CUSTOMER ANALYTICS PORTAL USER GUIDE

VERSION 1.0

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1

INTRODUCTION

The RayV Customer Analytics Portal (CAP) is an analytics and reporting tool that monitors and tracks each viewer and each channel, and provides various types of analytics reports.

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ACCESSING CAP

To run CAP, you must have the Adobe Flash Player (version 10 or up) installed.

To access CAP:

1. In your browser, enter the address for accessing the CAP application. The CAP Login window appears.

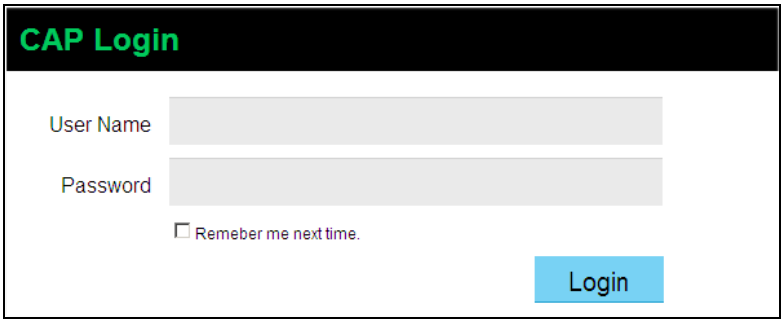

Figure 1 : CAP Login Window

2. Enter the username and password supplied by RavV, in the relevant fields.
3. Click **Login**.

The CAP application opens to the main screen and starts loading the dashboard report data; after a short while the dashboard report appears on screen (Figure 2).

Note: *It is highly recommended to change your password and not continue using the default RayV-supplied password. For instructions, refer to* Changing Your Password *on page 29.*

3

GETTING STARTED

The CAP screen is shown in Figure 2.

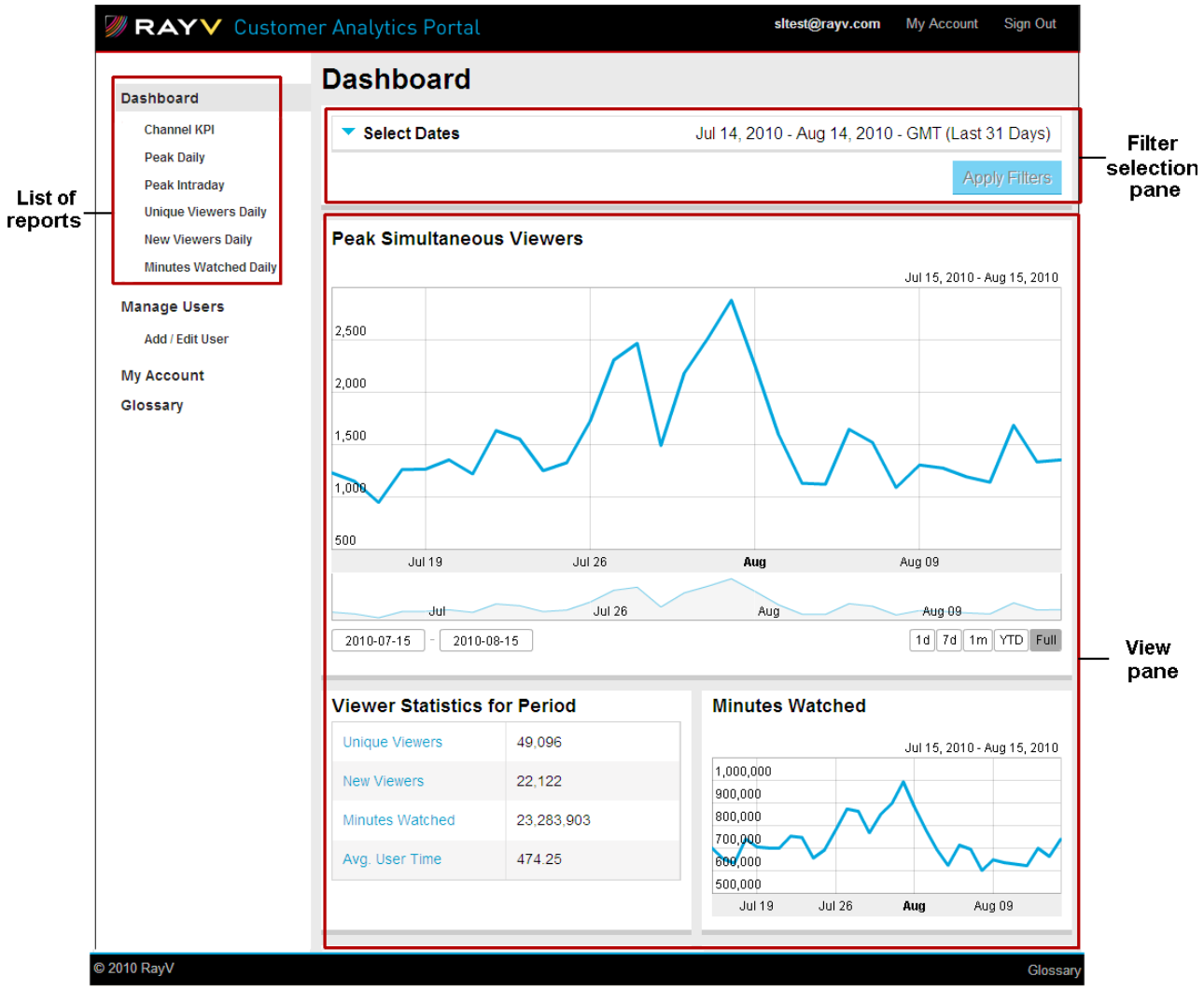

Figure 2 : CAP Screen

The CAP screen is composed of the following main components:

- **List of reports** – In this pane you specify which type of report you wish to generate.

- **Filter selection pane** – In this pane you specify for which dates and which channels you wish to generate the report.
- **View pane** – This pane displays the generated report.

  When the CAP application is opened, the view pane displays the dashboard report, which shows the main performance indicators for all the channels of the publisher. The metrics include Peak Simultaneous Viewers, Viewer Statistics, and Minutes Watched. For a full explanation of the metrics displayed in the dashboard, refer to *Dashboard* on page 15.

From the main screen you can also click links to create new CAP users, edit existing users, or change your password. In addition, you can click the Glossary link at the bottom of the screen to view a glossary of CAP terms.

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GENERATING REPORTS

The types of reports you can generate are listed in the left pane of the main screen.

To generate a report:

1. Select the report in the left pane.

   Fields for defining a time filter and channels filter appear in the right pane.

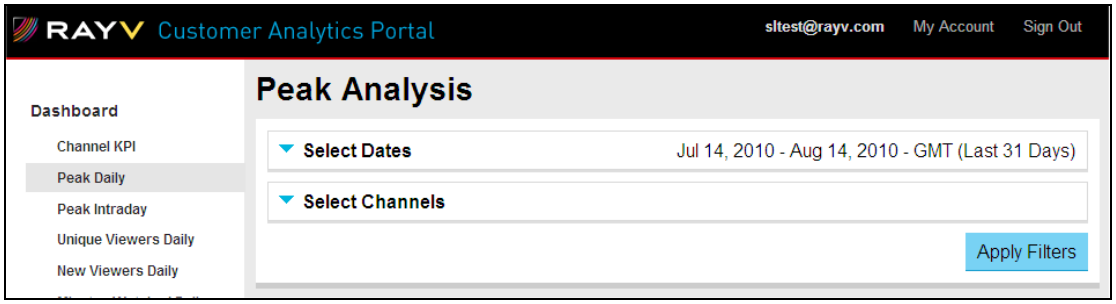

Figure 3 : Dates and Channels Selection Pane

2. Define a time filter, as described in *Setting a Time Filter* on page 8.
3. Define a channels filter, as described in *Setting a Channels Filter* on page 9.
4. Click Apply Filters.

