

LongTail Video

User Guide

Google Analytics Plugin

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Introduction

The Google Analytics plugin for the JW Player is designed to help you understand how well your video content is performing online. The plugin tracks events that occur in the player, aggregates it, and passes along the relevant information for tracking within Google Analytics.

Requirements

- JW Player 4.1+
Note - User bandwidth data is only available when using JW Player 4.4+
- Script access enabled ("allowscriptaccess" must be set to "always")
- A Google Analytics account with event tracking enabled. If you do not have access to Google Analytics or event tracking, you can register at [<http://www.google.com/analytics/>].
Note – You do not need to have the Google Analytics tracking code present on the page with the player for tracking to function.

Setup

Once you have a Google Analytics account, tracking data via the plugin is a snap! It simply requires a small modification to the code you use to embed your player. The examples below are based on the instructions from [<http://www.longtailvideo.com/support/tutorials/Embedding-Flash>]. All relevant changes have been bolded.

Recommended Setup – SWFObject

There are two ways to embed the plugin via SWFObject. We recommend you use the addVariable method for each variable, as below.

```
<script type="text/javascript">
  var so = new SWFObject("player.swf", 'single', '700', '450', '9');
  so.addParam("allowfullscreen", "true");
  so.addParam("allowscriptaccess", "always");
  so.addVariable("file", "playlist.xml");
  so.addVariable("plugins", "gapro-1");
  so.addVariable("gapro.accountid", "UA-XXXXXXX-X");
  so.write('preview');
</script>
```

Alternative Setups

SWFObject

An alternative way to embed via SWFObject is to simply add on the arguments to the flashvars param. Note that there should be no line breaks in the flashvars param.

```
<script type="text/javascript">
  var so = new SWFObject('player.swf', 'mpl', '300', '250', '9');
  so.addParam('allowfullscreen', 'true');
```

```
so.addParam('flashvars','file=playlist.xml&autostart=true&plugins=gapro-1&gapro.accountid=UA-XXXXXXX-X');
so.write('flashbanner');
</script>
```

Embed Tag

The following code demonstrates how to add the Google Analytics plugin to existing players embedded via the embed tag.

```
<object width="300" height="300"><param name="movie" value="player.swf "></param><param name="allowFullScreen" value="true"></param><param name="allowscriptaccess" value="always"></param><param name="flashvars" value="file=playlist.xml&autostart=true&plugins=gapro-1&gapro.accountid=UA-XXXXXXX-X "></param>
<embed
  src="player.swf"
  width="300"
  height="300"
  allowscriptaccess="always"
  allowfullscreen="true"

  flashvars="file=playlist.xml&autostart=true&plugins=gapro-1&gapro.accountid=UA-XXXXXXX-X"
/>
</object>
```

Configuration

The plugin's configuration options allow you to control what data you send to Google Analytics.

We recommend that you enable tracking of as little as possible to ensure the best experience for your viewers.

| Variable | Description | Default |
|-----------------------|--|---------|
| gapro.accountid | Your Google Analytics account ID. Generally of the form "UA-XXXXXXX-X". This must be set for the plugin to function. | none |
| gapro.trackstarts | Controls whether data about video starts are sent to Google Analytics. One start event is sent each time a viewer begins playback from the first frame of the video. Note - This include starts that occur after the viewer pressed stop, or completed the video and pressed play again. | true |
| gapro.trackpercentage | Controls whether data about the percentage of the total video content played by the viewer is sent to Google Analytics. | true |
| gapro.tracktime | Controls whether data about the total time the viewer spent watching the video is sent to Google Analytics. | true |

Sample Configurations

Tracking Starts

```
<script type="text/javascript">
  var so = new SWFObject("player.swf", 'single', '700', '450', '9');
  so.addParam("allowfullscreen", "true");
  so.addParam("allowscriptaccess", "always");
  so.addVariable("file", "playlist.xml");
  so.addVariable("plugins", "gapro-1");
  so.addVariable("gapro.accountid", "UA-XXXXXXX-X");
  so.addVariable("gapro.trackstarts", "true");
  so.write('preview');
</script>
```

