

Player - Integrations tab

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 This article is designated for administrators.

About

Read the following guide to learn the Integration tab functionalities in the Player Studio. Under the Integrations tab, administrators can setup and customize third-party integrations with the player such as YouTube, Cast, 3rd party analytics, monetization, and more.



Integration functionality is applicable only to the VOD player at this time; therefore, images of the VOD player are depicted herein.

Access the Player Edit View

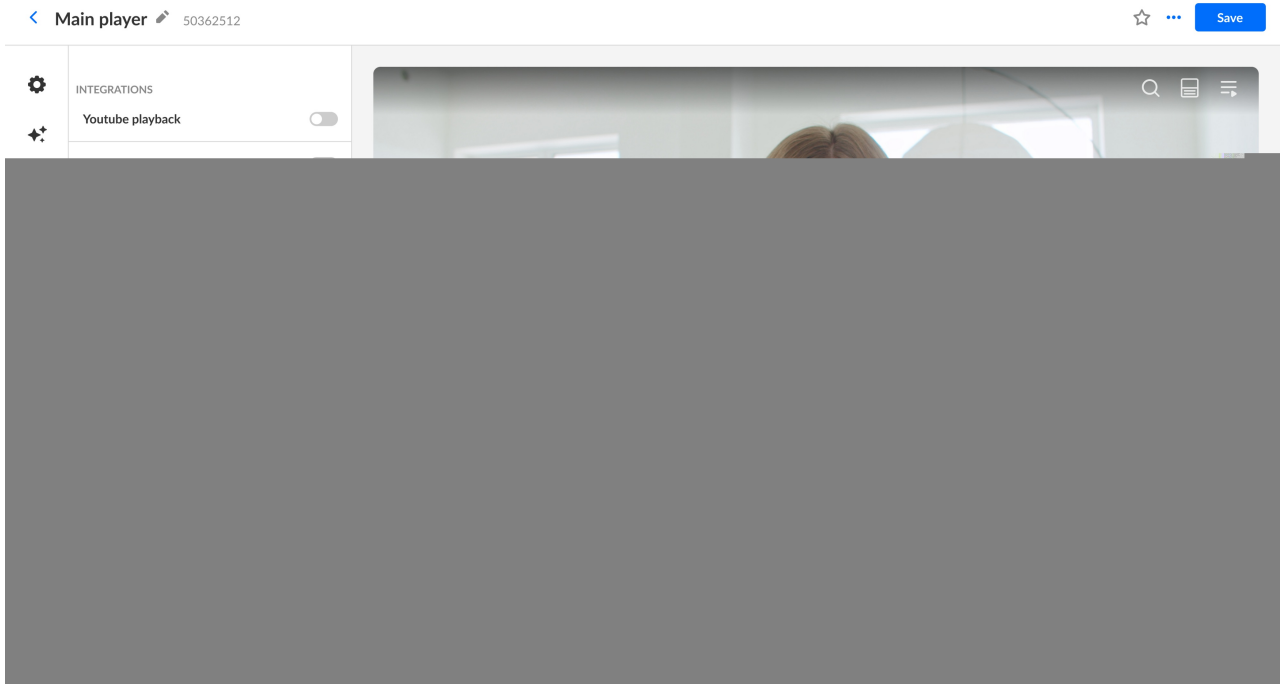
To learn how to access the Player's edit view, please see [The Kaltura Player Studio Edit View](#).

Integrations

Select the Integration Tab. Integrations are denoted by a grouping of shapes icon.



This tab allows you to enable various integrations, third-party analytics, and monetization.



YouTube playback

Select whether the player will support playing YouTube ingested content from the platform.

AirPlay

To enable casting capabilities from iOS devices using the Apple AirPlay protocol, enable **AirPlay**.

Google Chromecast (Sender)

1. Choose whether to define this player as a **sender**. If you do, additional options display.
2. In the **Application ID** field, enter the Google Application ID of the receiver that will be receiving the cast content.
3. By default, the receiver application uses VMAP ads. If you wish to use VAST ads instead, select the **Use VAST Ads** checkbox.