   CAP processes the data. After a short interval, the report appears in the view pane.

Note: *When generating a report of type Dashboard you do not need to apply any filter. You can optionally apply a time filter.*

After a report is generated, you can zoom in and out of the chart view, and interact with the report in various ways. Refer to *Interacting with Reports* on page 10.

Applying Time and Channel Filters

For each type of report except the Dashboard, you need to specify for which time period and for which channels to generate the report. The following sections provide instructions on setting time and channel filters.

Setting a Time Filter

To specify a time period:

1. Click ▼ to the left of **Select Dates**. The Select Dates pane appears.

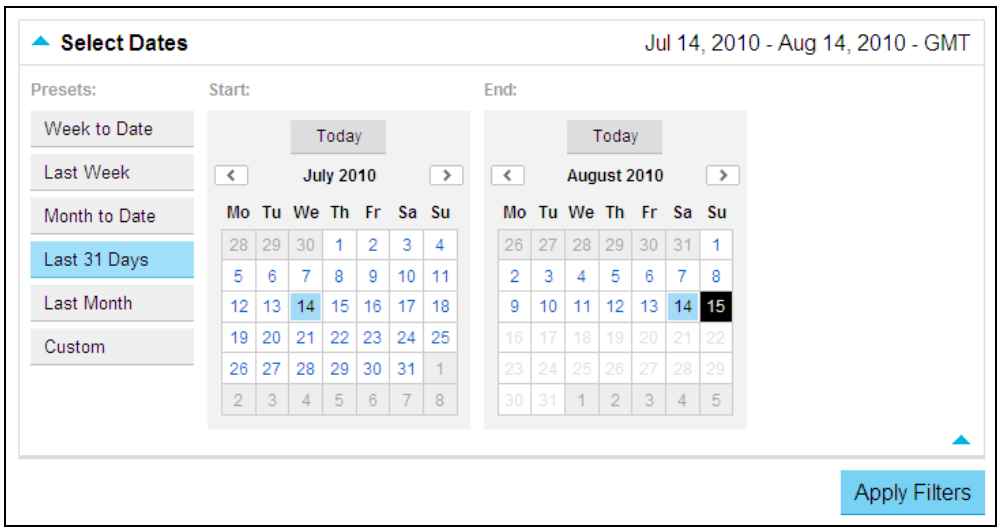

Figure 4 : Selecting a Time Period

The current date appears with a black background. Data is available for all past dates up to the previous day.

2. Specify the time period for which to generate a report, using either of the following methods:

   - Manually click a date in the **Start** calendar and a date in the **End** calendar. The selected dates appear with a blue background.

     OR

   - Select a time period from the **Presets** list. The preset time periods include:
     - **Week to Date** – From Monday of this week till yesterday.
     - **Last Week** – From Monday till Sunday of last week.
     - **Month to Date** – From the first of this month till yesterday.
     - **Last 31 Days** – The past 31 days, ending yesterday.
     - **Last Month** – From the first till the last day of last month.
     - **Custom** – Manually specify a date in the **Start** calendar and in the **End** calendar.

Note: *When generating a Peak Intraday report, you need to specify only one date.*

SETTING A CHANNELS FILTER

To specify for which channels to generate a report:

1. Click ▼ to the left of **Select Channels**. The Select Channels pane appears.

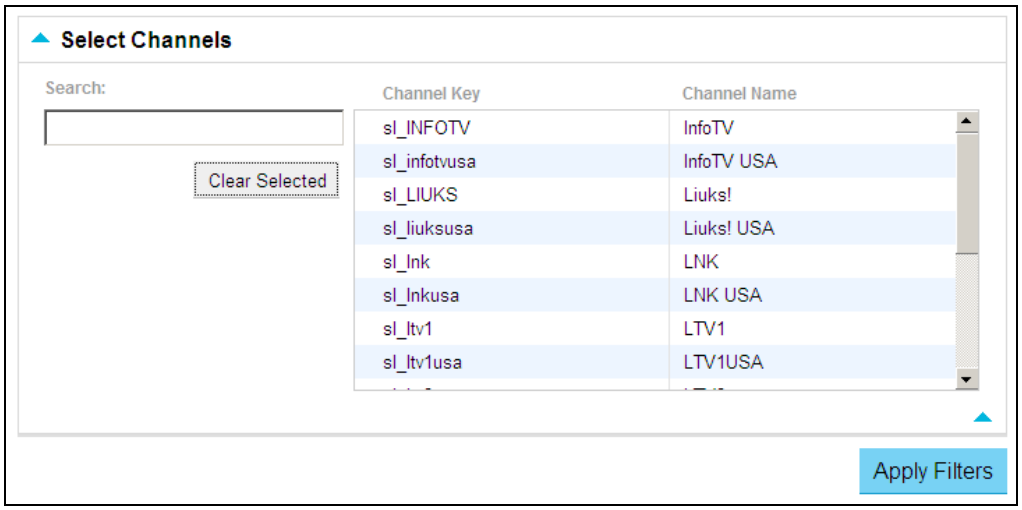

Figure 5 : Selecting Channels

2. Select channels by clicking the corresponding rows in the list of channels.

   A ✔ appears adjacent to a selected channel.

Note: *You may select a maximum of three channels.*

3. Optionally, filter the list of channels by entering a name or part of a name in the **Search** field. As you enter characters in the Search field, the channels list changes to show only the channels whose names begin with the characters you entered.

You can also click **Clear Selected** to unselect all selected channels.

Note: *When generating a Channel KPI report, you need to specify only one channel.*

INTERACTING WITH REPORTS

A generated report displays the data in chart format and table format, as shown in the following sample generated report.

