr=1_00_01_V62_00000&segment1=usa&segment2=807&c9=devid,565D752E-BA46-48AB-B2D0-1E3039DB8476&c8=devgrp,TAB&c7=osgrp,IOS&c1=nuid,D3EBE329-4497-4742-A56E-AEF8D9AA9513&c10=plt,MBL&c11=agg,1&c12=apv,3.72.1721,IOS&c14=osver,iOS7.1.1&h33=&at=view&rt=video&st=mtvr&vn=1&r=14018945452067985437

Duration Ping: http://secure-<sfcode>.imrworldwide.com/cgi-bin/d?ci=APRP22&forward=1&c6=mtvr,NA&ca=FD_vsb12395MDbDEd9KcFZq-Q==&pc=<yourAppID>&cr=1_00_01_D62_10000&segment1=usa&segment2=807&c9=devid,565D752E-BA46-48AB-B2D0-1E3039DB8476&c8=devgrp,TAB&c7=osgrp,IOS&c1=nuid,D3EBE329-4497-4742-A56E-AEF8D9AA9513&c10=plt,MBL&c11=agg,1&c12=apv,3.72.1721,IOS&c14=osver,iOS7.1.1&h33=&at=timer&rt=video&st=mtvr&vn=1&r=14018945452038488404