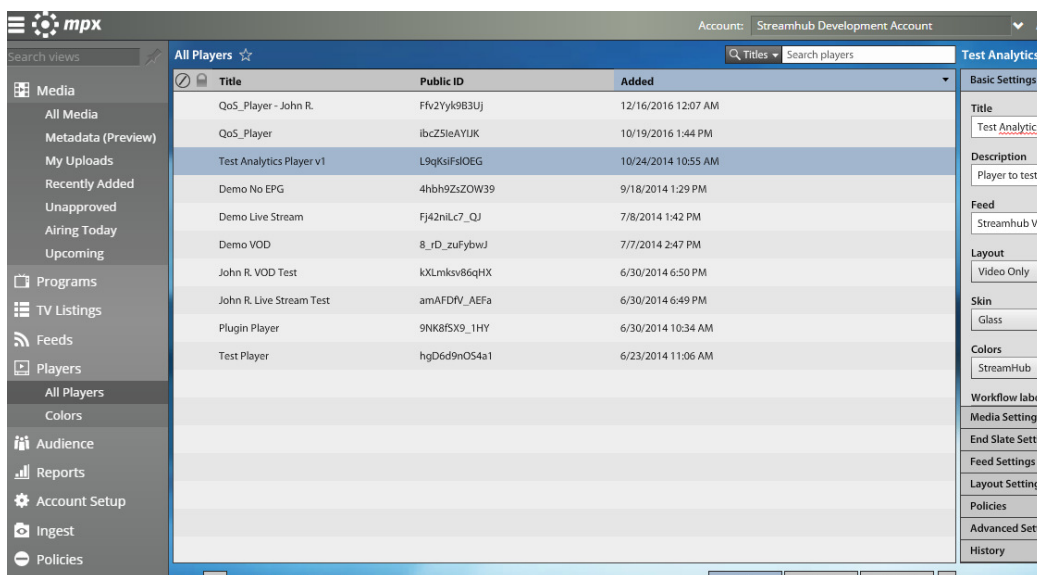


Streamhub Analytics plugin for Comcast Technology Solutions MPX web player

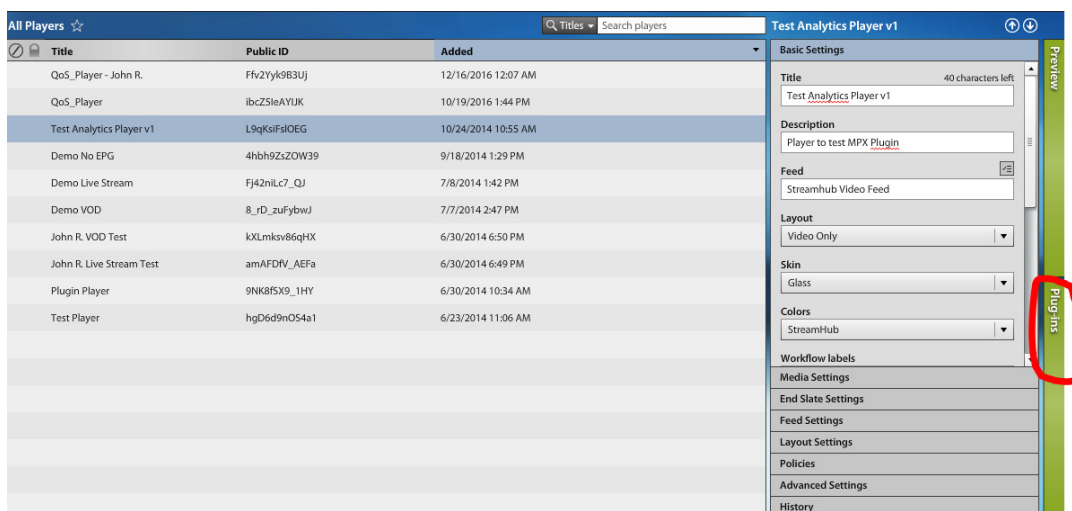
Getting started with Streamhub Analytics is easy. It should take about a minute to add the plugin to your MPX web players. All you need is a few clicks and your customer analyticsID that will be issued upon request by Streamhub.

