3. the Destination Settings, add the **c2 ID**. You can find your c2 option when you enter your domain and press `Get Tag at` comScore Direct. The c2 option is on line 4 of the Tag Code.

Adding the dependency

To install the Segment-comScore integration, simply add this line to your gradle file:

```
implementation 'com.segment.analytics.kotlin.destinations:comscore:<latest_version>'
```

Or the following for Kotlin DSL:

```
implementation('com.segment.analytics.kotlin.destinations:comscore:<latest_version>')
```

Using the Plugin in your App

Open the file where you setup and configure the Analytics-Kotlin library. Add this plugin to the list of imports.

```
import com.segment.analytics.kotlin.destinations.comscore
```

Just under your Analytics-Kotlin library setup, call `analytics.add(plugin = ...)` to add an instance of the plugin to the Analytics timeline.

```
    analytics = Analytics("<YOUR WRITE KEY>", applicationContext) {
        this.flushAt = 3
        this.trackApplicationLifecycleEvents = true
    }
    analytics.add(plugin = ComscoreDestination())
```

Your events will now begin to flow to comScore in device mode.

Identify

Calling `identify` with comScore enabled sets the user attributes provided as `labels`, and passes that information to comScore. With the mobile destination, Segment maps the `identify` event to comScore's `setPersistentLabelWithName`.

Track

Calling `track` on events sets the properties of that track call as hidden values in comScore to enhance your reports. With the mobile destination, Segment maps the `track` event to comScore's `notifyHiddenEventWithLabels`.

Screen

Calling `screen` on mobile attributes the `name`, `category` and `properties` on that call to be used in the comScore tool. With the mobile destination, Segment maps the `screen` event to comScore's `notifyViewEventWithLabels`.

Flush

Calling `flush` will clear the offline cache with comScore's `flushOfflineCache` method.

Video Streaming

> The video tracking functionality is in beta for **mobile only**, and requires version 3.0.0 of the `Segment-comScore` SDK. If you have feedback on or questions about this beta feature, contact Support.

To get started tracking video content through Segment, make sure you are using a media player that has an API which allows you to detect the player state. Refer to the Video Spec and implement video tracking as outlined there. Segment map the semantic events to comScore's relevant methods.

Playback Events

When you call `Video Playback Started`, Segment initializes an instance of the comScore streamingAnalytics class with `[streamingAnalytics createPlaybackSession];`. **It is essential that this event is called in order to continue tracking through comScore's Streaming Tag**.

From there Segment maps to the relevant events on the instance as outlined below:

COMSCORE SPEC	SEGMENT VIDEO SPEC
`notifyPause`	`Video Playback Paused`
`notifyBufferStart`	`Video Playback Buffer Started`

COMSCORE SPEC	SEGMENT VIDEO SPEC
`notifyBufferStop`	`Video Playback Buffer Completed`
`notifySeekStart`	`Video Playback Seek Started`
`notifyPlay`	`Video Playback Seek Completed`
`notifyPlay`	`Video Playback Resumed`

If the `properties.position` is passed in, Segment calls the above methods with the play position.

Playback Properties (Labels)

For each playback event, Segment sets the following asset labels translated from the video spec to comScore:

COMSCORE LABEL	SEGMENT PROPERTY
`ns_st_ci`	`asset_ids(s)`
`ns_st_mp`	`video_player`
`ns_st_vo`	`sound`
`ns_st_ws`	`full_screen`
`ns_st_br`	`bitrate`

Note that iOS and Android expect different casing. Segment expects `snake_case` for iOS and `camelCase` for Android.

Content Events

COMSCORE SPEC	SEGMENT VIDEO SPEC
`notifyPlay`	`Video Content Started`
`notifyPlayWithPosition`	`Video Content Playing`
`notifyEnd`	`Video Content Completed`

If the `properties.position` is passed in, Segment calls the above methods with the play position.

Content Properties (Labels)

COMSCORE LABEL	SEGMENT PROPERTY
`ns_st_ci`	`asset_id`
`ns_st_pn`	`pod_id`
`ns_st_ep`	`title`
`ns_st_sn`	`season`
`ns_st_en`	`episode`
`ns_st_ge`	`genre`

COMSCORE LABEL	SEGMENT PROPERTY
ns_st_pr	program
ns_st_pu	publisher
ns_st_st	channel
ns_st_ce	full_episode

Note that iOS and Android expect different casing. Segment expects `snake_case` for iOS and `camelCase` for Android.

Ad Events

COMSCORE SPEC	SEGMENT VIDEO SPEC
notifyPlay	Video Ad Started
notifyPlayWithPosition	Video Ad Playing
notifyEnd	Video Ad Completed

COMSCORE LABEL	SEGMENT PROPERTY
ns_st_ami	asset_id
ns_st_ad	type
ns_st_amt	title
ns_st_pu	publisher
ns_st_cl	total_length

Note that iOS and Android expect different casing. Segment expects `snake_case` for iOS and `camelCase` for Android.