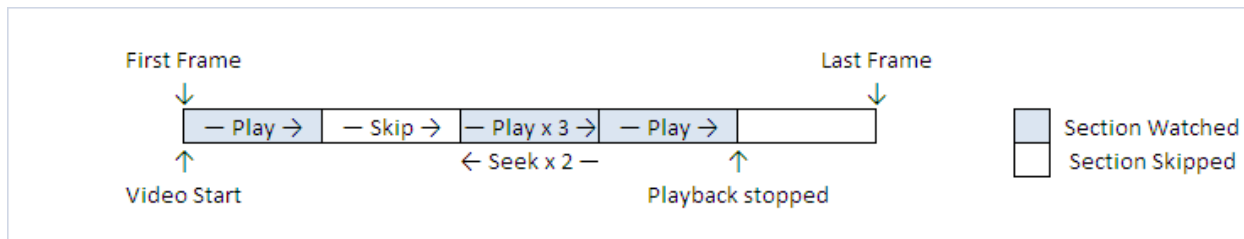
All tracking enabled

```
<script type="text/javascript">
  var so = new SWFObject("player.swf", 'single', '700', '450', '9');
  so.addParam("allowfullscreen", "true");
  so.addParam("allowscriptaccess", "always");
  so.addVariable("file", "playlist.xml");
  so.addVariable("plugins", "gapro-1");
  so.addVariable("gapro.accountid", "UA-XXXXXXX-X");
  so.addVariable("gapro.trackstarts", "true");
  so.addVariable("gapro.trackpercentage", "true");
  so.addVariable("gapro.tracktime", "true");
  so.write('preview');
</script>
```

Terminology

The terminology used is described by way of an example.

The following describes the playback of a 10 minute video and the expected results.



1. Viewer starts playing the video and watches the first section. This generates a **Video Play**, increments **Percentage Played** by 20%, and increments **Seconds Played** by 2 min.
2. Viewer skips the second section. **Percentage Played** or **Seconds Played** remain unchanged.
3. Viewer re-watches the third section 3 times. This increments the **Percentage Played** by 20%, while the **Seconds Played** counter is incremented by 6 min.
4. The viewer watches the fourth section and stops playback. This increments the **Percentage Played** counter by 20%, and increments the **Seconds Played** counter by 2 min.

| | Video Plays | Seconds played | Percentage Played |
|--|-------------|----------------|-------------------|
|--|-------------|----------------|-------------------|

| | | | |
|---------------|---|------------------|-----|
| Totals | 1 | 10 min (600 sec) | 60% |
|---------------|---|------------------|-----|