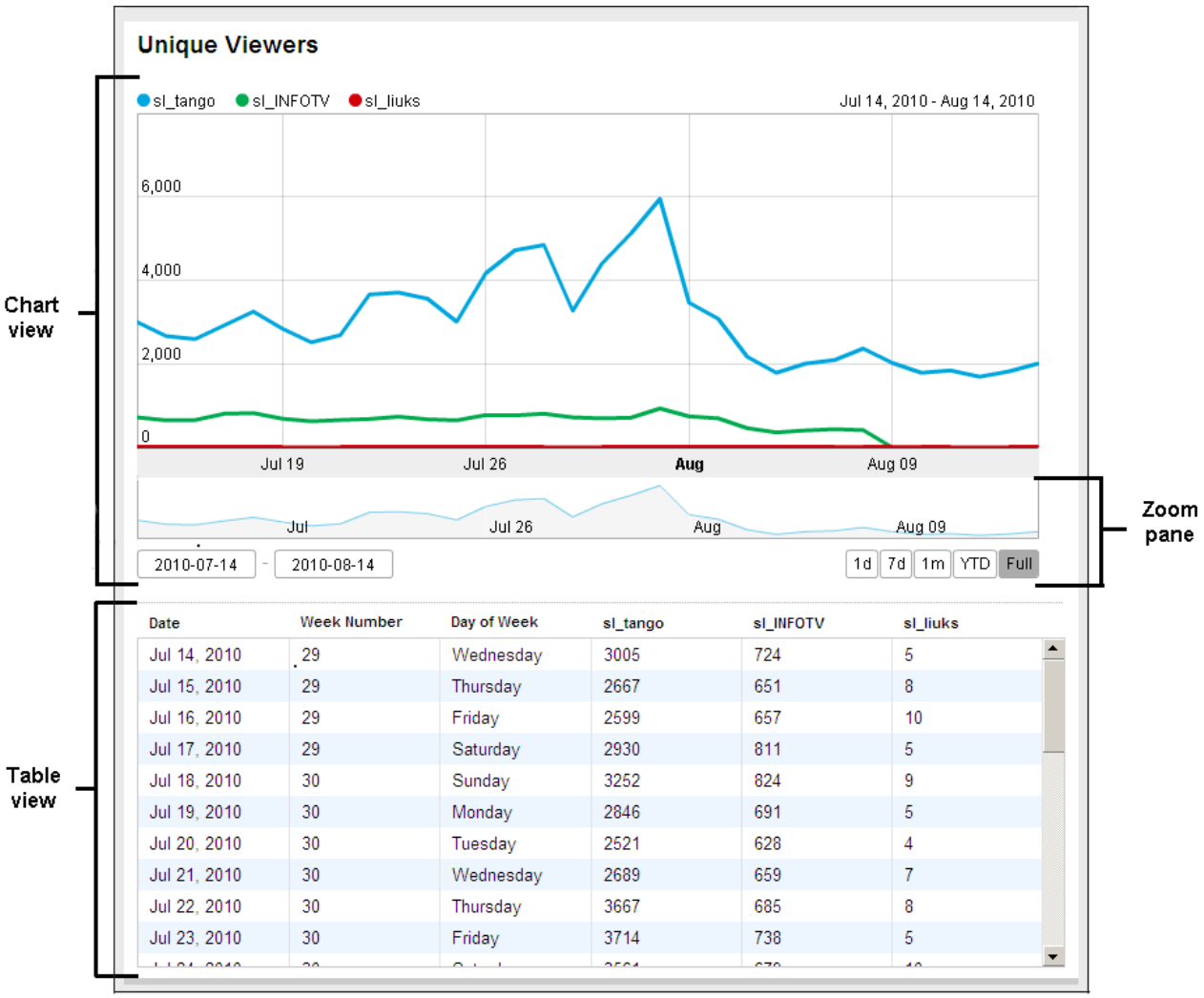

Figure 6 : Report Components

INTERACTING WITH THE CHART

You can dynamically change the display in the chart view as follows:

- **Zoom in and out of the data** – Use the zoom pane to zoom into or out of the data, as described in *Using the Zoom Pane* on page 11.
- **Hide and show each graph** – Click the legend color of a graph to hide a graph. For example, in Figure 6 shown above, if you click ● adjacent to sl_liuks, the red circle changes to ✖, and the graph for the `sl_liuks` channel is hidden from view. To un-hide the channel, click the ✖.

- **Compare the different graphs for each data point** – Place the cursor anywhere in any graph. The data for that point in time is displayed for all the graphs in the legend line. For example: sl_INFOTV **17** sl_LIUKS **22** sl_lnk **358**.

Interacting with the Table

You can also change the display in the table view:

- **Sort the table by parameters** – Sort the table by clicking a column head. The table is sorted by that column.

Using the Zoom Pane

You can use the zoom pane to zoom in and out of the graphic display. Figure 7 shows the zoom pane components.

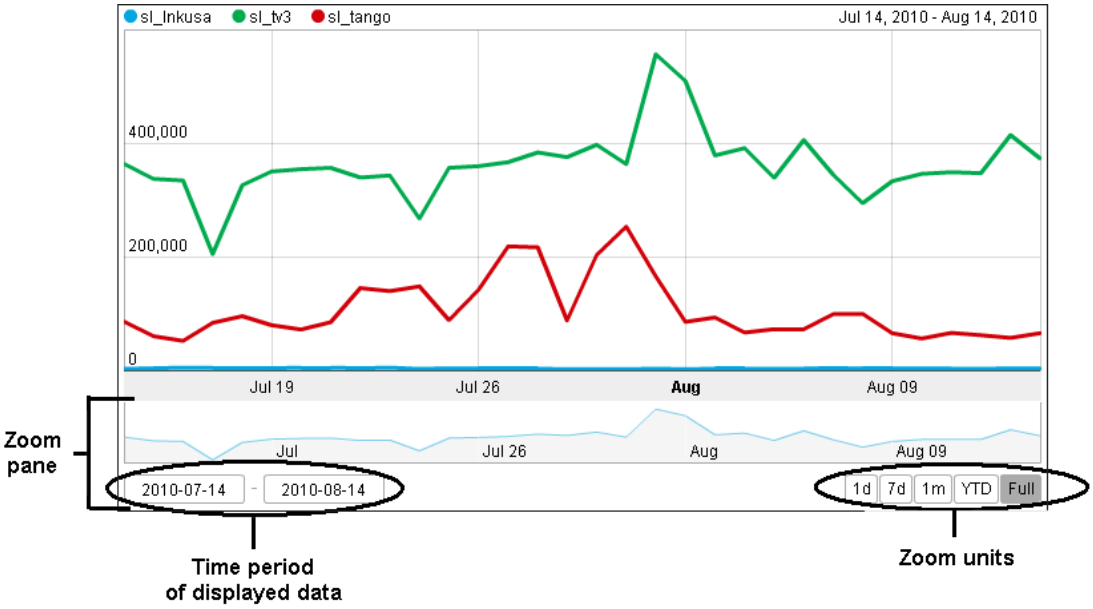

Figure 7 : Zoom Pane Components

The zoom buttons appearing at the bottom right of the zoom pane determine the zoom units. You can select any of the following:

- **1d** – Display data in blocks of a day.
- **7d** – Display data in blocks of a week.
- **1m** – Display data in blocks of a month.
- **3m** – Display data in blocks of a 3-month period.
- **6m** – Display data in blocks of a 6-month period.

Note: *The available zoom buttons correspond to the time period of the report. Thus, if you generate a report for the previous month, the* `3m` *and* `6m` *buttons are not available.*

To zoom into the chart:

1. Click a zoom button (such as 1d) to specify the zoom units.

   The display changes to show data for the period you zoomed into.

