



Clipstream

Playerless video and audio streaming

Clipstream™ Video 2.2 Technical Guide – Section 14 Tracking and Marketing

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Section 14 - Tracking and Marketing

Impression Tracking	14-2
Click Through Tracking	14-2
Log Analysis	14-3
Tracking Elements	14-3
KeyURL	14-3
PanellImagesURL.....	14-3
VideoHyperlinkInfo	14-3
VideoHyperlinkTarget	14-3
VideoHyperlink.....	14-3
VideoTitleImageEndURL	14-4
VideoTitleImageURL	14-4
VideoTrackingURL.....	14-4
Using the VideoTrackingURL Parameter with a CGI	14-4
Sample Tracking CGI Script.....	14-5
Sample Log File	14-6
Interpreting the CGI Log File	14-6
VideoURL	14-6
videoclipstream.zip	14-6

Clipstream Video Tracking and Marketing

Impression Tracking

With VideoClipstream impressions can be tracked in a number of different ways.

1. The file clipstream.zip (audio or video) is called from the server every time the ad is displayed. This request can be tracked within the log of the server. Depending on the caching setup on the users system, however, this is not entirely accurate.
2. If images or other content elements are requested as part of the initial ad display, these transactions are recorded in the server log.
3. Requests for null images and elements can be implemented as part of the overall Clipstream ad package. These transactions are recorded in the server log or by some other tracking mechanism.
4. If the stream is set to auto play, streaming content files are requested from the server. These transactions are recorded in the server log.
5. A specific URL can be specified in the applet code that is called whenever the applet is loaded. The following information is passed and can be logged with a CGI or other script:
 - i. Action: Applet Load
 - ii. Definable Parameter: User definable parameter, such as tracking or account number.

Click Through Tracking

Click through events can tracked as follows:

1. User clicks to start, stop or pause the streaming content playback. A specific URL can be specified in the applet code that is called whenever the applet is loaded, started or stopped. The following information is passed and can be logged with a CGI or other script:
 - a. Action: Applet Loaded/Started/Stopped
 - b. Connection: auto-sensed kbps
 - c. Position: Start time and stop time (relative to content timeline)
 - d. Clip name (as defined in the applet code)
 - e. Definable Parameter: User definable parameter, such as an ID or account number.
2. Time based events can trigger calls to a web page, server or CGI using parameters within the applet.
3. User clicks within the applet or active link frame in the player to execute action such as visiting a web page or form, or opening a window. Serving of subsequent web page or event is recorded by it's web server. In addition, multiple links or events can be activated during specific time periods during the streaming playback. Tracking information can be passed with the URL or event call such as URL requested, time (relative to playback) clicked, and player coordinates (X,Y, relative to applet) clicked. This information can be recorded via script or CGI on any server.

Log Analysis

Clipstream facilitates fairly detailed statistical tracking through the web server log analysis tool you are likely using already. Since Clipstream uses typical HTTP for the serving of the streams and the necessary elements used by the applet, it is possible to accurately track a number of statistics.

Tracking Elements

A number of elements in the Clipstream Video 2.x applet code can be used in combination with your log analysis tool or with custom scripts and logs of your own design. The following is a brief description of the elements available. Detailed usage information can be found in the sections Applet Tag Parameters and General Applet Parameters.

KeyURL

Number of times requested will indicate number of times play button or auto play has been initiated.

PanelImagesURL

Number of times requested indicates the number of times the applet has been displayed on the web page.

VideoHyperlinkInfo

Appends data to clickable URLs within the video stream such as VideoURL, elapsed time in milliseconds, and position on the frame that was clicked along with the VideoHyperlink parameter. This can be particularly useful for tracking systems, and “hotspotting”. Information can be tracked with your web log or stored in a custom log file of your design. From this information it can be ascertained exactly how long the user viewed the video, allowing video designers to gauge the effectiveness of their content.

Examples of values appended to URL:

URL: `http://www.videoclipstream.com/demo.vcs`

Time: 43200 ms

Coordinate: (158,118,160,120)

158,118 represent the position of the cursor when clicked (relative to top left corner of video frame), and 160,120 represent the overall dimensions of video.

These numbers automatically scale with the video size.

VideoHyperlinkTarget

Particularly useful for marketing purposes for defining where and how URLs are executed in the video stream. Links can be opened in the current window, a new window, or execute scripts, etc. Any typical HTML target can be implemented here.

VideoHyperlink

Using this parameter, the stream designer can specify URLs for particular time periods during the video playback. When the user clicks the screen, they will be taken to the specified URL, or the URL will execute the specified action. Used in combination with the VideoHyperlinkInfo parameter makes “hot spotting” possible.

VideoTitleImageEndURL

This parameter specifies the final image to be displayed when either the video has been stopped, or has completely played. The designer can customize this image to suit their marketing needs.

VideoTitleImageURL

This parameter specifies the initial image displayed when the Clipstream Video Applet loads. This image is displayed until the play button is hit and can be customized to meet the designers marketing needs.

VideoTrackingURL

Specifies a URL or CGI to call when the user instigates the start or stop of the video and returns the following information:

Action: was the video Loaded, Started or stopped?
Connection: what speed was the user viewing?
Time: when did the user start and stop the video ?

Who: what was the IP address that viewed the video?
Extra Data: customized data can be passed.