Google Chromecast

Application ID

Use VAST Ads

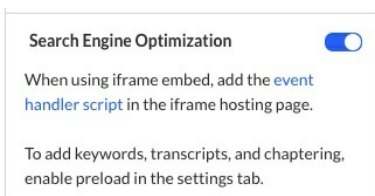
Google Chromecast - Receiver

A user can stream video content using a *Sender* and play it on (or cast it to) another device known as a *Receiver*, while controlling playback using the Sender. The V7 player can be either a Sender or a Receiver.

Choose whether to define this player as a **receiver**. When you enable this option, this means that the current player is defined as a receiver type and should only be used in the receiver application. Currently, all receiver configurations are handled through the customer receiver application.

Search Engine Optimization

The [Search Engine Optimization](#) (SEO) plugin makes life easier for search engines, helping them understand your video's key elements. By embedding the video's metadata into the hosting webpage code, your video will be indexed better and ranked higher in search results.



When using an iframe embed, the **event handler script** must be included in the iframe hosting page.

Third-Party Analytics

Youbora

1. Choose whether to utilize Youbora. Youbora is a powerful intelligence analytics and optimization platform that delivers online TV-quality video experiences. If you choose to enable Youbora, an additional option displays.
2. In the **Account code** field, type your Youbora account ID.



Google Tag Manager

Choose to enable [Google Tag Manager](#) if you are managing several tags from your Google Tag Manager web interface.

If you enable Google Tag Manager, additional options display.

1. Enable the toggle button.
2. In the **Container id** field, type the container ID that is displayed on your Admin tab in your Google Tag Manager dashboard (formatted as GTM-XXXXXX).
To learn how to find your container ID, formatted as " *GTM-XXXXX*", visit <https://tagmanager.google.com/>.
3. In the **Track Player Custom Events**, type a comma-delimited list of events to be tracked. Use custom events to select specific events for tracking out of the full list [here](#).
4. In **Track All Core Events**, choose whether to automatically register the player to trigger **all Core Events** (including Ads Events).
5. In **Track All UI Events**, choose whether to automatically register the player to trigger **all UI Events**.
6. In **Track All Playlist Events**, choose whether to automatically register the player to trigger **all Playlist Events**.
7. In **Track All Core Cast Events**, choose whether to automatically register the player to trigger **all Cast Events**.
8. Save

The following example demonstrates tracking all core, playlist, and cast player events as well as two custom events 'playkit-ui-userclickedmute', 'playkit-ui-userchangedvolume' taken from the **UI events** (replace {namespace} with playkit-ui in the prefix of the event name). Use without spaces in between.

Google Tag Manager

Container ID (formatted as GTM-XXXXXX) ?
GTM-XXXXXXXXXXXX

Track player custom events ?
playkit-ui-userclickedmute,playkit-ui-usercha

Track all core events (includes Ads Events) ?

Track all UI events ?

Track all playlist events ?

Track all core cast events ?



Google Tag Manager is currently unsupported in iframe embeds.

Google Analytics

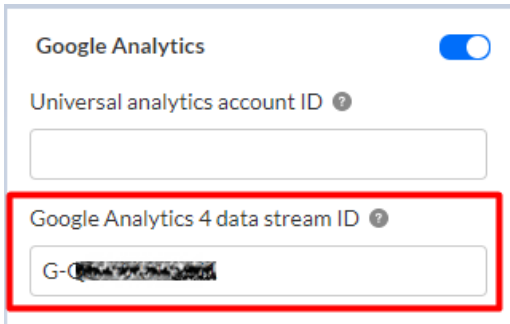
Choose whether to utilize [Google Analytics](#) and send player analytics to Google. If you choose to enable Google Analytics, additional options display.

1. Enable the toggle button.
2. In the **Universal Analytics Account ID** field, type the universal analytics account ID.
3. In the **Google Analytics 4 data stream ID** field, type the Google Analytics 4 data stream ID.

