



Analytics Plugin Implementation Instructions for JWPlayer Customers

To implement Streamhub there are two components: the player plugin and the metadata feed.

To start tracking your videos through the JW Player, please follow these plug-in implementation instructions. All you need is the plug-in and a Streamhub “**analyticsId**”, which we will provide to you. For mobile, smart TVs, game consoles apps we have our javascript APIs that you can make the calls to.

Implementation Instructions

1. Get the JWPlayer plugin URL

The url to the Streamhub Analytics plugin library is configured within the JWPlayer embed code.

The current url for the StreamhubAnalytics plugin is

<http://static.streamhub.tv/jw/{version}/plugin.js>

Replace {version} with the actual version of the plugin you want to use. Unless specified you should always link to the latest version of the plugin. All available versions are listed here;

<http://static.streamhub.tv/jw/>

2. Configure plugin URL in JWPlayer embed code

JWPlayer uses plugins object to configure custom plugins. Streamhub Analytics plugin can be configured here.

```
plugins: {  
  "http://static.streamhub.tv/jw/{version}/plugin.js": {  
    ....
```

```
}  
}
```

3. Add your Streamhub Analytics ID

Add the Streamhub **analyticsId** that has been given to you by our sales department for the plugin to work. Here is an example of the embed code:

```
plugins: {  
  "http://static.streamhub.tv/jw/{version}/plugin.js": {  
    analyticsId: "YOUR_ANALYTICS_ID",  
    ....  
  }  
}
```

4. Add partnerId, playerId, playerTitle and userId

Generate a unique identifier for the playerId as well as give a title to this player (via playerTitle) in order to partition views coming from this particular player.

For instance, if your website defines 'Premium' and 'Non-Premium' types of content, you could define 2 types of players like this:

1. Premium
 - a. **playerTitle** "Premium player"
 - b. **playerId** "BB435650-675D-4B32-B8E6-40AEE8A18C04"
2. Non-Premium
 - a. **playerTitle** "Non Premium player"
 - b. **playerId** "CE4DAA80-479C-4FAE-8050-EC14E05C7B79"

Then you would apply those values to each embeds of those 2 types of players. Example; if you have 10 different pages using the Premium video player, then each plugin configuration will be as:

```
plugins: {  
  "<plugin-url>": {  
    playerId: "BB435650-675D-4B32-B8E6-40AEE8A18C04",  
    playerTitle: "Premium player",
```

For your partner ID you will need to specify the name of the CMS/OVP you are using to serve your metadata. For example:

- if you are using JW Player's platform (<http://www.jwplayer.com/products/jwplatform/>) then use "**jwplatform**" as per the value.
- if you are using your own CMS then please contact us to agree on a unique identifier for you in our system.

As for the **userId**, you should provide it if you are able to identify your users with a unique identifier (that would be the case if your website requires login to access content).

You should provide here an identifier that we can backsync with CRM data afterward.

5. Add Frontloaded metadata

We can frontload 4 types of metadata via the player: content's title, content's categories (think of it like tags), content's duration and player's title.

- Duration will be retrieved from the player at runtime so you don't need to worry about this
- playerTitle should be provided via the plugin's config section
- Content's title and content's categories should be provided via the player's config.

Here is an example:

```
var config = {  
  image:  
    "http://www.fnstatic.co.uk/images/content/video/5-second-egg-peeling-trick.jpg",  
  file: "http://download.blender.org/peach/trailer/trailer_400p.ogg",  
  mediaid: "unboxing6s",  
  categories: "iphone,network,advertising",  
  title: "5-Second Egg Peeling Trick",
```

6. A note about the publicID

Depending on how you embed your jwplayer <http://support.jwplayer.com/customer/en/portal/articles/1406723-basic-video-embed>, there might be a little overhead to provide to our plugin the unique identifier for the media being played.

This unique identifier is called **mediaid** in the JWPlayer ecosystem and **publicid** in ours.

If you use the option 1 as described in the link above, to embed your player or even if you use the option 2 with a rss playlist (<http://support.jwplayer.com/customer/portal/articles/1406722-rss-playlist-embed>), then there is nothing more to do as JWPlayer will take care to expose the mediaid as part of the media's metadata.

In all other cases, you need to provide the **mediaid** identifier via the configuration option of the player. For example:

```
<div id="myElement">Loading the player...</div>  
<script type="text/javascript">
```

```

var playerInstance = jwplayer("myElement");
playerInstance.setup({
  file: "http://example.com/uploads/myVideo.mp4", mediaid:
'my_video_unique_identifier'
  image: "http://example.com/uploads/myPoster.jpg",
  width: 640,
  height: 360,
  title: 'Basic Video Embed',
  description: 'A video with a basic title and description!'
});
</script>

```

That's all you need.

Here is an example of a full sample code using a rss playlist embed method.

```

<script type="text/javascript">
jwplayer("jw-player-area").setup({
  primary: flash,
  plugins: {
    "http://static.streamhub.tv/jw/{version}/plugin.js": {
      playerId: "my_player_for_this_channel",
      partnerId: "jwplatform",
      analyticsId: "YOUR_ANALYTICS_ID"
    }
  },
  playlist: http://example.com/myPlaylist.rss,
  // other config parameters goes here
  ....
  ....
});
</script>

```

6. Ensure the minimal amount of information is being sent from the player

These include the following which you should be able to see in your API calls from the player:

- **publicId** unique identifier for the media being player. In the JWPlayer ecosystem, this data is provided via the 'mediaid' or 'video key' property. (<http://support.jwplayer.com/customer/en/portal/articles/2083166-new-analytics-about-the-media-id>).
- **title** title of the programme or video
- **isLive** tells if it is a live video. This can be provided via the player's config object.

7. Testing

To do some basic testing that your requests are being sent correctly, check that calls are being made to `stats.streamhub.io/api/...` using the debug / dev tools on your browser. For example, if on Chrome, press F12 and go to the Network tab to check the requests.

For detailed list of JWPlayer specific configurations please visit

<http://support.jwplayer.com/customer/portal/articles/1413113-configuration-options-reference>