Reporting

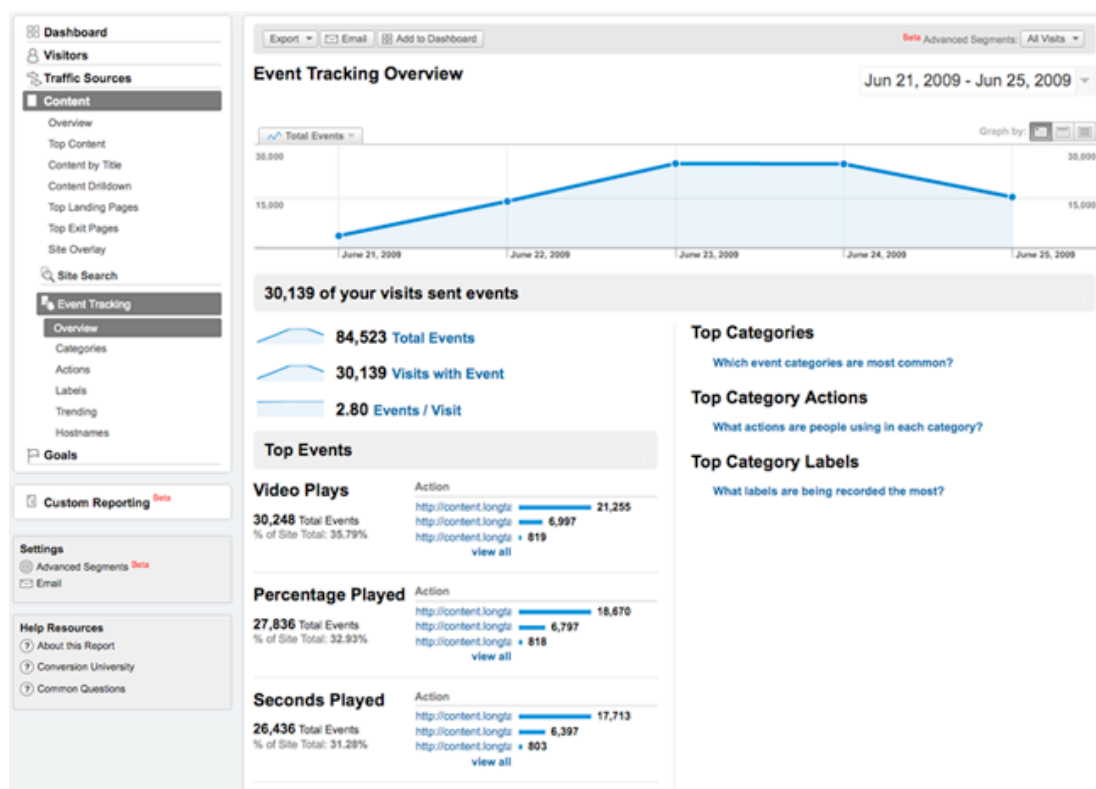
Now that your Google Analytics plugin is installed and configured, you'll want to start looking at the data being sent out about your videos.

Google Analytics aggregates this data into reports, each of which can help to answer some specific question you have about your viewers. We enumerate these questions below, and demonstrate how to demonstrate a report that helps provide an answer.

Note - Google Analytics generally updates its data once per day, at midnight, but it may take up to 48 hours for event tracking data to first appear.

Overview

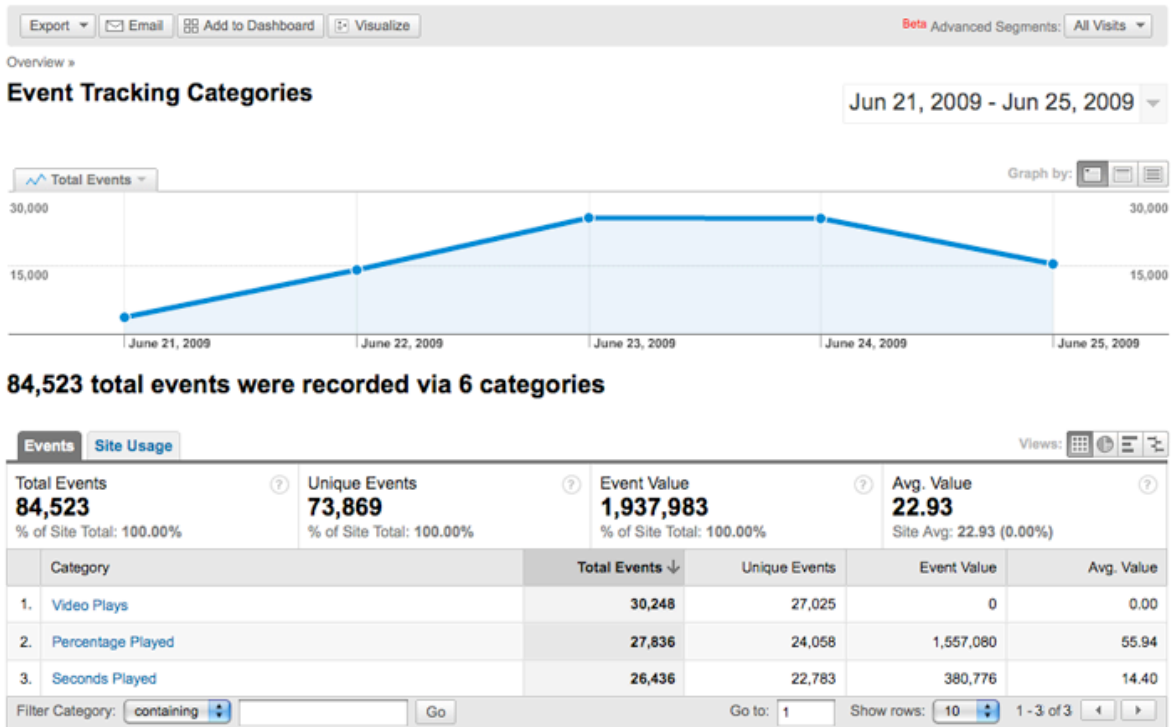
Once you have logged into Google Analytics, click on “Content”, then “Event Tracking” to get the following overview:



By itself, this screen doesn't tell you a whole lot; it is simply a list ordered by the number of events in each category.

Categories

From the “Event Tracking / Overview” page, you can click on “Categories” to see all categories of data get the following overview:



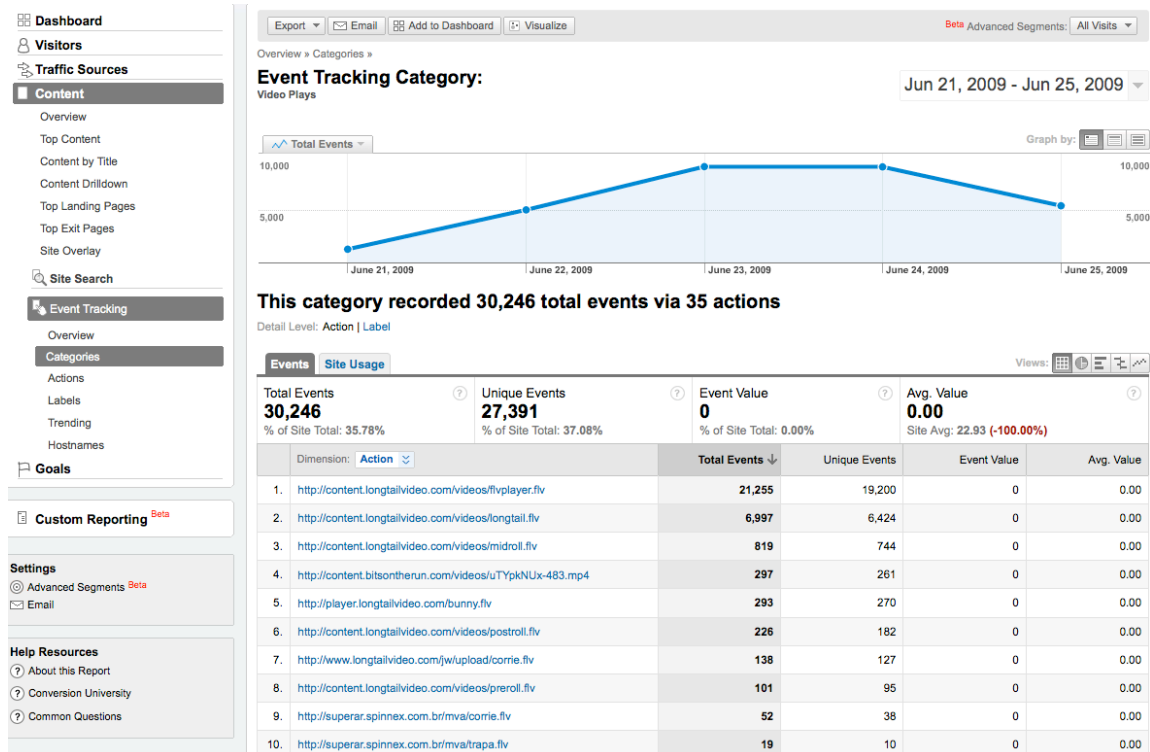
Depending on what tracking you have enabled, you may see up to three categories:

- Video Plays
- Seconds Played
- Percentage Played

Video Plays

How many times were each of my videos viewed? and: How viewers are watching each of my videos?