To learn how to find your GA4 data stream ID, visit

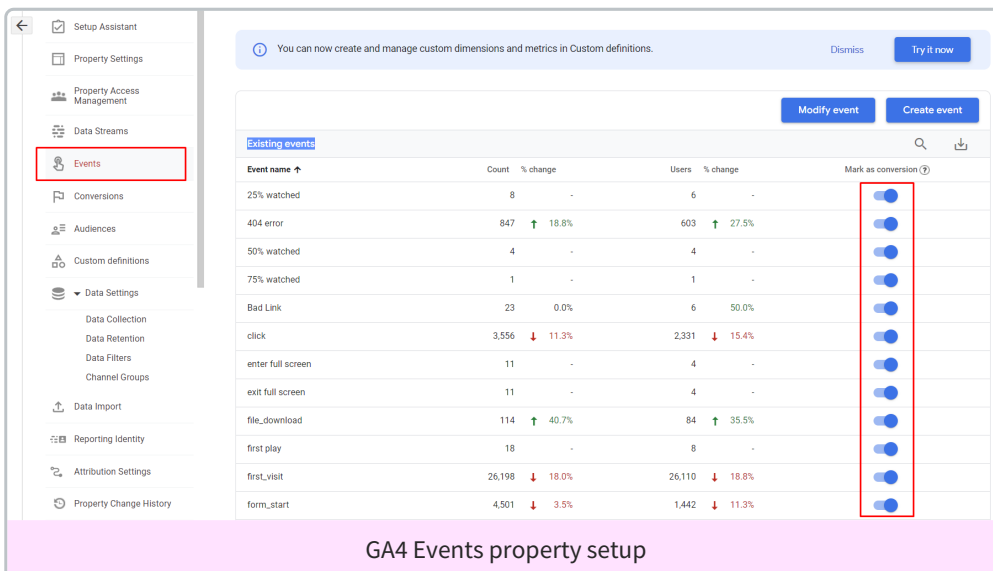
<https://support.google.com/analytics/answer/9539598?hl=en>.

The following graphics demonstrate GA4 implementation:



The screenshot shows a configuration form for Google Analytics. At the top, there is a toggle switch labeled "Google Analytics" which is turned on. Below it is a field for "Universal analytics account ID" with a question mark icon. The field is empty. Below that is a field for "Google Analytics 4 data stream ID" with a question mark icon. This field is highlighted with a red rectangular border and contains the text "G-C[REDACTED]".

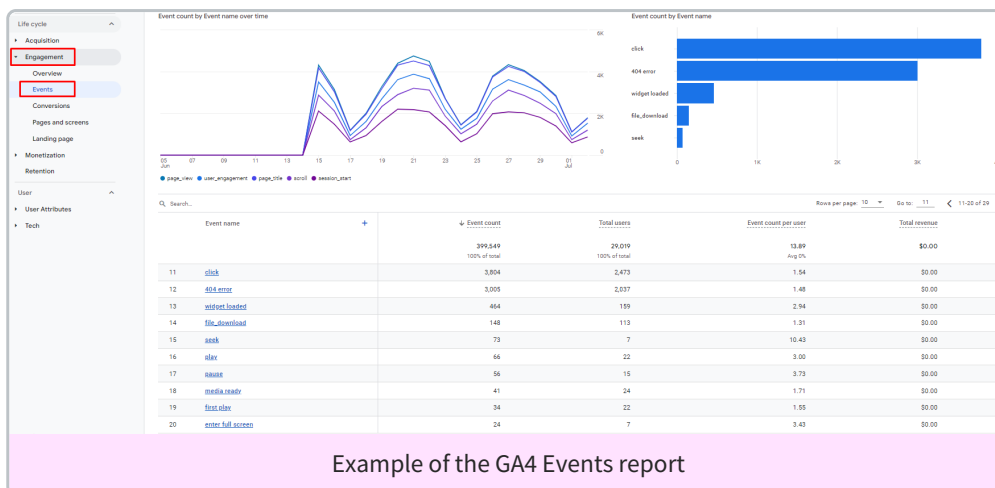
4. Save
5. All events should log automatically, it may take **24 hours** before you can see them. To view the player events in the GA4 Events dashboard all events must be enabled in the GA4 property.