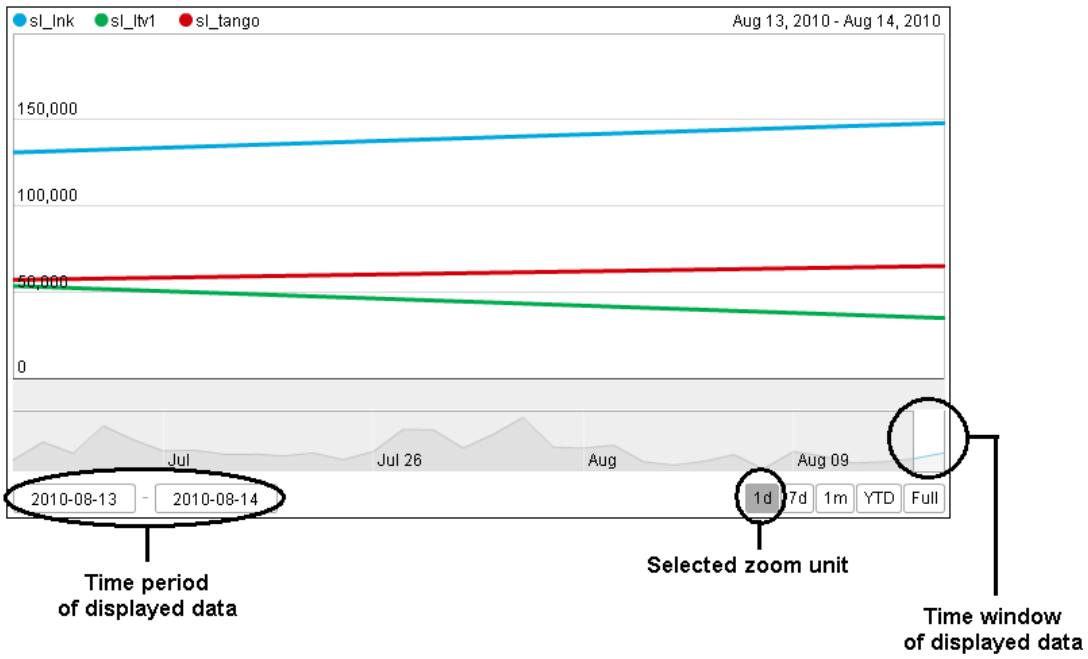

Figure 8 : Zoom View

2. Specify which day/week/month to display, as follows:
   Place your cursor in the zoom pane, inside the window indicating which time period is currently being displayed. The cursor changes to a hand, and handles ◆ ◆ delineate the time window(see Figure 9). Drag the window to the left or right to change the time window for which to display data.

Figure 9 : Moving the Time Window

EXPORTING REPORTS

You can copy the table appearing in the table view, and paste it into Excel. In Excel you can manipulate and publish the report as desired.

To copy the table into an Excel file:

1. If a scroll bar appears, scroll down to the bottom of the table.
2. Copy the data in the table as follows:
    a. Place the mouse cursor to the right of the value appearing in the bottom of the right-most column.
    b. Hold down the left mouse button while dragging the mouse upward and leftward until the column headers are also selected.
    c. Keep holding down the left mouse button until the table has scrolled all the way to the top.
    d. Release the left mouse button.
3. Press **Ctrl** + **C** to copy the data.
4. Open an Excel file, and paste the data in the file.

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UNDERSTANDING THE REPORTS

This chapter describes the information provided in each of reports you can generate.

Note: *Throughout this chapter, the term* Viewer *refers to a RayV media player used to show video content.*

DASHBOARD

The dashboard displays the main performance indicators for all the channels of a publisher.

By default, the dashboard displays data for the last 31 days. You can change the display in the dashboard to show data for a different time period by applying a time filter. To set a time filter, refer to *Setting a Time Filter* on page 8.

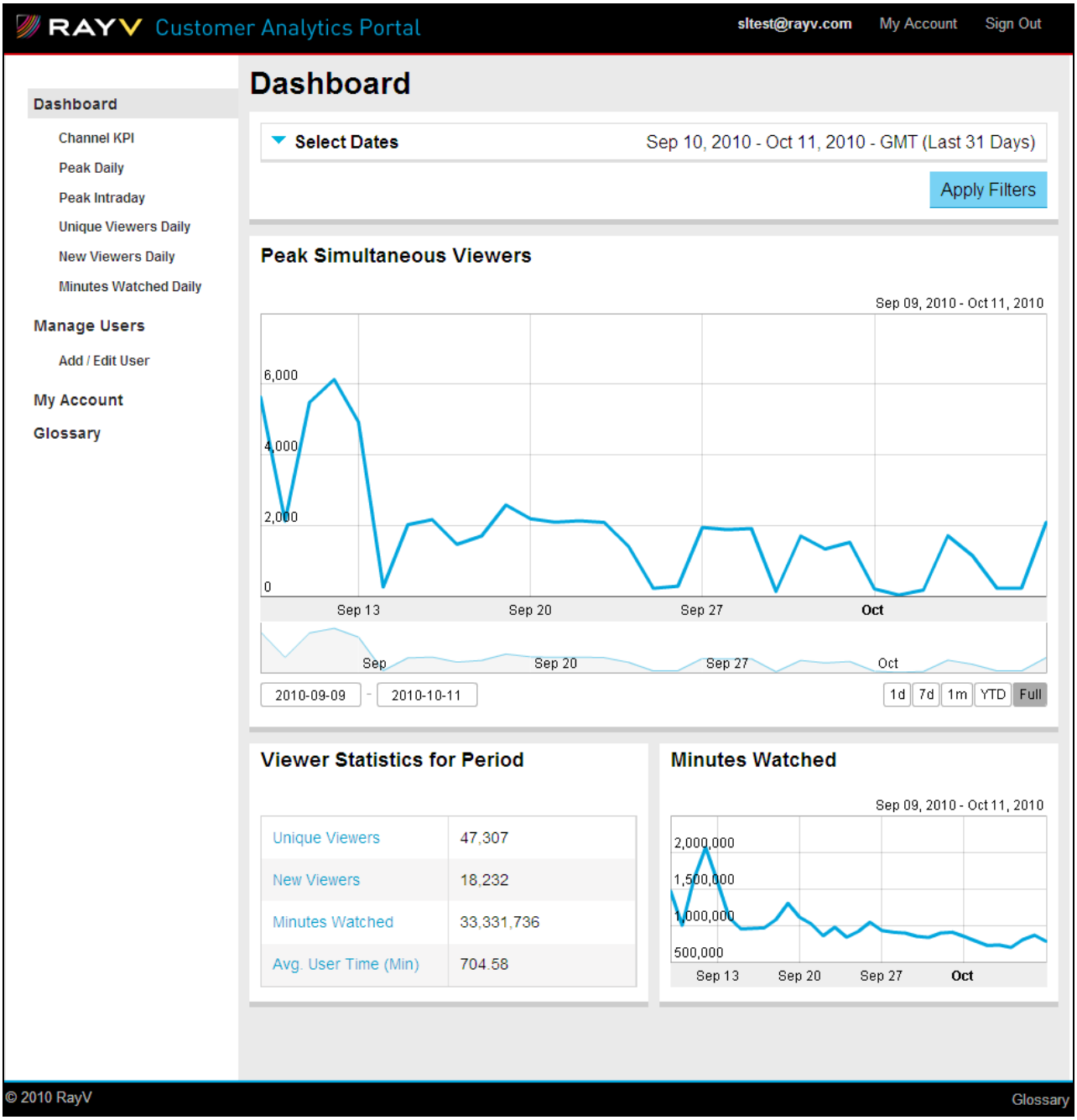


Figure 10 : Sample Dashboard Report

The dashboard displays the following metrics for the selected period:

- **Peak Simultaneous Viewers** – The highest number of unique viewers watching the various channels of the publisher at the same time. The graph shows the Peak Simultaneous Viewers for each day in the selected period.
- **Viewer Statistics for Period** – Provides the following viewer statistics for the selected period:
  - **Unique Viewers** – The number of viewers watching the publisher's channels.

- **New Viewers** – The number of viewers watching one of the publisher's channels for the first time ever. A viewer is counted as new viewer for a certain publisher only once.
- **Minutes Watched** – The number of minutes that viewers watched the publisher's channels.
- **Avg. User Time** – The total number of minutes watched, divided by the total number of unique viewers, for the selected period.

- **Minutes Watched** – The number of minutes that viewers watched the publisher's channels.

CHANNEL KPI

The Channel KPI report enables you to view the key performance indicators of a channel for a selected time period.

