

Overview

Nielsen and Glanceguide have partnered to deliver integrated video reporting. As a Brightcove Alliance Partner (<http://www.brightcove.com/partners/technology-partners/reporting-analytics/glanceguide/>), GlanceGuide has pre-integrated their web analytics API with the Brightcove media player. Video information and user interactions with the video are collected by a GlanceGuide developed plug-in for the Brightcove media player.

Integration Requirements

GlanceGuide has worked with Brightcove to make integration **zero-touch** for Brightcove3 clients.

Much in the same way as you pair a bluetooth headset and a bluetooth enabled phone, once you make a simple configuration change in your Brightcove account settings, GlanceGuide will automatically start to receive video player event data when a viewer interacts with the Brightcove media player.

Brightcove Configuration Requirements

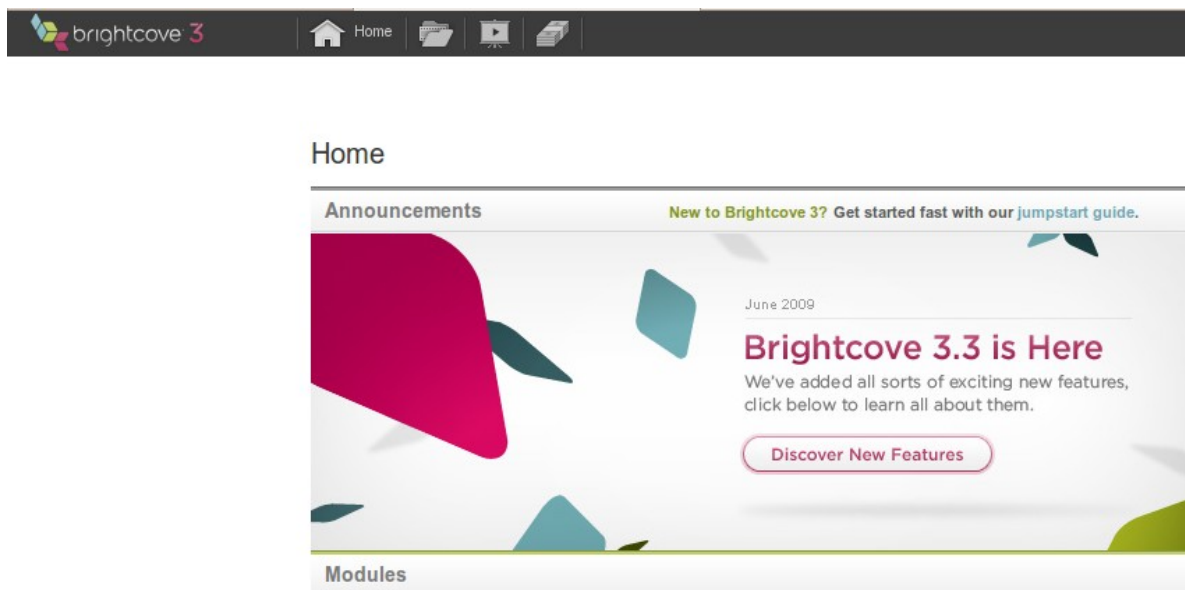
Upon activation with the GlanceGuide service, a unique id (*clientid* & *vcid*) is assigned to your account. This unique id is passed along with the Brightcove media player tagging data (video information) and player interactions (play, pause, rewind, volume up, etc.) to the GlanceGuide data warehouse.

In the Brightcove3 account settings there is placeholder for specifying a third party analytics service. The following instructions detail the process of configuring your Brightcove3 account to use the GlanceGuide online video analytics service.