Clicking on “Video Plays” from the “Categories” page will bring up a report detailing which videos were started, listed by the URL of the video file.



| | What it means | Distribution Information |
|---------------|---|---|
| Total Events | <p>The total number of times the specified video was started, across all sites.</p> <p>This includes views that occurred after the viewer pressed stop, or completed the video and pressed play again.</p> | Clicking on any video from “Video Plays” will give you a site-by-site breakdown of the number of plays of that video on that site. |
| Unique Events | <p>The total number of viewers that viewed the specified video, across all sites.</p> | Clicking on any video from “Video Plays” will give you a site-by-site breakdown of the number of viewer that viewed the video on that site. |

Note - If viewers are re-watching your videos, the value of “Total Events” will be greater than the number of “Unique Events”.

Which websites are people using to watch my videos? (Video distribution)

Detail Level: Action **Label**



Clicking on “Detail Level: Label” from the “Video Plays” category will give you a site-by-site breakdown of the number of plays.

| Dimension: | Label | Total Events ↓ | Unique Events | Event Value | Avg. Value |
|------------|---|----------------|---------------|-------------|------------|
| 1. | http://www.longtailvideo.com/players/jw-flv-player/ | 20,728 | 18,752 | 0 | 0.00 |
| 2. | http://www.longtailvideo.com/ | 6,160 | 5,686 | 0 | 0.00 |
| 3. | http://www.longtailvideo.com/players/ | 1,471 | 1,271 | 0 | 0.00 |

| | What it means | Detailed Information |
|---------------|--|--|
| Total Events | The total number of times your videos were started on the specified site, across all videos. This includes views that occurred after the viewer pressed stop, or completed the video and pressed play again. | Clicking on any site will give you a video-by-video breakdown of the number of plays of that video on that site. |
| Unique Events | The total number of viewers on the specified site, across all videos. | Clicking on any site will give you a video-by-video breakdown of the number of viewers of that video on that site. |

Note - If viewers are re-watching your videos, the value of “Total Events” will be greater than the number of “Unique Events”.

Geographic Information

Where are my viewers located? and: What languages do my viewers speak?

It is often interesting to see where a video is popular geographically, and to know the language they speak. After drilling down into a specific video, select from “Language”, “Continent”, “Sub Continent Region”, “Country/Territory”, “Region”, “City” from the “Dimension” drop-down:

| Dimension: | Label |
|------------|---|
| 1. | http://www.longtailvideo.com/players/jw-flv-player/ |
| 2. | http://www.longtailvideo.com/ |
| 3. | http://www.longtailvideo.com/players/ |

A report will be displayed outlining where each view of the specified video came from.

Seconds Played

How much time are viewers spending watching my videos?

Clicking on “Seconds Played” from the “Categories” page will bring up a report detailing how much time each viewer spent watching your videos, listed by the URL of the video file.

| Dimension: | Action | Total Events ↓ | Unique Events | Event Value | Avg. Value |
|----------------|--------|----------------|---------------|-------------|------------|
| Seconds Played | | 24 | 12 | 318 | 13.25 |

| | What it means | Detailed Information |
|---------------|---|---|
| Event Value | The total number of seconds all viewers spent watching the specified video, across all sites. This includes time spent re-watching a section. | Clicking on any video will give you a site-by-site breakdown of the number of seconds viewers spent watching your video. |
| Average Value | The number of seconds the average viewer spent watching the specified video, across all sites. | Clicking on any video will give you a site-by-site breakdown of the number of seconds the average viewer spent watching your video. |

If viewers are re-watching the video, the average value of “Seconds Played” will increase, as described in the “Terminology” section of this user guide.