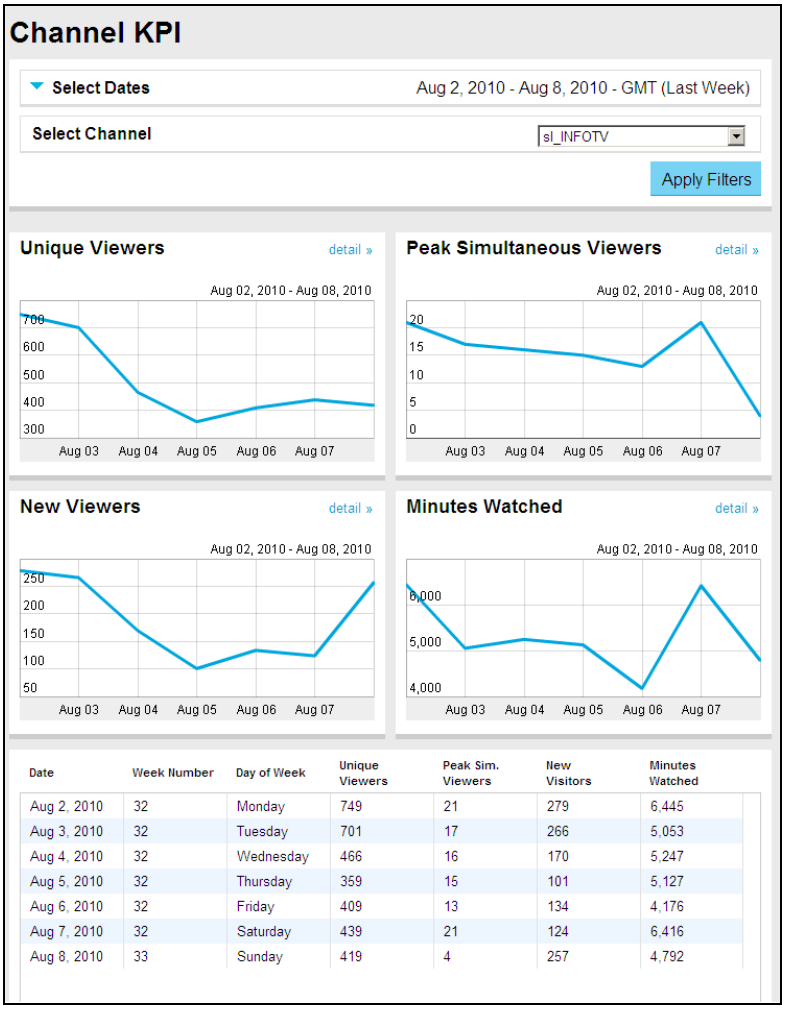


Figure 11 : Channel KPI Report Sample

The report provides information about the following key channel performance indicators:

- **Unique Viewers** – The number of viewers watching the channel.
- **Peak Simultaneous Viewers** – The highest number of unique viewers watching the channel at the same time. The chart shows the Peak Simultaneous Viewers for each day in the selected time period.
- **New Viewers** – The number of viewers who watched the channel for the first time ever. A viewer is counted as a new viewer for a certain channel only once.
- **Minutes Watched** – The number of minutes that viewers watched the channel.

You can also zoom into the display in any of the graphs. To do so, click detail ». The graph display fills the view pane, and a zoom pane appears at the bottom. For instructions on how to use the zoom pane, refer to *Using the Zoom Pane* on page 11.

PEAK DAILY REPORT

This report displays, for each channel you specify, the Peak Simultaneous Viewers value for each day in the specified time period.

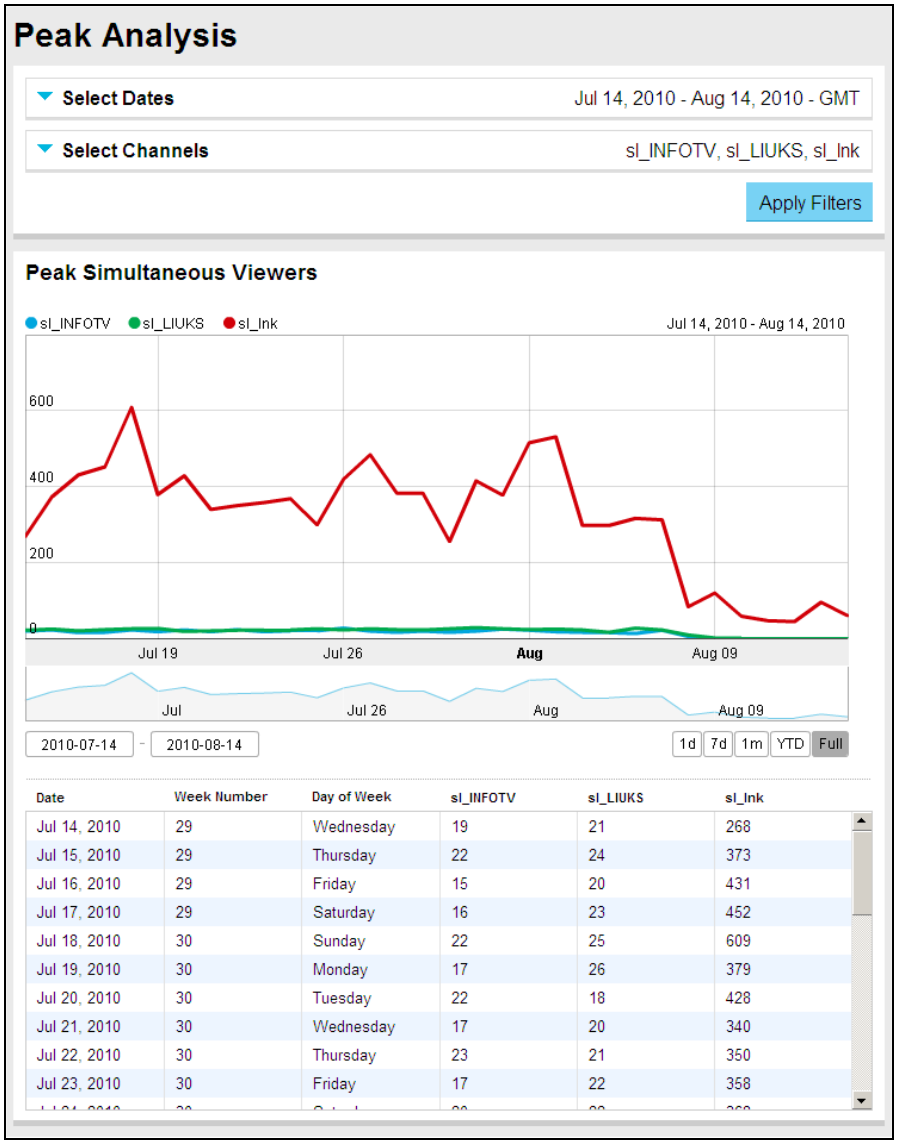


Figure 12 : Sample Peak Daily Report

PEAK INTRADAY REPORT

This report displays, for the channels and date you specify, the Peak Simultaneous Viewers value for each five minute interval during the day.