Adding the plugin

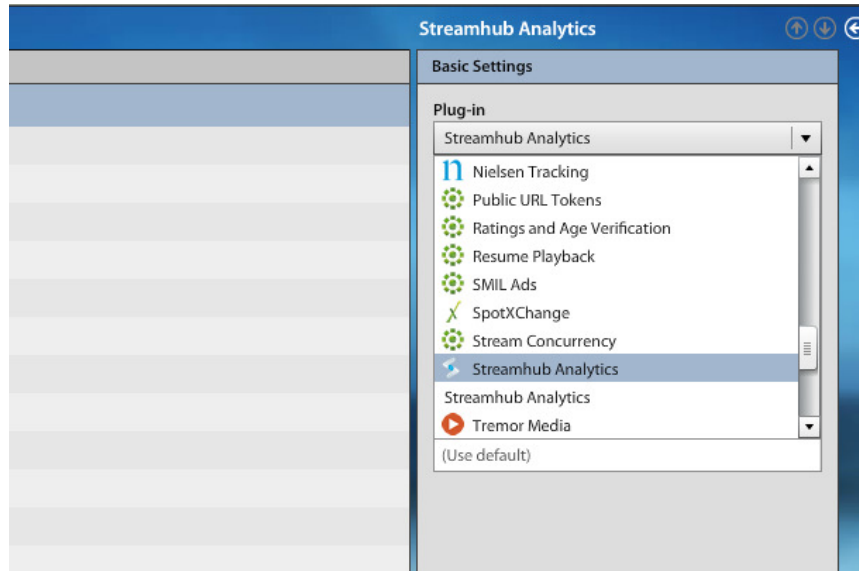
1. Login to your MPX account and navigate to the “Players > All Players” section



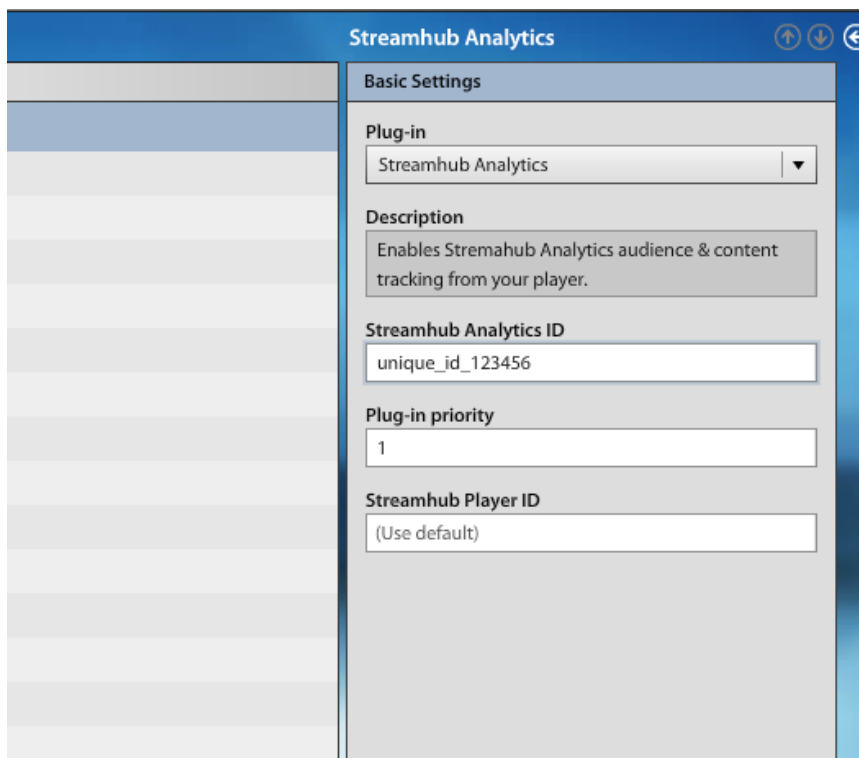
2. Select the appropriate player that you wish to add the analytics and click on the plug-in tab



3. Once the plug-in windows loads, click on the drop-down menu and scroll down to Streamhub Analytics and select.



4. Once the plugin window opens, you will be able to insert your Streamhub Analytics ID into the first box just under Description. Please leave both the “Plug-in Priority” and “Streamhub Player ID” in their default values.



5. Click on “Save” and that’s it

Metadata integration for Advanced Reports

Advanced Reports includes further analyses to profile your audiences and content. It will enable you to see trends around “Keywords”, “Genres”, “Actors”, “Directors” or any other categorical information that defines the editorial nature of the video.

If you wish to subscribe to Advanced Reports, you will need to provide a Media Metadata Feed that you can define via the “Feeds > All Feeds” section in MPX.

As this is not yet standardised in MPX, please get in touch so we can help assess the best methods.

Please get in touch anytime through support@streamhub.co.uk