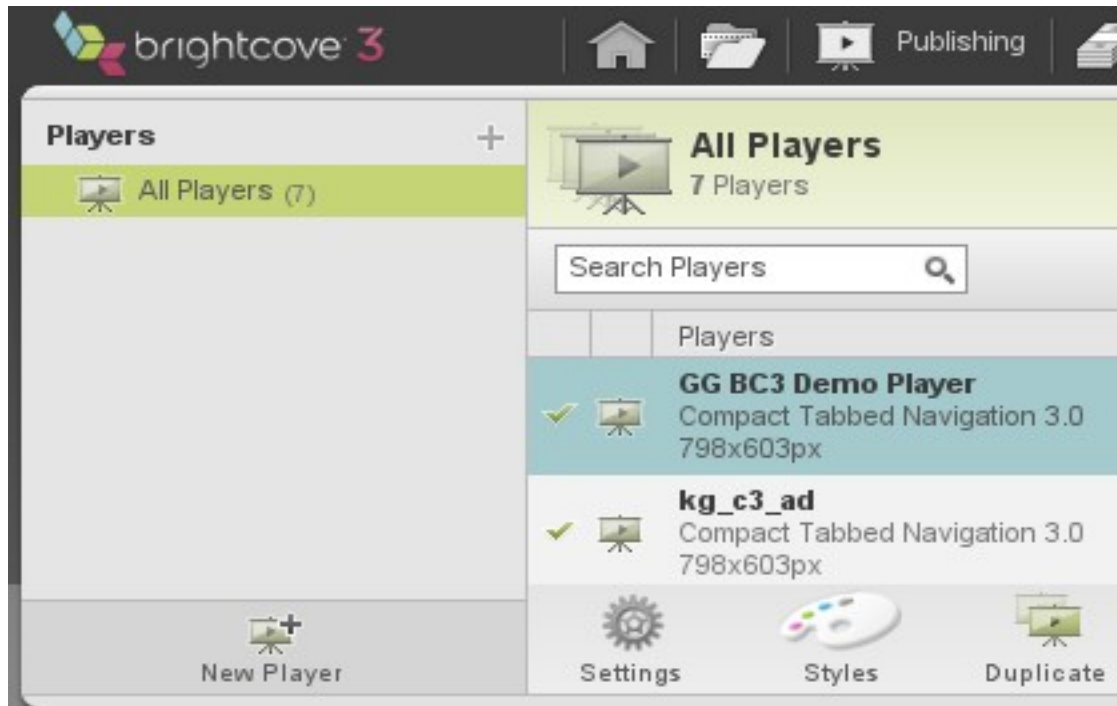
Once this configuration is made then within a couple of hours you should start to see video data in the GlanceGuide reporting system.

Step-by-Step Instructions

Step 1: Login to your Brightcove3 account and click on the Publishing icon in the title bar

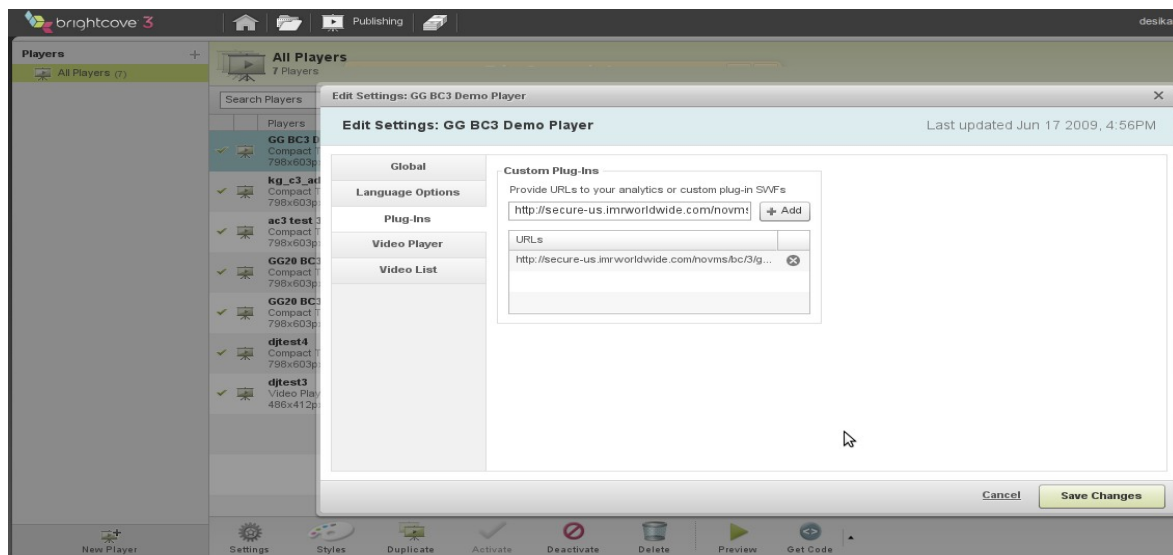


Step 2: Highlight the video player that you wish to integrate with the GlanceGuide service. Click on the settings icon to open the Settings screen.



