

# Youbora Player Plugin Setup and Information Guide

Last Modified on 10/02/2019 2:52 am IDT

## Youbora Overview

Youbora provides a business intelligence solution for broadcasters, OTTs, telcos and media to support your business decisions and drive performance. The ability to harness data across various integrated capabilities and services has become increasingly important to support multiple organizations across a video business, including marketing, and to drive consumer engagement and loyalty.

The Youbora player plugin is integrated with the Kaltura player. The plugin listens and reports all the different player states in the current video session to Youbora Analytics. By taking all the data from inside the player, Youbora Analytics is capable of measuring the quality of the video experience from its source, the end user, and in turn analyzing the delivery process end to end.

## Youbora Account Setup

- Contact your Youbora representative to receive account configuration details.

## Kaltura KMC Setup

### Additonal Properties

In addition to the three properties available in the Kaltura [Universal Studio](#) for Youbora Analytics: user id, buffer underrun threshold, and trackEventManager, the following Youbora plugin properties may be configured through Flashvars.

- [contentMetadata](#)
- [Param\[n\]](#)

## contentMetadata

The following example displays a JSON object holding metadata fields that you may send to Youbora with for each reported event.

```
"contentMetadata": {  
    "title": "{mediaProxy.entry.name}",  
    "genre": "",  
    "language": "",
```

```
"year": "",  
"cast": "",  
"director": "",  
"owner": "",  
"duration": "{mediaProxy.entry.duration}",  
"parental": "",  
"price": "",  
"rating": "",  
"audioType": "",  
"audioChannels": ""  
}
```

The evaluated expressions are used to get media info. Only properties that contain values are sent to Youbora. In this example, only the title and duration are sent.

Additional information on available properties that are stored in the Kaltura platform, that can be evaluated can be found [here](#).

## Param[n]

You can define additional parameters to be sent to Youbora with each event. The params are defined as param1, param2, param3 etc.

For example:

```
"section": "sport",
```

```
"demographic": "male 24-35"
```