Documentation

Accepts Page, Identify, and Track calls

- Refer to it as **comScore** in the Integrations object

Components

Browser   iOS   Android

Connection Modes ❓

Device-mode	Cloud-mode
✅ Web	⊘ Web
✅ Mobile	⊘ Mobile
⊘ Server	⊘ Server

Segment's comScore destination code is open source and available on GitHub. Feel free to check it out:

JavaScript

iOS

Getting Started

comScore is supported on mobile apps and web browsers.

Web

When you enable comScore in the Segment App, your changes appear in the Segment CDN within 45 minutes, and then analytics.js starts asynchronously loading comScore's `beacon.js` library onto your page. **This means you should remove comScore's snippet from your page.**

Be sure to input your comScore **c2 ID** for comScore to start recording data. The **c2 ID** can be found by clicking on the "Get Tag" button within the Comscore dashboard. You will need to pull out the **C2 Value** from the comScore script tag. You **do not** need to copy/paste the entire script tag.

Mobile

To get started with comScore and Segment, you'll want to first integrate your mobile app with our iOS or Android sources. comScore can only accept data sent directly from their iOS and Android SDKs. For that reason we can only send data directly from our iOS and Android SDKs to comScore. **Data recorded in our server-side sources cannot be sent to comScore.**

For mobile sources, you will need to enter your comScore **c2 ID** and **Publisher Secret**.

iOS

To install comScore using Segment on iOS, please follow the additional set up steps in the Segment-Comscore iOS repository.

Android

To install comScore using Segment on Android, please follow the additional set up steps in the Segment-Comscore Android repository.

Page

Calling `page` on web will automatically send a call to comScore's Application Tag, along with any `labels` mapped in the **Beacon Param Map** setting.

Identify

Calling `identify` with comScore enabled will automatically set the user attributes provided as `labels`, passing that information on to comScore. With the mobile destination, we map a Segment `identify` event to comScore's `setPersistentLabelWithName`. Identify is not supported in the web destination.

Track

Calling `track` on events will automatically set the properties of that track call as hidden values in comScore to enhance your reports. With the mobile destination, we map a Segment `track` event to comScore's `notifyHiddenEventWithLabels`. Track is not supported in the web destination.

Screen

Calling `screen` on mobile will automatically attribute the `name`, `category` and `properties` on that call to be used in the comScore tool. With the mobile destination, we map a Segment `screen` event to comScore's

`notifyViewEventWithLabels`. Screen is not supported in the web destination.

Flush

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

User Consent

To communicate user consent, Comscore requires customers add a label called `cs_ucfr` to events. Segment supports setting the `cs_ucfr` label on web only. Using the **Comscore User Consent Label** setting, input the custom field you would like to map to `cs_ucfr`. The custom field mapped to `cs_ucfr` should be present on **all** page calls as per comScore's requirements.

Segment will map values to comScore's `cs_ucfr` label as outlined below:

CUSTOM FIELD VALUE	CS_UCFR VALUE
0	0
1	1
false	0
true	1
If third character in the US Privacy String is Y	0
If third character in the US Privacy String is N	1
If third character in the US Privacy String is _	Not included
Any other string value	"" (empty string)

`cs_ucfr` will be omitted in all other cases.

Video Streaming

Note: 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 us!

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 our Video Spec and implement video tracking as outlined there. We will 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 we will map 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, we will call the above methods with the play position.

Playback Properties (Labels)

For each playback event, we will set the following asset labels translated from our 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. We expect `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, we will call 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. We expect `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. We expect `snake_case` for iOS and `camelCase` for Android.

Additional Video Destinations Specific Options

Example on passing destination specific option values through on iOS:

```
options:@{
  @"integrations": @{
  @"com-score" : @{
    @"c3": @"c3 value",
    @"c4: @"c4 value",
    @"c6" : @"c6 value",
    @"tvAirdate" : @"2017-05-22"
    }
  }
}
```

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("comScore", 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.

We allow 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

	VIDEO + AUDIO
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 dashbaord.

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.

Settings

Segment lets you change these destination settings from the Segment app without having to touch any code.

SETTING	DESCRIPTION
App Name	`string`. This parameter will be sent along with payloads to identify which app the tags and data are coming from.
Auto Update	`boolean`, defaults to `TRUE`. Auto Update allows the comScore SDK to automatically send usage updates to comScore.
Auto Update Interval	`number`, defaults to 60. If Auto Update is enabled, this sets how many seconds in between auto updates.
Beacon Param Map	`map`, defaults to {}. (Web/A.js Only) Map Segment event properties to comScore Beacon parameters.
c2 ID *(required)*	`string`. 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**.
Comscore Keyword	`string`. (Web/A.js Only) Add your Comscore Keyword value. This will be added to the query string as `comscorekw={value}`.
Comscore User Consent Label	`string`. (Web/A.js and Android Only) Input the custom property or context field you would like to map to Comscore's user consent label (`cs_ucfr`). The value should be `true` / `false`, `1` / `0` or the [US Privacy String](https://github.com/InteractiveAdvertisingBureau/USPrivacy/blob/master/CCPA/US%20Privacy%20String.md) value to indicate user consent. When evaluating mappings, Segment will prioritize properties before context fields. If nothing is mapped, Segment will not pass `cs_ucfr` to Comscore.
Only Auto Update when app in foreground.	`boolean`, defaults to `TRUE`. When Auto Update is Enabled, this setting determines whether usage date will be sent only when the app is in the foreground. If your app can provide a user experience from the background, like Push Notifications, then you'll want to set this to false.
Publisher Secret	`string`. You can find your **Publisher Secret** option when you enter your domain and press **Get Tag** at [comScore Direct](#).

This page was last modified: 09 Aug 2024

Need support?

Questions? Problems? Need more info? Contact Segment Support for assistance!

Help improve these docs!

Edit this page

Request docs change

Was this page helpful?

👍 Yes

👎 No

Get started with Segment

Segment is the easiest way to integrate your websites & mobile apps data to over 300 analytics and growth tools.

Your work e-mail

Request Demo

or

Create free account

Privacy

Terms

Website Data Collection Preferences