

Omniture Plugin Setup and Information Guide

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Omniture Overview

Omniture Account Setup

- Contact your Adobe Omniture representative and receive account information parameters.

Kaltura KMC Setup

- Log into the Kaltura Management Console and perform the following:

For Legacy Flash (V1) players:

1. Click on the "Studio" tab and select the "Flash Studio" tab.
2. Select the player you want to add the plug-in to and select "Edit" under actions.
3. Add the Omniture plugin configuration parameters under the "Additional Parameters and Plugins" (omniture.path, omniture.plugin, etc.).
4. For full parameter specs, please see the [Omniture Plugin for the Kaltura Dynamic Player \(KDP\) Installation Guide](#).

For HTML5 Universal (V2) players:

1. Click on the "Studio" tab and select the "Universal Studio" tab.
2. Select the player you want to add the plug-in to
3. Select the "Analytics" icon from the left pane.
4. Check the "Omniture on page" plugin checkbox and open it to fill its parameters:

Plugin parameters setup:

FlashVar	Studio Parameter name	Parameter description	Sample Value	Required
s_codeUrl	Code url	The URL to the Ominture generated sCode file that must be set in the uiConf (not via flashvars). This	adobe_sample_s_code.js	Yes

		parameter is required for the plugin to work.		
s_codeVarName	Entry code name	The name of the s_code entry point in the global window scope. ("s" by default).	s	Yes
monitorEventInterval	Monitor event tracking interval	Set to an interval (in seconds) for tracking the Omniture 'monitor' event.	10	Yes
trackEventMonitor	Omniture events function name	A global callback function for logging Omniture events.	omnitureTrackingLog	no
concatMediaName	Media name concatenation rules	A per partner key for special media name concatenation rules. By default this parameter should be left null.		no
customEvents	Kaltura player events	A comma separated list of Kaltura player events you want to track.	"openFullScreen,closeFullScreen"	no
		A comma separated list		

additionalEvarsAndProps	Omniture variables and properties	separated list of Omniture evars and props, you wish to pass along with every media event.	"eVar51,prop44"	no
additionalEvarsAndPropsValues	Kaltura values	A comma separated list of Kaltura values, you want to pass along with every media event. Values will correspond to the evars and props comma separated map defined in the "Omniture variables and properties" field.	"{mediaProxy.entry.creatorId}, {mediaProxy.entry.createdAt}"	no

Registering Kaltura Player Events to Additional Player Events

In addition to the plugin build-in events, all of Kaltura player events can be registered by the plugin and reported to Omniture. Additional properties can be sent with these events.

A test page demonstrating custom events can be found [here](#).

To set up Omniture custom events

1. Define the player events you want to track by filling the "Kaltura player events" field in the Universal Studio ('customEvents' Flashvar). This should be a comma-delimited string holding the event strings.

For example:

"openFullScreen,closeFullScreen,firstQuartile"

Note: do not use spaces between the event strings.

2. For each player event, define an Omniture event string.

For example:

```
'openFullScreenEvent': 'event50'
```

3. Define one or more variables for each event. For each variable, you need to define a value, which can be fixed or evaluated using curly brackets syntax.

For example: *'openFullScreenEvar1': "eVar50"*,

```
openFullScreenEvar1Value': "{mediaProxy.entry.id}",
```

```
openFullScreenEvar2': "eVar51",
```

```
openFullScreenEvar2Value': "{mediaProxy.entry.name}"
```

4. Define one or more properties for each event. For each property, you need to define a value, which can be fixed or evaluated using curly brackets syntax. For example: *'openFullScreenProp1': "prop50"*

```
'openFullScreenProp1Value': "{configProxy.flashvars.referer}"
```

5. You can also define generic variables and properties that will be sent with all custom events. These can be fixed or evaluated as well:

- a. Define the variables / properties names as a comma-delimited string in the "Omniture variables and properties" field in the Universal Studio ('additionalEvarsAndProps' Flashvar).

For example:

```
'additionalEvarsAndProps': "eVar51,prop44"
```

Note: do not use spaces between the strings.

- b. For each variable / property, define its value using a comma-delimited string in the "Kaltura values" field in the Universal Studio ('additionalEvarsAndPropsValues' Flashvar). The order of the values corresponds to the order of the variables defined in the 'additionalEvarsAndProps' Flashvar.

For example:

```
'additionalEvarsAndPropsValues': "{mediaProxy.entry.creatorId},{mediaProxy.entry.createdAt}"
```

Note: do not use spaces between the strings.

Example for Omniture setup using Flashvars with Custom Events

```
'flashvars': {
  'omnitureOnPage' :{

    'plugin': true,
    'includeInLayout':false,
    'loadInIframe':true,
    'onPageJs1': "{onPagePluginPath}/omnitureOnPage/resources/omnitureOnPage.js",
    's_codeUrl': "resources/adobe_sample_s_code.js",
    's_codeVarName': 's',
    'trackEventMonitor': 'omnitureTrackingLog',
    'monitorEventInterval': 10,
    'customEvents': "openFullScreen,closeFullScreen,firstQuartile",
    'firstQuartileEvent': "event45",
    'firstQuartileEvar1': "eVar45",
    'firstQuartileEvar1Value': "{mediaProxy.entry.name}",
    'openFullScreenEvent': "event50",
    'openFullScreenEvar1': "eVar50",
    'openFullScreenEvar1Value': "{mediaProxy.entry.id}",
    'openFullScreenEvar2': "eVar51",
    'openFullScreenEvar2Value': "{mediaProxy.entry.name}",
    'openFullScreenProp1': "prop50",
    'openFullScreenProp1Value': "{configProxy.flashvars.referer}",
    'closeFullScreenEvent': "event40",
    'closeFullScreenEvar1': "eVar40",
    'closeFullScreenEvar1Value': "{mediaProxy.entry.id}",
    'closeFullScreenEvar2': "eVar41",
    'closeFullScreenEvar2Value': "{mediaProxy.entry.name}",
    'closeFullScreenProp1': "prop40",
    'closeFullScreenProp1Value': "{configProxy.flashvars.referer}",
    'additionalEvarsAndProps': "eVar51,prop44",
    'additionalEvarsAndPropsValues': "{mediaProxy.entry.creatorId},{mediaProxy.entry.created
At}"

  }

}
```