The screenshot shows the GA4 Events dashboard. On the left is a navigation menu with "Events" highlighted in a red box. The main area displays a table of existing events. A red box highlights the "Mark as conversion" column, which contains toggle switches for each event. The table data is as follows:

Event name ↑	Count	% change	Users	% change	Mark as conversion (🔍)
25% watched	8	-	6	-	<input checked="" type="checkbox"/>
404 error	847	↑ 18.8%	603	↑ 27.5%	<input checked="" type="checkbox"/>
50% watched	4	-	4	-	<input checked="" type="checkbox"/>
75% watched	1	-	1	-	<input checked="" type="checkbox"/>
Bad Link	23	0.0%	6	50.0%	<input checked="" type="checkbox"/>
click	3,556	↓ 11.3%	2,331	↓ 15.4%	<input checked="" type="checkbox"/>
enter full screen	11	-	4	-	<input checked="" type="checkbox"/>
exit full screen	11	-	4	-	<input checked="" type="checkbox"/>
file_download	114	↑ 40.7%	84	↑ 35.5%	<input checked="" type="checkbox"/>
first play	18	-	8	-	<input checked="" type="checkbox"/>
first_visit	26,198	↓ 18.0%	26,110	↓ 18.8%	<input checked="" type="checkbox"/>
form_start	4,501	↓ 3.5%	1,442	↓ 11.3%	<input checked="" type="checkbox"/>

GA4 Events property setup



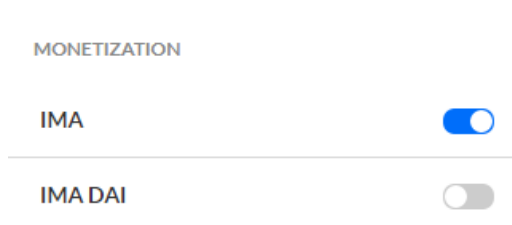
Example of the GA4 Events report

Monetization

Advertisements acquired through the IMA Plugin are *client-side ads*. These are obtained from an ad server, then incorporated into playback by the player.

The main characteristics of these ads are:

1. Ads may be skippable.
2. Ads may be clickable.
3. Ads may be either linear (the ad break is inserted into playback), or non-linear (the ad is shown over or beside the playing content).



IMA

1. Choose whether to utilize IMA. The Google SDK for HTML5 V3 allows developers to request and track VAST ads in a HTML5 video environment. If you choose to enable IMA, additional options display.
2. In the **Ad tag URL**, type a URL for the advertising tag.
3. In the **Loading Timeout** field, type the timeout for loading ads (in milliseconds). If an ad cannot be loaded within this timeframe, the video will be loaded automatically.
4. In **HTML Companions**, for each companion ad, specify the container Div ID and expected ad width/height.
Click [X] to delete a Div ID; click [add] to add a Div ID.
5. In **Size Criteria**, select the size criteria to apply to ads - Select Exact Match, Select

Near Match, or Ignore Size.

- Select Exact Match (default) – Only companion that match the size of the companion ad slot exactly will be selected.
 - Select Near Match – Any companion that is close to the size of the companion ad slot can be selected.
 - Ignore Size – Size can be ignored when selecting companions.
6. In **ad markers on the timeline**, choose whether to place markers on the timeline indicating advertisement cues.
 7. In the **Marker Color** field, choose or type the RGB color of the marker.
 8. In the **Marker Width** field, type the width of the marker in pixels.

IMA

Ad tag URL

Loading timeout

HTML companions

Div ID	Width	Height	
Comp_300	300	250	✕
Comp_728	728	90	✕

[Add Div](#)

Size Criteria

Select exact match

Select near match

Ignore size

Ad markers on the timeline

Marker Color

Marker Width

IMA DAI

1. Choose whether to utilize IMA DAI. The Google IMA DAI SDK for HTML5 allows developers to make a stream request for ad and content video and get the combined (stitched) video stream in an HTML5 video environment. If you choose to enable IMA DAI, additional options display.

2. In **Enable ad holiday**, choose whether viewers will be shown an ad immediately after they have just watched a pre-roll ad. Please note that the duration must be set in Google Ad Manager.
3. In **Ad markers on the timeline**, choose whether markers will be placed on the timeline indicating advertisement cues.
4. In the **Marker Color** field choose or type the RGB color of the marker.
5. In the **Marker Width** field, type the width of the marker in pixels.

IMA DAI

Enable ad holiday

Ad markers on the timeline

Marker Color

Marker Width

Custom Settings

Some custom settings do not appear within the KMC but can be added manually. See [Kaltura IMA Plugin](#) and the [Google IMA Developers Guide](#) for information on advanced configuration settings. You may also use [Ad Tag Suite Inspector](#) to double check your ad tag. For more advanced settings, see [IMA Config Object](#).

See our article [Share and embed media](#) for instructions on embedding the player.