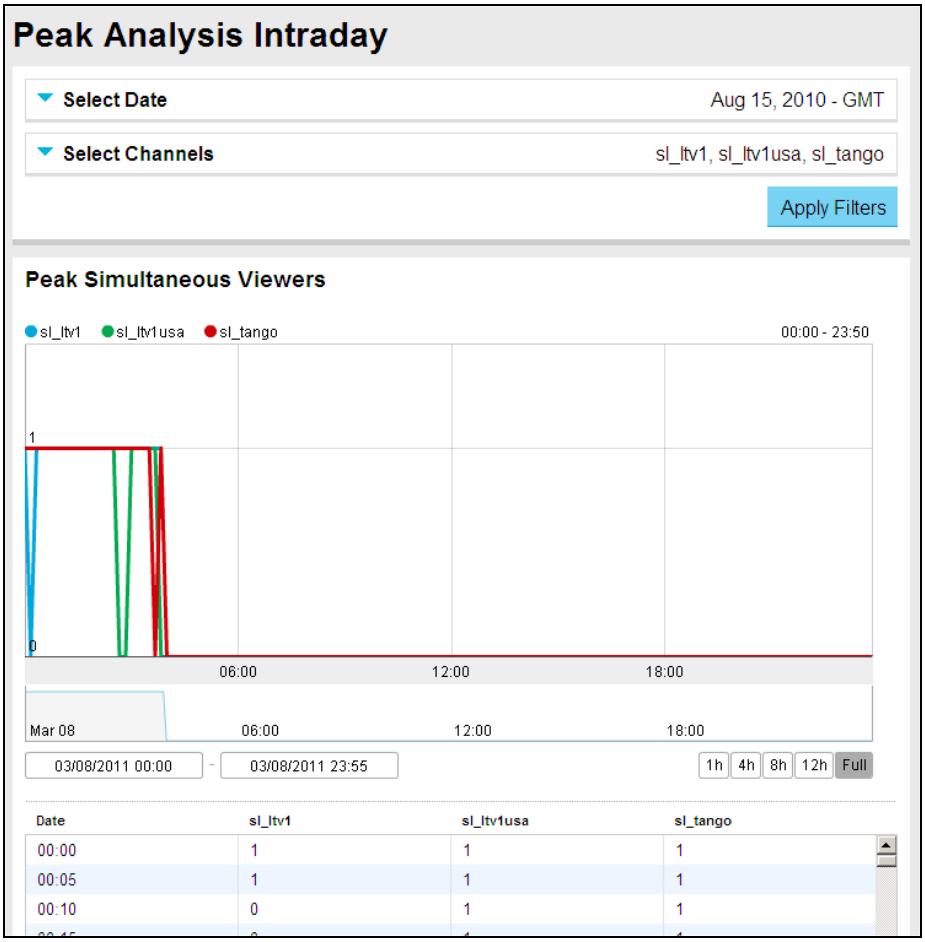


Figure 13 : Sample Peak Daily Report

UNIQUE VIEWERS DAILY

This report displays, for each channel you specify, the total number of unique viewers that watched the channel, for each day in the specified time period.

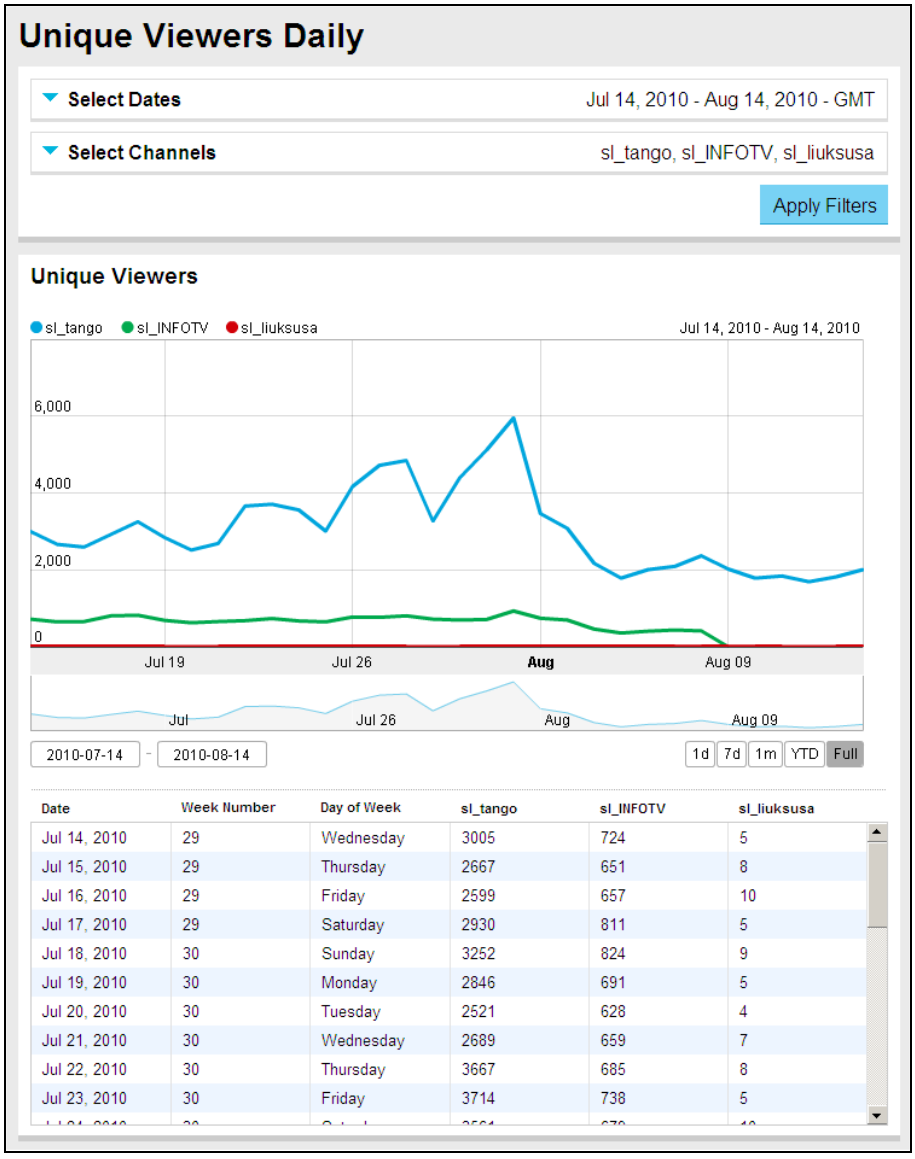
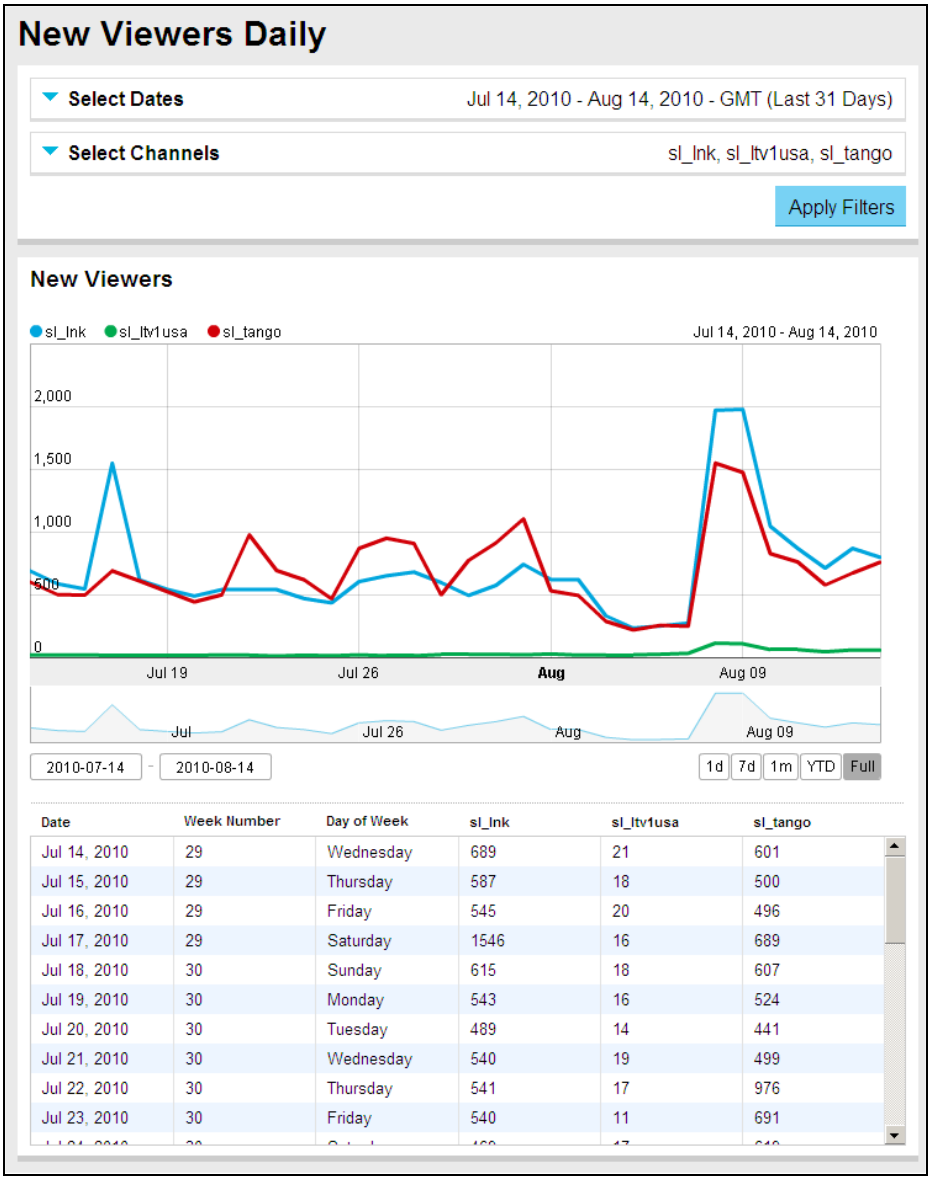


