Set up Youbora analytics in the player

Content updated: 12/11/2022

This article is designated for administrators.

About

Youbora, part of the NPAW suite, is a video analytics platform that measures playback quality and audience behavior.

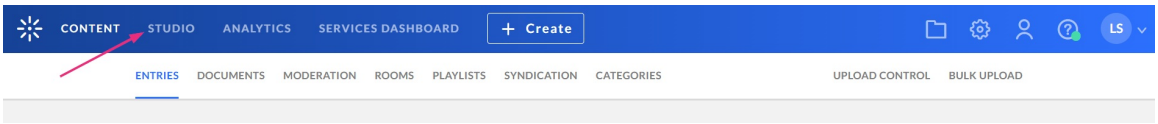
The Youbora plugin for the Kaltura player reports every player state in a viewing session to Youbora Analytics. Because the data comes from inside the player, Youbora can measure the quality of the video experience end to end, from the source to the viewer.

Most customers turn on Youbora in Player Studio, with no code. Developers who want to pass user IDs, custom dimensions, or other metadata from their app can also configure the plugin with JavaScript, as described in the Advanced customizations section below.

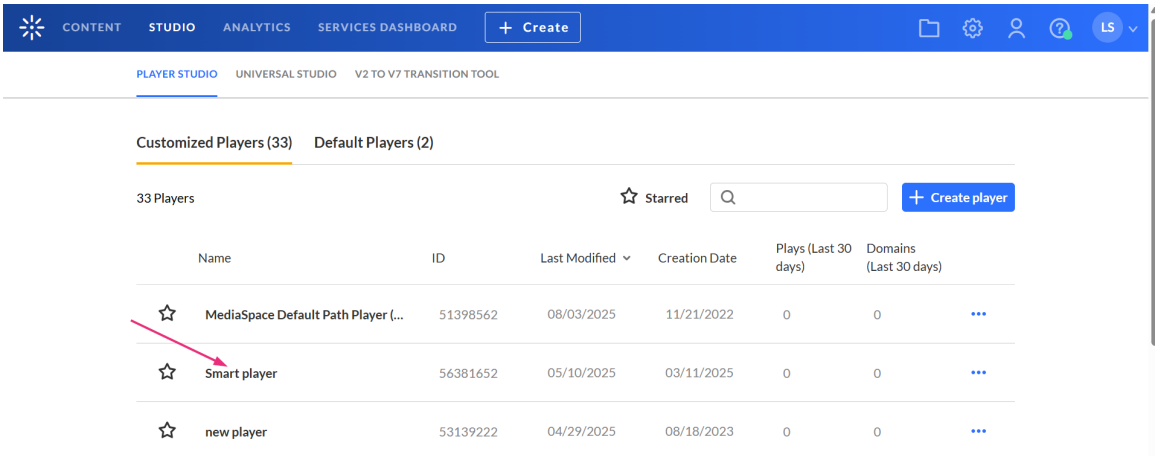
VOD

Access the Integrations settings

1. Log in to your Rich Media CMS and select the **Studio** tab.

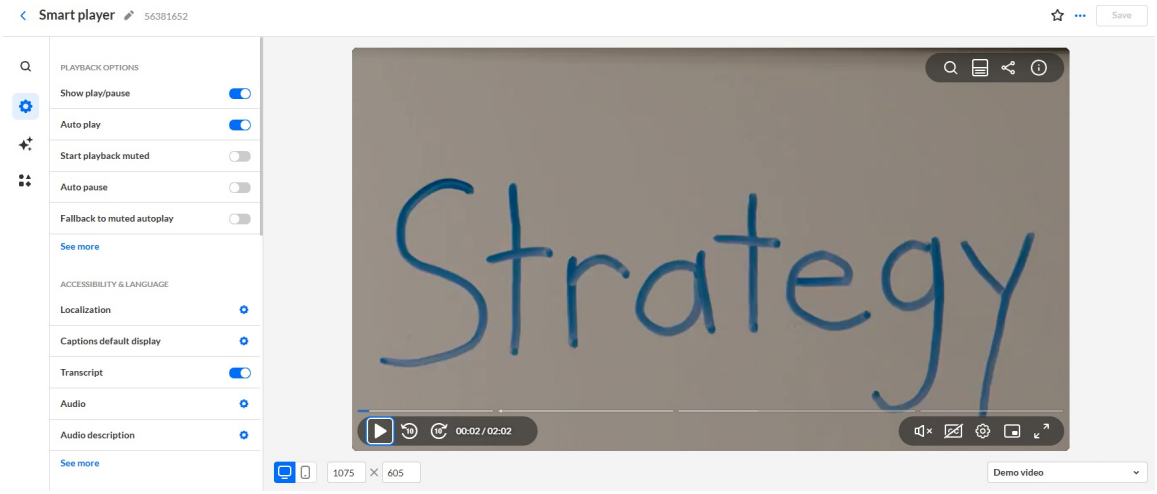


2. From the list, select the player you want to configure.

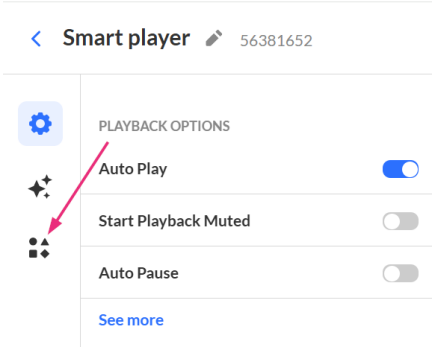


Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.