Step 3: In the Settings screen, select the Plug-ins tab. Add the following URL:
<http://secure-us.imrworldwide.com/novms/bc/3/ggpl302.swf?clientid=X&vcid=Y>
 Amend the X and Y values to those supplied to you by your Nielsen/GlanceGuide customer account representative. Click on Save Changes when you are done.

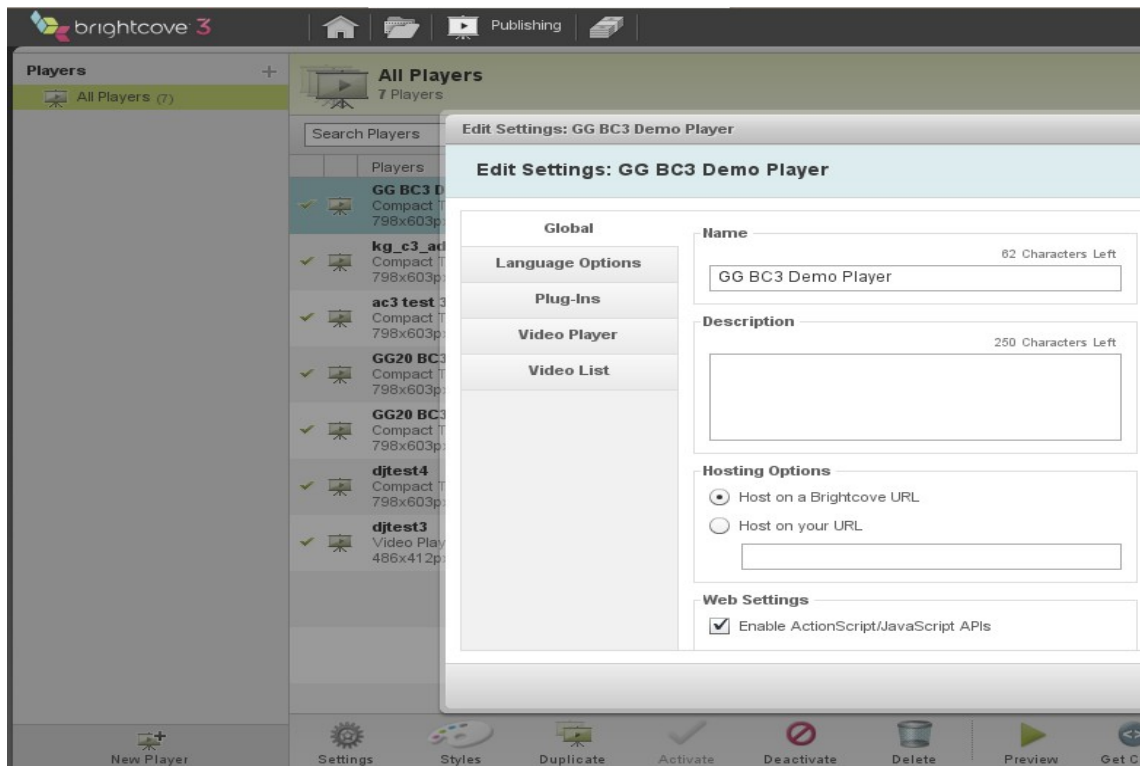
Note: If the 'Custom Analytics SWF' dialog is not enabled or present then contact Brightcove to have Action Scripting enabled.



Step 4: Check that 'Enable ActionScript/JavaScript APIs' is set to true Global Settings

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in the Global settings for each player, there is a section entitled Web Settings. If you do not enable ActionScript/JavaScript APIs then the Nielsen/GlanceGuide beacon will be blocked by Brightcove.



Step 5: You are done! Integration is complete.