In order to determine which sites are generated the greatest amount of video viewing, simply click on the “Detail Level: Label” from the “Seconds Played” category as demonstrated above in the “Video Plays” section of this user guide. Additionally, you can find information on the language groups and geographic regions that watching your videos using the “Dimension” drop down, which is also demonstrated in the “Video Plays” section of this user guide.

Percentage Played

How much of my videos are viewers watching?

Clicking on “Percentage Played” from the “Categories” page will bring up a report detailing what percentage of each video the average viewer watched, listed by the URL of the video file.

| | | | | |
|----------------------------|-----------------------|---------------|-------------|------------|
| Dimension: Action ▾ | Total Events ↓ | Unique Events | Event Value | Avg. Value |
| Percentage Played | 20 | 9 | 793 | 39.65 |

| | What it means | Detailed Information |
|---------------|--|---|
| Average Value | The percentage of the total video content played by the average viewer, across all sites. This does not include sections that were re-watched. | Clicking on any video will give you a site-by-site breakdown of the percentage of your video watched by the average viewer. |

The average value of “Percentage Played” is unaffected by repeated watching by viewers, as described in the “Terminology” section of this user guide.

In order to determine which sites are generated the greatest amount of video viewing, simply click on the “Detail Level: Label” from the “Seconds Played” category as demonstrated above in the “Video Plays” section of this user guide. Additionally, you can find information on the language groups and geographic regions that watching your videos using the “Dimension” drop down, which is also demonstrated in the “Video Plays” section of this user guide.

Submission Format

The following table enumerates the data submitted to Google by each request.

| Category | Action | Label | Value | Default |
|-------------------|------------------|---------------------|-------|---------|
| Video Plays | [Video file URL] | [Embedded page URL] | | ✓ |
| Seconds Played | [Video file URL] | [Embedded page URL] | ✓ | ✓ |
| Percentage Played | [Video file URL] | [Embedded page URL] | ✓ | ✓ |

Experimental Options

⚠ Be careful when changing these settings ⚠

This section describes the experimental options available from within the plugin.

Changing these settings can lead to a dramatic increase in the number of requests being made to the Google Analytics servers. This can cause video quality to degrade, sluggish site responsiveness (from the client's perspective), and could even cause Google to suspend your Google Analytics account (See Google Analytics Terms of Service [<http://www.google.com/analytics/tos.html>] Section 2).

Additionally, while these features have been tested extensively, we cannot guarantee that the structure of the data sent by these features will remain the same in future version of the plugin. However, because Google Analytics stores data indefinitely, this information will remain resident in your Google Analytics account as long as it remains active.

In short, we recommend that you enable tracking of as little as possible to ensure the best experience for you and your viewers.

Configuration

| Variable | Description | Default |
|----------------------|--|---------|
| gapro.debug | Controls debugging mode for the plugin. When enabled, a window will be displayed over the video with a trace of the calls made to the Google Analytics service. | false |
| gapro.trackcompletes | Controls whether data about video completion are sent to Google Analytics. One completion event is sent each time a viewer allows playback to run through the last frame of video. | false |
| gapro.trackdetails | Controls whether data about viewing patterns of individual sections of a video are sent to Google Analytics. Note – because of a peculiarity in the way that the Safari browser interacts with the Flash player, aggregate data from Safari users is inconsistent. | false |
| gapro.trackerror | Controls whether data about playback errors are sent to Google Analytics. | false |

Sample Configurations

Standard and error tracking

This configuration works well for all but the most trafficked sites (tens of thousands of streams per day), as the amount of data sent in the event of error is less than what would be sent in the event of a successful playback.

```
<script type="text/javascript">
  var so = new SWFObject("player.swf", 'single', '700', '450', '9');
  so.addParam("allowfullscreen", "true");
  so.addParam("allowscriptaccess", "always");
```

```

so.addVariable("file","playlist.xml");
so.addVariable("plugins", "gapro-1");
so.addVariable("gapro.accountid","UA-XXXXXXX-X");
so.addVariable("gapro.trackerror","true");
so.write('preview');
</script>