Figure 14 : Sample Unique Viewers Daily Report

NEW VIEWERS DAILY

This report displays, for each channel you specified, the total number of new viewers that watched the channel for the first time, for each day in the specified time period. A new viewer is a viewer that watched a channel for the first time ever.

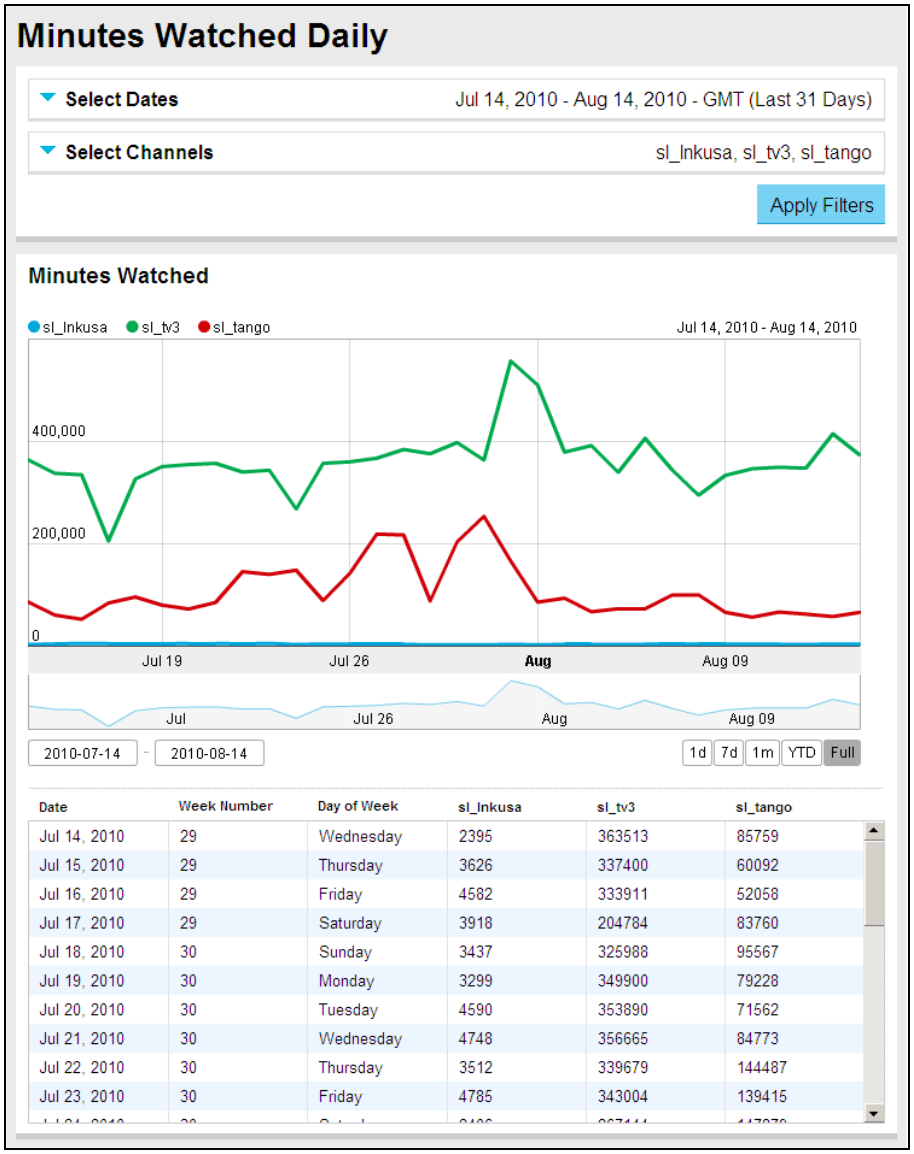


Date	Week Number	Day of Week	sl_lnk	sl_ltv1usa	sl_tango
Jul 14, 2010	29	Wednesday	689	21	601
Jul 15, 2010	29	Thursday	587	18	500
Jul 16, 2010	29	Friday	545	20	496
Jul 17, 2010	29	Saturday	1546	16	689
Jul 18, 2010	30	Sunday	615	18	607
Jul 19, 2010	30	Monday	543	16	524
Jul 20, 2010	30	Tuesday	489	14	441
Jul 21, 2010	30	Wednesday	540	19	499
Jul 22, 2010	30	Thursday	541	17	976
Jul 23, 2010	30	Friday	540	11	691

Figure 15 : Sample New Viewers Daily Report

MINUTES WATCHED DAILY

This report displays, for each channel you specified, the number of minutes that viewers watched the channel, for each day in the specified time period.



Date	Week Number	Day of Week	sl_lnkusa	sl_tv3	sl_tango
Jul 14, 2010	29	Wednesday	2395	363513	85759
Jul 15, 2010	29	Thursday	3626	337400	60092
Jul 16, 2010	29	Friday	4582	333911	52058
Jul 17, 2010	29	Saturday	3918	204784	83760
Jul 18, 2010	30	Sunday	3437	325988	95567
Jul 19, 2010	30	Monday	3299	349900	79228
Jul 20, 2010	30	Tuesday	4590	353890	71562
Jul 21, 2010	30	Wednesday	4748	356665	84773
Jul 22, 2010	30	Thursday	3512	339679	144487
Jul 23, 2010	30	Friday	4785	343004	139415

Figure 16 : Sample Minutes Watched Daily Report

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MANAGING USERS

There are two types of users in the CAP application:

- **Customer** – A regular CAP user, who can generate reports.
- **Customer Administrator** – A CAP user who, in addition to generating reports, can also manage other CAP users. User management includes:
  - Creating additional CAP users
  - Editing user details
  - Deleting users

This chapter describes how a CAP administrator can manage users.

