

# The Kaltura Player Studio Admin Guide - Integrations

 This article is designated for administrators.

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.

## 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.

[Main player](#)
50362512




INTEGRATIONS




Youtube playback

☐



Apple AirPlay

☐



Google Chromecast

☐

Google Chromecast - sender

☐

Search engine optimization

☐

THIRD-PARTY ANALYTICS

Youbora

☐

Google Tag Manager

☐

Google Analytics

☐

MONETIZATION

IMA

☐

IMA DAI

☐

02:50 / 10:33

1080

608

Demo video

## YouTube playback

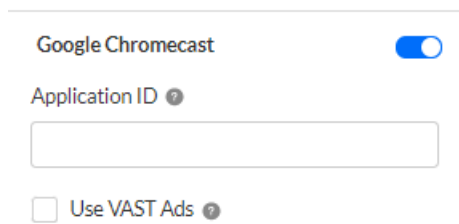
Select whether the player will support playing YouTube ingested content from the platform.

## 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.



The screenshot shows a configuration panel for Google Chromecast. At the top, there is a toggle switch labeled "Google Chromecast" which is currently turned on (blue). Below this is a label "Application ID" followed by a question mark icon. Underneath is a text input field. At the bottom, there is a checkbox labeled "Use VAST Ads" followed by a question mark icon. The checkbox is currently unchecked.

## 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.

**Search Engine Optimization** ☒

When using iframe embed, add the [event handler script](#) in the iframe hosting page.

To add keywords, transcripts, and chaptering, enable preload in the settings tab.

⚠ 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.

Youbora



Account code

### 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-XXXXXXXXXX

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:

Google Analytics

Universal analytics account ID ?

Google Analytics 4 data stream ID ?

G-XXXXXXXXXX

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.

Setup Assistant

Property Settings

Property Access Management

Data Streams

**Events**

Conversions

Audiences

Custom definitions

Data Settings

Data Collection

Data Retention

Data Filters

Channel Groups

Data Import

Reporting Identity

Attribution Settings

Property Change History

You can now create and manage custom dimensions and metrics in Custom definitions.

Dismiss

Try it now

Modify event

Create event

Existing events

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

Life cycle

Acquisition

**Engagement**

Overview

**Events**

Conversions

Pages and screens

Landing page

Monetization

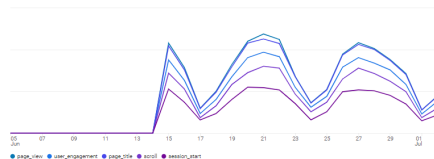
Retention

User

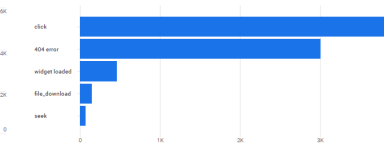
User Attributes

Tech

Event count by Event name over time



Event count by Event name



Event name

Event count

Total users

Event count per user

Total revenue

11 click	3,556	2,331	1.54	\$0.00
12 404 error	847	603	1.48	\$0.00
13 widget loaded	464	199	2.94	\$0.00
14 file_download	114	84	1.31	\$0.00
15 seek	73	7	10.43	\$0.00
16 play	66	22	3.00	\$0.00
17 pause	56	15	3.73	\$0.00
18 media ready	41	24	1.71	\$0.00
19 first play	34	22	1.55	\$0.00
20 enter full screen	24	7	3.43	\$0.00

Example of the GA4 Events report

## Monetization

MONETIZATION	
IMA	<input checked="" type="checkbox"/>
IMA DAI	<input type="checkbox"/>

## 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.

IMADAI

☐ Enable ad holiday☐ Ad markers on the timeline

Marker Color

Marker Width

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[template("cat-subscribe")]

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