



## Getting Started

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with your Nielsen representative before shipping this implementation to production.

## Mobile

To get started with Nielsen-DTVR and Segment, you'll want to first integrate your mobile app with Segment's [iOS](#) or [Android](#) sources.

### iOS

To install Nielsen DTVR via Segment on iOS, please follow the instructions in the Segment-Nielsen-DTVR repository [README](#).

### Android

To install Nielsen DTVR via Segment on Android, please follow the instructions in the Segment-Nielsen-DTVR repository [README](#).

## Web

If you'd like to measure video on the web, all you have to do is add your Nielsen `appId` and `instanceName` in your Segment settings and enable this destination for a JS source. We will then load the Nielsen SDK into the browser.

## Track

Segment only supports sending `track` events as outlined in our [Video Spec](#). 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 such as video or ad plays. For example, you would not be able to collect ad plays using YouTube since their YouTube SDK does not expose any hooks into player states during ad plays.

**IMPORTANT:** We will map the semantic events and properties in the Segment [Video Spec](#) to Nielsen's relevant methods and metadata. If you do not implement the Segment [Video Spec](#) properly, this integration will not behave properly.

## Settings

### App ID

Once the Segment source is integrated with your app, toggle Nielsen-DTVR on in your Segment destinations catalog, and add your `appId`, which you can retrieve from your Nielsen representative.

The `appId` is the unique id for the application assigned by Nielsen. It is GUID data type. Be sure to use the test `appId` during development, test, and certification processes. Use Production `appId` to submit app to App / Play store, after receiving Nielsen certification.

These new settings will take up to an hour to propagate to all of your existing users. For new users it will be instantaneous.

### Enable Debug Mode

Check this setting if you would like to activate the Debug flag. Once the flag is active, it logs each API call made and the data passed. DO NOT activate the Debug flag in a production environment.

### id3Property

Indicate the key in your payload associated with the id3 tag. If one is not provided we will default to `id3`.

### Instance Name

Required for Web only: A user-defined string value for describing the player/site.

### Events to Send Id3 Tags

Add the event names you would like to trigger Segment to `sendId3` tags.

### sfcode

Required for mobile only: Add the unique identifier for the environment that the Nielsen SDK should point to. If not specified the default value will be `us`.

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