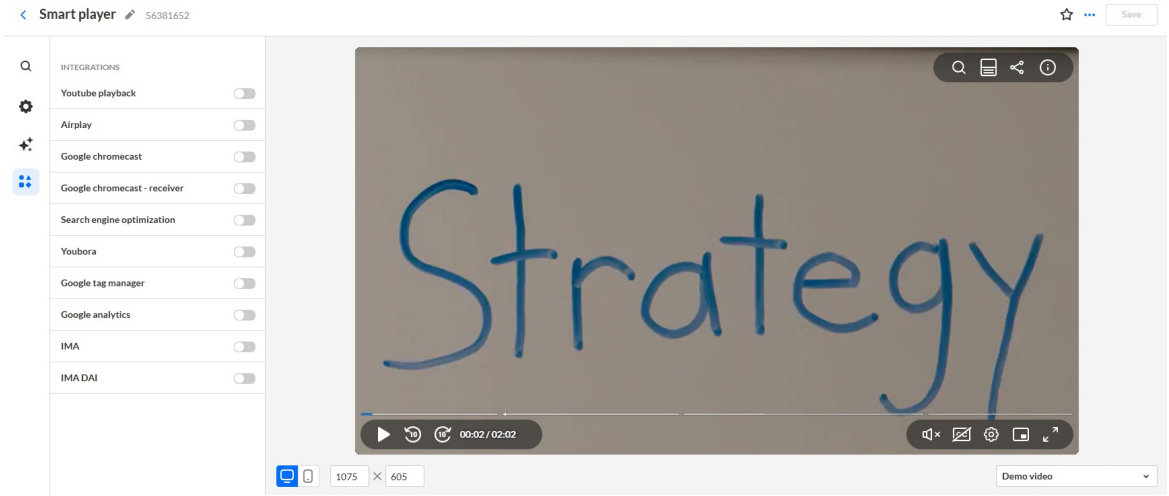
The player settings open.



3. In the left panel, select the **shapes** icon.



The integration settings display.



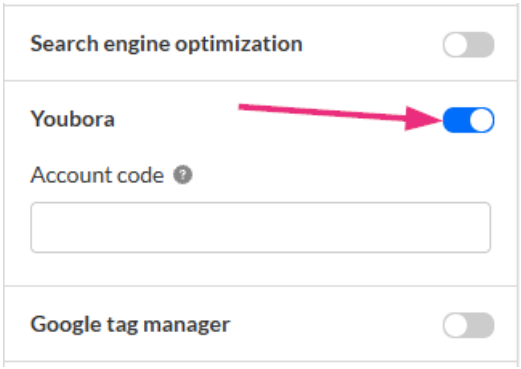
Turn on Youbora in Player Studio

When you turn on Youbora for a player, every embed that uses the player reports quality of experience (QoE) data to Youbora automatically, with no changes to your

Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.

embed codes.

1. Next to **Youbora**, select the toggle to enable the setting.
   The **Account code** field displays.



2. In the **Account code** field, enter your Youbora account ID.
3. Select **Save** at the top right of the settings page.

Advanced customizations

To configure the plugin in code, add your Youbora account code to the plugin options in the player configuration. The account code is the only required option. Without it, the plugin doesn't work correctly.

The plugin works with or without IMA ads, and reports playback lifecycle events based on your configuration. It's tied to the player's data and events models, and the player sends Youbora the information it needs for each Youbora event or ping.

You can also pass many other options from your app. If an option you pass conflicts with data the player calculates, your option takes precedence.

For the full plugin documentation, see the Youbora plugin readme on GitHub.

Example

This example sets up a player with the Youbora plugin, including user, app, and content metadata, and two custom dimensions.

Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.

```
const player = KalturaPlayer.setup({
  targetId: 'player-placeholder',
  provider: {
    partnerId: 123456,
    uiConfId: 7654321
  },
  playback: {
    autoplay: false
  },
  plugins: {
    youbora: {
      options: {
        accountCode: 'ACCOUNT_CODE',
        'user.name': 'user@example.com',
        'app.releaseVersion': '1.2.3',
        'app.name': 'com.kaltura.web',
        'content.channel': 'SBC HD',
        'content.genre': 'drama',
        'content.title': 'ABC',
        'content.program': 'BBC',
        // Custom Dimensions (extra metadata)
        'content.customDimension.1': 'Premium',
        'content.customDimension.2': 'US-East'
      }
    }
  }
});

player.loadMedia({ entryId: '1_xxxxxxxx' });
```

For all the available options, see the NPAW documentation.

Custom dimensions

Custom dimensions (`content.customDimension.1` , `content.customDimension.2` , and so on) are extra values that your app can report. Youbora stores them in its reports.

Usually, two custom dimensions are available. You can use up to 20, but this might cost extra from Youbora.

Debug Youbora events

The plugin sends events for player initialization, start, join, buffering, errors, and user interactions, and a keep-alive ping every 5 seconds. If IMA ads play, it also sends ad playback events.

To check that the plugin is sending data:

1. Open your browser's developer tools. Press F12, or right-click the page and select **Inspect**.
2. Select the **Network** tab.
3. In the filter box, enter `youbora` or `npaw` .

Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.

4. Start playback in the player.

Requests appear for each stage of playback:

- `/data` or `/init`: Player initialization.
- `/start`: Playback requested.
- `/join`: First video frame rendered (time to first frame).
- `/buffer`: Buffering started and ended.
- `/pause`, `/resume`, `/seek`: Playhead changes.
- `/stop`: Playback completed or session ended.
- `/error`: Any fatal or non-fatal playback error.

Youbora library versions

- To see which Youbora library version the Kaltura player uses, see the plugin's package.json file on GitHub.
- To see the latest Youbora library version, see the Youbora library changelog on GitHub.

Copyright © 2025 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.