```

Detailed content tracking with standard, completion, and error tracking

This configuration works well for sites with several hundred streams per day.

```

<script type="text/javascript">
var so = new SWFObject("player.swf","single",'700','450','9');
so.addParam("allowfullscreen","true");
so.addParam("allowscriptaccess", "always");
so.addVariable("file","playlist.xml");
so.addVariable("plugins", "gapro-1");
so.addVariable("gapro.accountid","UA-XXXXXXX-X");
so.addVariable("gapro.trackdetails","true");
so.addVariable("gapro.trackcompletes","true");
so.addVariable("gapro.trackerror","true");
so.write('preview');
</script>

```

Reporting

Video Completed

“Video Completed” provides additional information about which of your videos viewers are watching all the way through. Clicking on “Video Completed” from the “Categories” page generates a report of the videos URLs and completions.

How many viewers are watching my videos all the way through?

“Total Events” indicates the number of times your viewers are watching the content until completion, while “Unique Events” indicated the number of viewers that are watching your videos until completion. Comparing the number of unique completions to the number of unique starts (above) indicates the percentage of viewers that are watching the entirety of your content.

Engagement Details

“Engagement Details” provides additional information about which sections of your videos viewers are spending the most time watching. Clicking on “Engagement Details” from the “Categories” page will generate a report, but neither the number of “Total Events” nor “Unique Events” has any meaning.

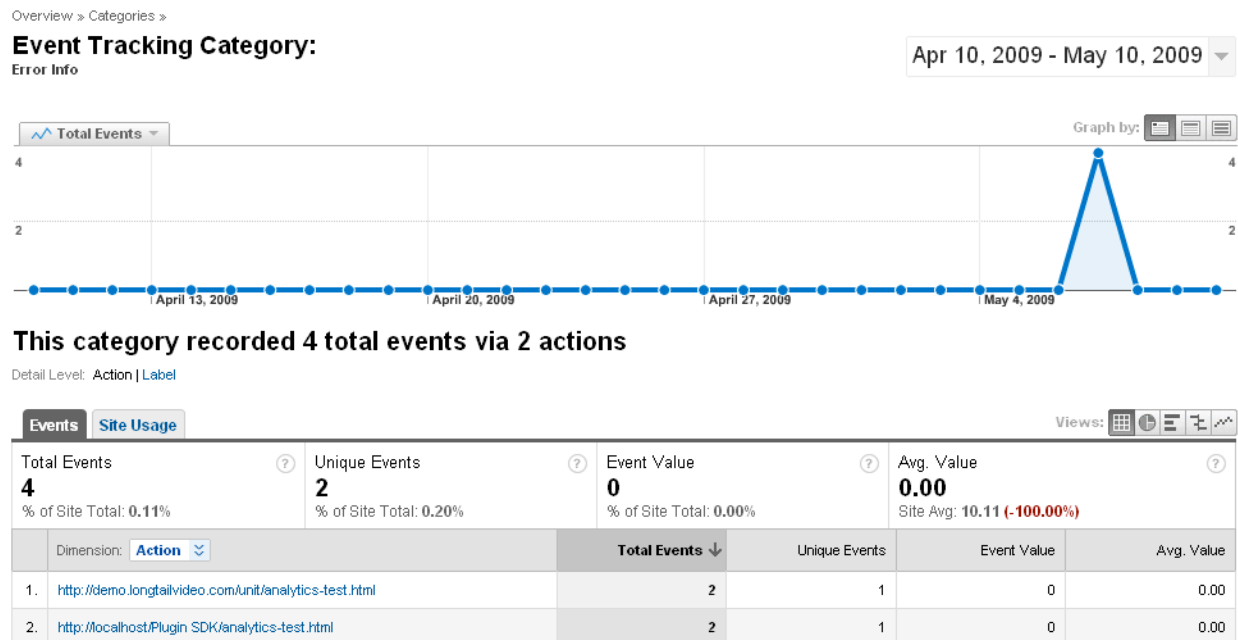
What sections of my video are people watching?