In addition, this chapter describes how any user can change their CAP password.

CREATING A NEW USER

A CAP administrator can add new CAP users.

To add a new CAP user:

1. Click **Add/Edit User** in the left pane of the CAP main screen (Figure 2). The Add/Edit User window appears.

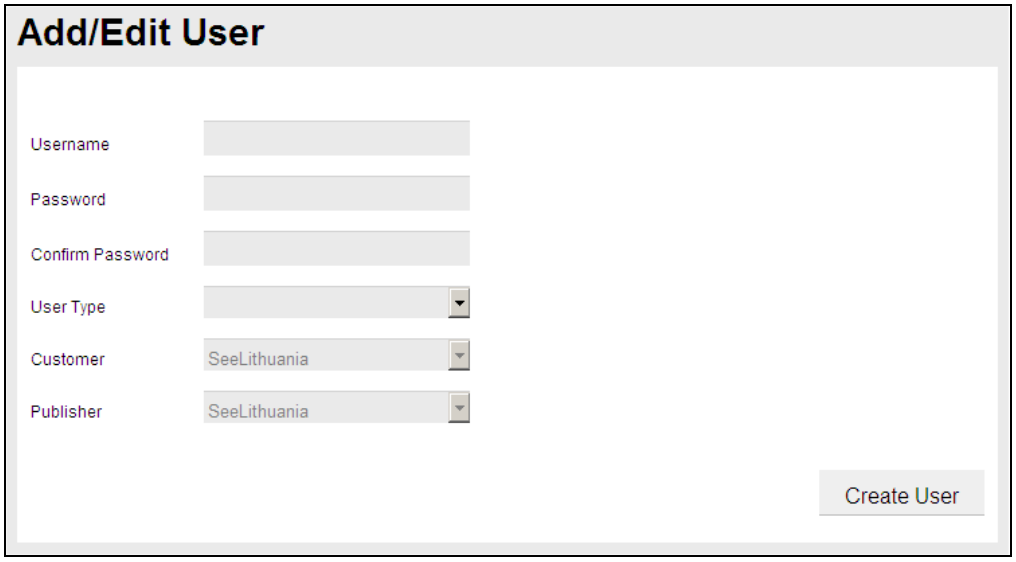

Figure 17 : Add/Edit User Window – Creating a New User

2. Enter a username in the **Username** field.
3. Enter a password in the **Password** and **Confirm Password** fields.
4. Select a user type: **Customer** or **CustomerAdministrator**.
5. Click **Create User**.

   The Manage Users window (Figure 18) appears, with a message notifying you that the user has been created successfully. The new user appears in the list of users.

EDITING USER DETAILS

A CAP administrator can change the user type of a CAP user.

To change a user's user type:

1. Click **Manage Users** in the left pane of the CAP main screen. The Manage Users window appears.

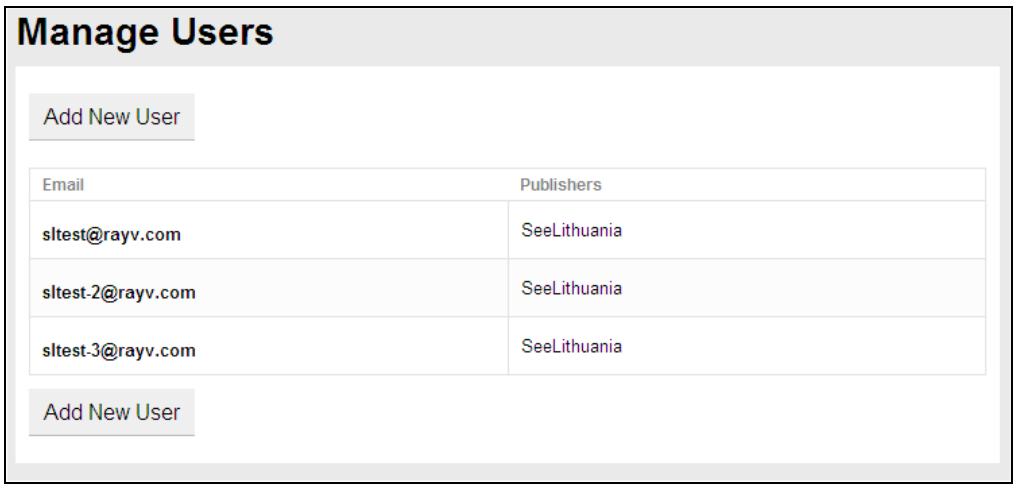

Figure 18 : Manage Users window

1. Place your cursor in the row displaying the username of the user whose details you wish to edit.

   The following two icons appear: ✎ ✕.

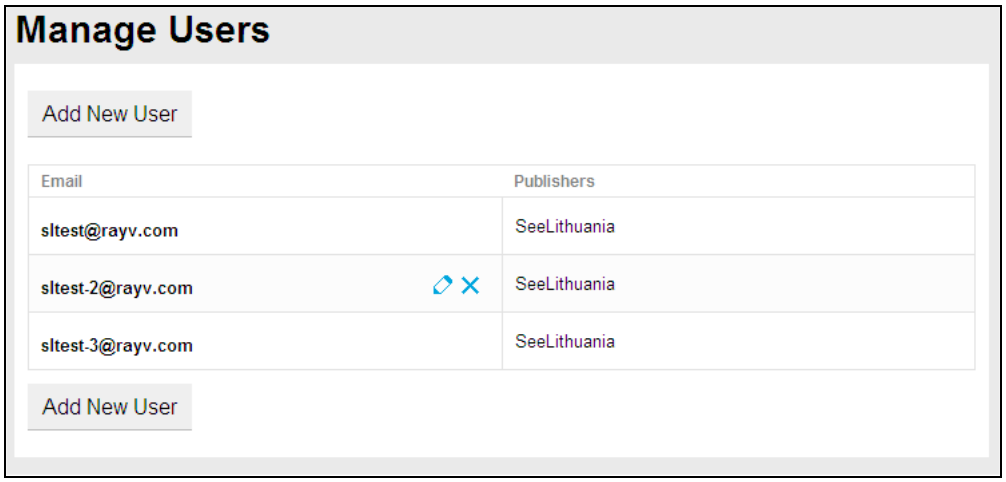

Figure 19 : Manage Users window – Editing or Deleting a User

2. Click ✎.

   The Add/Edit User window appears, with the user's details displayed in the fields.

Figure 20 : Add/Edit User Window – Editing User Details

3. Select the user type in the **User Type** field.
4. Click **Update User**.

   The Add/Edit User window refreshes, and a message appears notifying you that the user has been updated successfully.

DELETING USERS

A CAP administrator can delete a CAP user.

To delete a user:

1. Click **Manage Users** in the left pane of the CAP main screen. The Manage Users window appears (Figure 18).
2. Place your cursor in the row displaying the username of the user you wish to delete.

   The following two icons appear: ✎ ✕ (see Figure 19).
3. Click ✕.
4. Click **Yes** in the confirmation window that appears.

   The CAP user is deleted.

CHANGING YOUR PASSWORD

Every CAP user can change their own CAP password.

Note: *It is highly recommended to change your password after first accessing the system with the RayV-supplied password.*

To change your CAP password:

1. Click **My Account** in the left pane of the CAP main screen. The My Account window appears.

Figure 21 : My Account Window

2. Enter your old password in the **Old Password** field.
3. Enter the new password in the **New Password** and **Confirm Password** fields.
4. Click **Change Password**.

   The new password is now your current password.