

Already available variable					
Needs to be populated serverside					
	VARIABLE	PIXEL QUERY STRING PARAMETERS	Adobe eVar	Adobe Prop	Comments
Company Name	company	&v1=\${company}	eVar1	Prop1	Will always be "news corp au"
Brand	brand	&v2=\${brand}	eVar2	Prop2	Can this be dynamically populated by TCOG?
Site	site	&v3=\${site}	eVar3	Prop3	Can this be dynamically populated by TCOG?
Content Type	contentType	&v9=\${contentType}	eVar9	Prop9	For now set to "amp content"
Page Name	pageName	&v10=D=pageName	eVar10	-	The page title from <head><title>something</title></head>
Visitor ID	visitorId	&v11=D=vid	eVar11	Prop11	The Google AMP visitor ID
PCSID	PCSID	&v12=\${PCSID}	eVar12	Prop12	Not populated but added for eventual future capability
Article ID	articleId	&v16=\${articleId}	eVar16	Prop16	Can this be dynamically populated by TCOG?
Article Name	articleName	&v17=\${articleTitle}	eVar17	Prop17	Can this be dynamically populated by TCOG?
Article Byline	articleByline	&v18=\${articleByline}	eVar18	Prop18	Can this be dynamically populated by TCOG?
Article Syndication Source	syndicationSource	&v19=\${syndicationSource}	eVar19	Prop19	Can this be dynamically populated by TCOG?
Article Published Date	publishedDate	&v20=\${publishedDate}	eVar20	Prop20	Can this be dynamically populated by TCOG?
Timestamp	timestamp	&v22=\${timestamp}	eVar22	Prop22	Number of seconds that have elapsed since 1970. (Epoch time)
Timezone	timezone	&timezone=\${timezone}	eVar25	Prop25	Provides the user's time-zone offset from UTC, in minutes (example value: 480 for Pacific Standard Time)
Page URL	g	&v34=D=g	eVar34	Prop34	The AMP document URL
Article Canonical URL	canonicalUrl	&canonicalUrl=\${canonicalUrl}	eVar35	Prop35	The canonicalised URL for the given article/content
Referer	r	&v56=\${documentReferrer}	eVar56	Prop56	The document.refere value
Page Load Time	pageLoadTime	&v60=\${pageLoadTime}	eVar60	Prop60	Page load time (the time taken to load the whole page)
pageName	pageName	&pageName=\${title}	Default Variable (also collected in eVar20)	Default Variable (also collected in Prop20)	
vid	vid	&vid=CLIENT_ID(amp_id)	Default Variable (also collected in eVar11)	Default Variable (also collected in Prop11)	
Screen Size	s	&s=\${availableScreenWidth}x\${availableScreenHeight}	Default Variable	Default Variable	Screensize e.g. 375 x 667
Page URL (Default Variable)	g	&g=\${ampdocUri}	Default Variable (also collected in eVar34)	Default Variable (also collected in Prop34)	
Referer (Default Variable)	r	&r=\${documentReferrer}	Default Variable (also collected in eVar56)	Default Variable (also collected in Prop56)	
Colour Depth	c	&c=\${screenColorDepth}	Default Variable	Default Variable	Screen colour depth
Screen Width	bw	&bw=\${screenWidth}	Default Variable	Default Variable	Screen width
Screen Height	bh	&bh=\${screenHeight}	Default Variable	Default Variable	Screen height