Clicking on the URL of any given video from the “Engagement Details” will give a detailed report of the specific section of each video that people are watching.

The number of “Unique Events” is the number of people that have viewed that section of the video. The number of “Total Events” is the number of times that section of the video has been viewed. If the number of “Total Events” is greater than “Unique Events”, it implies that people are re-watching that section of the video.

Error Info

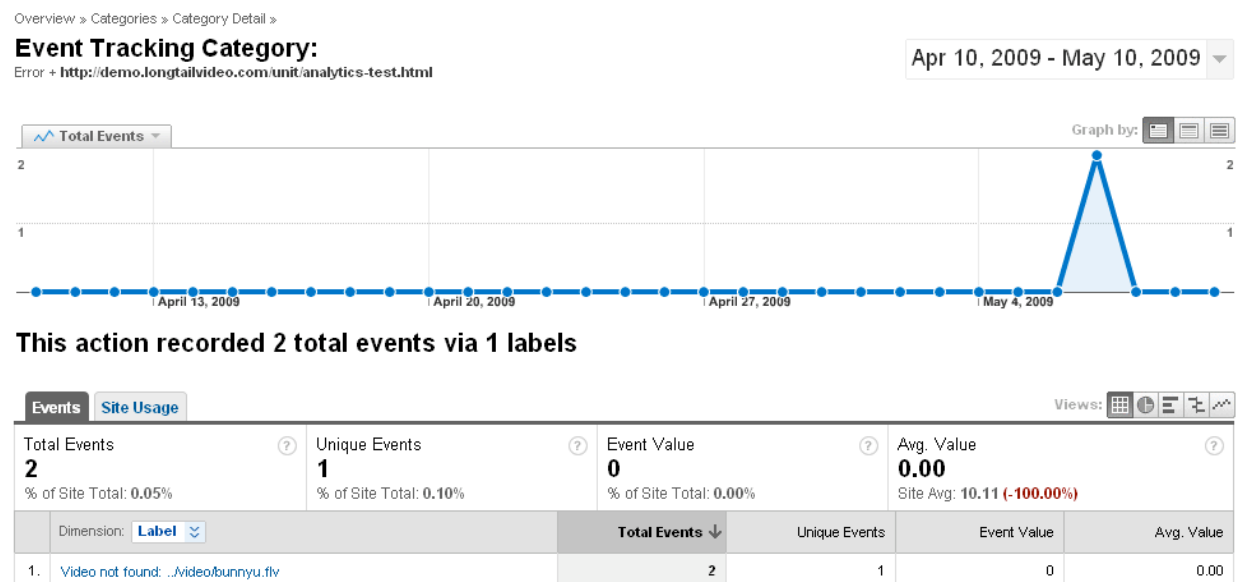
The “Error Info” category is meant to help with diagnosing problems with the player, and to help provide the information necessary to fix the problem. Clicking on “Error Info” from the “Categories” page generates the following report:



The URL corresponds to the page which generated the error. The “Total Events” can be thought of as the number of times a viewer received an error on that page, whereas the number of “Unique Events” can be thought of as the number of different errors a viewer received on that page.

What is causing my video errors? (Error Details)

Clicking on the URL for any given page will generate a report of the list of errors that occurred:



Submission Format

| Category | Action | Label | Value | Default |
|--------------------|------------------|----------------------------|-------|---------|
| Video Completed | [Video file URL] | [Embedded page URL] | | |
| Engagement Details | [Video file URL] | [Section of video]% viewed | | |
| Error Info | [Error message] | [Embedded page URL] | | |