Tracking data is appended to the URL as follows:

```
action={load|start|stop}&kbps=sniffed_kbps&  
pos=start_millsec,stop_millsec&clientip=IP_ADDR
```

An extra parameter in the URL is allowed as demonstrated below in “userid=123”

Examples of values appended to URL:

When stream is started:

```
Track.cgi?userid=123&action=start&kbps=56&pos=0,0  
&clientip=mpypc/192.168.0.1
```

When stream is stopped:

```
Track.cgi?userid=123&action=stop&kbps=56&pos=0,1  
20&clientip=mpypc/192.168.0.1
```

Using the VideoTrackingURL Parameter with a CGI

Query string submitted by applet:

```
extra1=value1&extra2=value2&action=loaded
```

Data provided:

Date
Clip

Tue Apr 23 09:04:52 2002

Action	loaded
kpbs	
Start position	
Stop position	
Extra 1 (user defined)	value1
Extra 2 (user defined)	value2
Client IP (from cgi)	192.168.0.1
User Agent (from cgi)	Java 1.1

Sample Tracking CGI Script

```
#!/usr/bin/perl -w

## Use the Perl CGI module
use CGI;

## Get the current time
my $now = scalar localtime;

## output in plain text
print "Content-type: text/plain\n\n";

## Return something to the applet
print "OK\n";

## Create new CGI object
my $req = new CGI;

## Get all the values passed to the script
my $clip = $req->param("clip");
my $action = $req->param("action");
my $kpbs = $req->param("kpbs");
my $pos = $req->param("pos");

## Get the extra values assigned to the tracking URL (any number of user
provided parameters, these are just examples)
## These are optional and do not need to be provided
## The parameter in the applet will look like:
## <param name="VideoTrackingURL" value="/cgi-
bin/tracking.cgi?extra1=value1&extra2=value2">
my $extra1 = $req->param("extra1");
my $extra2 = $req->param("extra2");

## Log results to file (you can also input the above values into a database)
my $logFile = "./tracking.log";

## Open the log file (append)
open (LOGFILE,">>$logFile") || die "[ $now ] Can't open/create $logFile :
!\n";

## Write info to the log file
print LOGFILE "[ $now ] $clip $action <$kpbs> $pos $extra1 $extra2
$ENV{'REMOTE_ADDR'} [ $ENV{'HTTP_USER_AGENT'} ]\n";

## close log file
close LOGFILE;

1;
```

Sample Log File

```
192.168.0.1 -- [24/Jun/2002:14:31:44 -0700] "GET /cgi-  
bin/TRACK.cgi?action=loaded&clientip=0.0.0.0&timestamp=1024954982 101  
HTTP/1.1" 302 322 "-" "Mozilla/4.0 (compatible; MSIE 6.0; Win32)"  
192.168.0.1 -- [24/Jun/2002:14:32:19 -0700] "GET /cgi-  
bin/TRACK.cgi?action=loaded&clientip=0.0.0.0&timestamp=1024955016 370  
HTTP/1.1" 302 322 "-" "Mozilla/4.0 (compatible; MSIE 6.0; Win32)"  
192.168.0.1 -- [24/Jun/2002:14:32:23 -0700] "GET /cgi-  
bin/TRACK.cgi?action=loaded&clientip=0.0.0.0&timestamp=1024955020 396  
HTTP/1.1" 302 322 "-" "Mozilla/4.0 (compatible; MSIE 6.0; Win32)"  
192.168.0.1 -- [24/Jun/2002:14:32:39 -0700] "GET /cgi-  
bin/TRACK.cgi?action=loaded&clientip=0.0.0.0&timestamp=1024955036 779  
HTTP/1.1" 302 322 "-" "Mozilla/4.0 (Windows 2000 5.0)"  
192.168.0.1 -- [24/Jun/2002:14:32:45 -0700] "GET /cgi-  
bin/TRACK.cgi?action=started&clip=http%3A%2F%2Fclipstream.com%2Fsamp  
le.20%3F1024955041786&kbps=483&pos=0,0&clientip=0.0.0.0&timestamp=102  
4955042497 HTTP/1.1" 302 322 "-" "Mozilla/4.0 (Windows 2000 5.0)"  
192.168.0.1 -- [24/Jun/2002:14:32:50 -0700] "GET /cgi-  
bin/TRACK.cgi?action=stopped&clip=http%3A%2F%2Fclipstream.com%2Fsamp  
le.20%3F1024955041786&kbps=483&pos=0,4500&clientip=0.0.0.0&timestamp=  
1024955047615 HTTP/1.1" 302 322 "-" "Mozilla/4.0 (Windows 2000 5.0)"
```

NOTE: EPOCH timestamp is generally not used for statistical analysis – it is used to suppress caching.

Interpreting the CGI Log File

Loaded: TRACK.cgi?action=loaded&clientip=0.0.0.0×tamp=1024955036

action = loaded
clip = null
kbps = null
pos = null

Started: TRACK.cgi?action=started&clip=http%3A%2F%2Fclipstream.com%2Fsample.20%3F1024955041786&kbps=483&pos=0,0&clientip=0.0.0.0×tamp=1024955042497

action = started
clip = http://clipstream.com/sample.vcs (encoded format with appended timestamp)
kbps = 483
pos = 0,0

Stopped: TRACK.cgi?action=stopped&clip=http%3A%2F%2Fclipstream.com%2Fsample.20%3F1024955041786&kbps=483&pos=0,4500&clientip=0.0.0.0×tamp=1024955047615

action = stopped
clip = http://clipstream.com/sample.vcs (encoded format with appended timestamp)
kbps = 483
pos = 0,4500

VideoURL

Requests a particular stream from the server. From this it can be ascertained which speeds most often were requested to get a better idea of the capabilities of the viewing audience.

videoclipstream.zip

This file is requested from the server every time the applet is displayed. From this number you can see how many times the video was available to view.