Additional Video Destinations Specific Options

Example for Android:

```
Map<String, Object> comScoreOptions = new LinkedHashMap<>();
comScoreOptions.put("c3", "c3 value");
comScoreOptions.put("c4", "c4 value");
comScoreOptions.put("c6", "c6 value");

Analytics.with(context).track("Video Playback Started", new Properties(), new Options().setIntegrationOptions("comSco
re", comScoreOptions));
```

Video Metrix Dictionary Classification

Represented with the labels `c3`, `c4`, `c6`, these labels determine which entity the clip will credit to in the Video Metrix dictionary. Segment allows you to pass values for these labels as a destination-specific option, since these values will.

These are required fields, so all three of these labels must always be passed. Unused labels must still be passed with the literal string value `*null`. These values should ONLY appear as part of the video destination, they should not appear or be set in the general mobile destination.

Airdates

Only mapped on content events. ComScore has two definitions for Airdates: TV Airdate and Digital Airdate.This airdate helps comScore establish monetization windows (live, day +1, day +3, ...) for any given episode or show. The monetization windows are used to calculate commercial and program ratings. Each expects a value in **yyyy-mm-dd** format.

Segment allows you to pass in one or the other and map to comScore's labels for each.

`tvAirdate` : TV Airdate. The date on which the content aired on TV.

`digitalAirdate` : Digital Airdate. The date on which the content aired digitally.

Classification Type

Classification types are how comScore differentiates between an Ad and Content. Segment allows you to pass in a value for the classification type in two ways:

Ad Classification Type

You can pass in a value for `adClassificationType` as an integration specific option. Segment defaults to value `va00` on all Ad related video tracking events. The values you may dynamically pass in are described by comScore below.

LINEAR - VIDEO ON DEMAND Linear advertisements delivered into a media player and presented before, in the middle of, or after video content is consumed by the user. The advertisement completely takes over the full view of the media player.

	VIDEO + AUDIO
Linear Pre-Roll	va11
Linear Mid-Roll	va12
Linear Post-Roll	va13

LINEAR - LIVE Linear advertisements delivered before, in the middle of, or after a live stream of content. The advertisement completely takes over the full view of the media player.

	VIDEO + AUDIO
Linear Live	va21

BRANDED ENTERTAINMENT Media that a user may intentionally view (like content), or it may be served to a user during an ad break (like an advertisement).

	VIDEO + AUDIO
During Linear Pre-Roll	va31
During Linear Mid-Roll	va32
During Linear Post-Roll	va33
As Content	va34
During Live Streaming	va35

Content Classification Type

You can pass in a value for `contentClassificationType` as a destination-specific option. Segment defaults to value `vc00` on all Content related video tracking events. The values you may dynamically pass in are described by

comScore below.

PREMIUM Content with strong brand equity or brand recognition. Premium content is usually created or produced by media and entertainment companies using professional-grade equipment, talent, and production crews that hold or maintain the rights for distribution and syndication.

	VIDEO + AUDIO
Short Form Video On Demand	vc11
Long Form Video On Demand	vc12
Live Streaming	vc13

USER-GENERATED Content with little-to-no brand equity or brand recognition. User-generated content (UGC) has minimal production value, and is uploaded to the Internet by non-media professionals.

	VIDEO + AUDIO
Short Form Video On Demand	vc21
Long Form Video On Demand	vc22
Live Streaming	vc23

BUMPERS Bumpers - also known as billboards or slates - are static promotional items which usually run before content and usually last less than 5 seconds.

	VIDEO + AUDIO
Bumpers	vc99

FAQ

How does comScore determine platform type?

The SDK auto-collects the internal device names, which comScore maps to their reportable Platforms seen broken out in your comScore Direct dashboard.

How does comScore determine unique devices?

The comScore SDK will collect unique device id's under the hood, so based on this there is some filtering that can happen here. IN order to see a number for this metric, you need to select a Geography, Client ID, and Platform in the comScore dashboard. The *All* option will not produce a unique device.

How does comScore determine the application name?

Used in the classification from comScore's Audience reporting, comScore retrieves the application name from your app's Info.plist application bundle name as returned by `CFBundleName`. If you want to override the automatically retrieved value, you can provide a string with your preferred app name.

How does comScore work with ProGuard?

If you are using `minifyEnabled` in your build, you would need to add the following to your proguard-project.txt file.

```
-keep class com.comscore.** { *; }
-dontwarn com.comscore.**
```

The comScore library uses static classes and the code is already optimized. These setting inform ProGuard to

add the library as-is.

This page was last modified: 21 Apr 2023

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