Send player events to Google Analytics

Content updated: 11/12/2026

This article is designated for administrators.

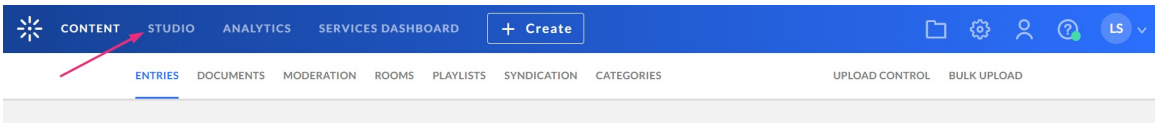
About

Google Analytics shows how people use your website. When you turn it on in the player, the player sends its analytics to Google, so you can see player events in your Google Analytics 4 (GA4) reports.

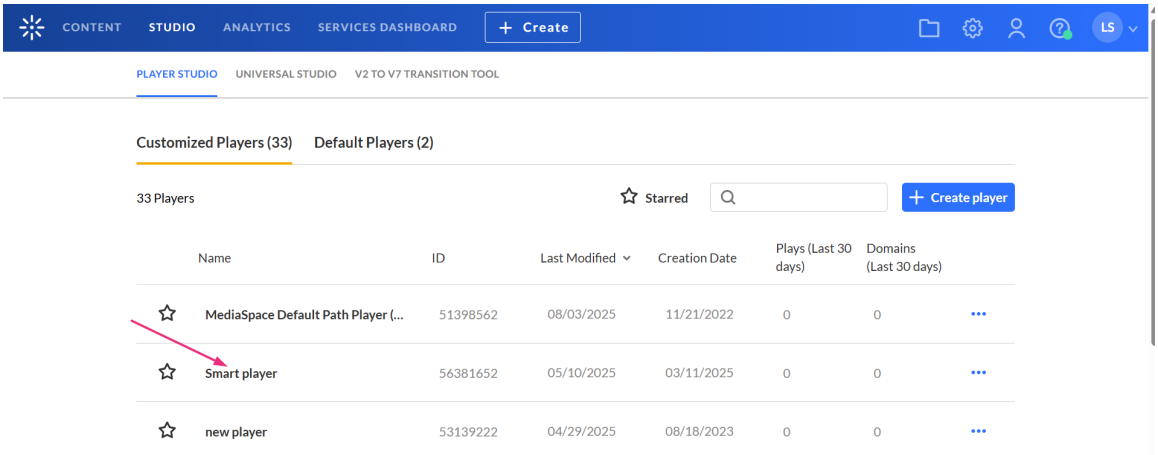
VOD

Access the Integrations settings

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

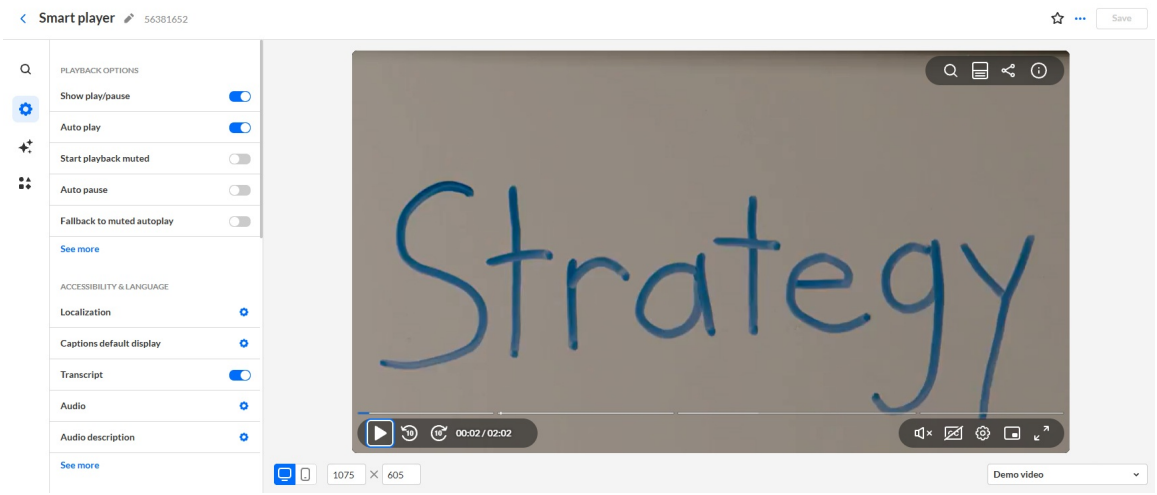


2. From the list, select the player you want to configure.

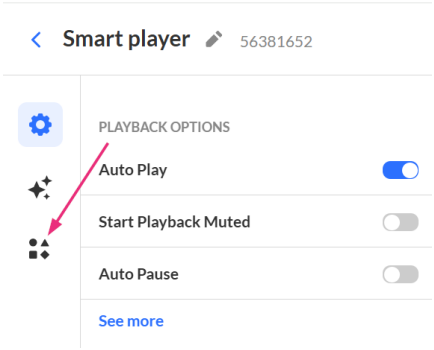


The player settings open.

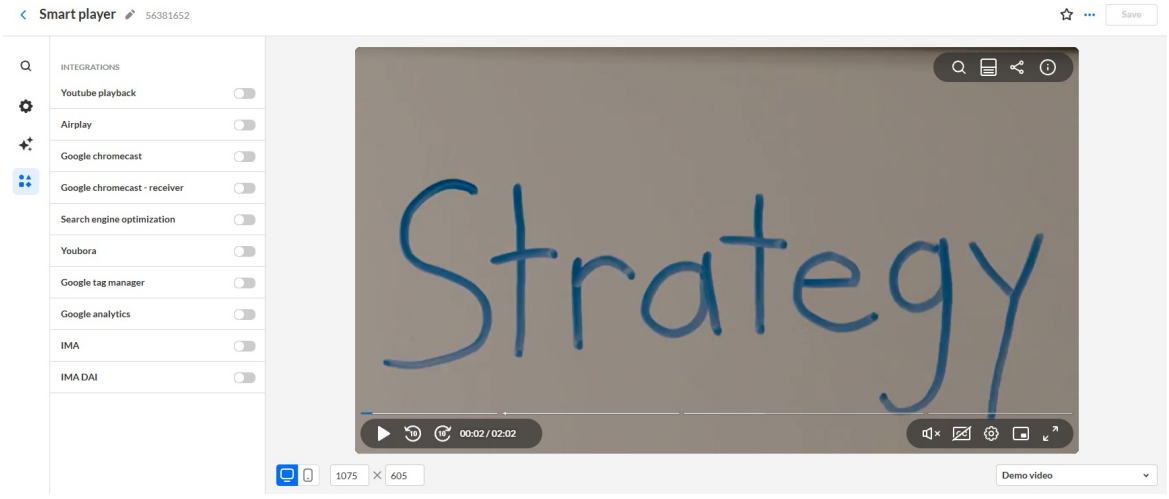
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3. In the left panel, select the **shapes** icon.



The integration settings display.

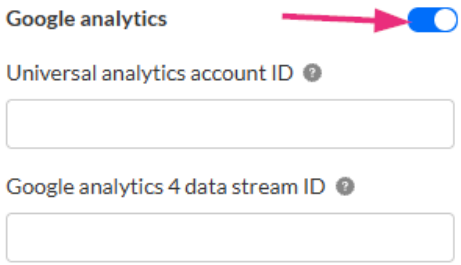


Set up Google Analytics

1. Next to **Google Analytics**, select the toggle to enable the setting.

   More options display.

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2. Configure the following:
   - **Universal analytics account ID** - Enter your Universal Analytics account ID.
   - **Google Analytics 4 data stream ID** - Enter your GA4 data stream ID. To find it, see Google Analytics Help.
3. Select **Save** at the top right of the settings page.

The player logs all events automatically. It can take up to 24 hours before you see them.

To see player events in the GA4 **Events** dashboard, all events must be enabled in your GA4 property.

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