

# Digital Analytix

## Metrics and Dimensions Guide

## Haivision Video Cloud

Haivision Video Cloud includes comScore's Digital Analytix platform, bringing quality of service and content analytics as well as audience demographics to give you unparalleled data access and visibility into the characteristics of your online audience.

### Metrics

<b>% Complete Q1:</b>	Number of times a viewer completes 25% of a video asset divided by the number of video asset starts.
<b>% Complete Q2:</b>	Number of times a viewer completes 50% of a video asset divided by the number of video asset starts.
<b>% Complete Q3:</b>	Number of times a viewer completes 75% of a video asset divided by the number of video asset starts.
<b>% Complete Q4:</b>	Number of times a viewer reached the end of a video asset divided by the number of video asset starts.
<b>% of Total UV:</b>	Number of unique viewers for the given line item, divided by the total number of unique viewers for the report (Line UVs/Total UVs).
<b>Ads:</b>	Number of Ads viewed.
<b>Ad Completion Rate:</b>	Total number of times the end of an ad was reached divided by the total number of ad starts.
<b>Ad Starts per Viewer:</b>	Number of times an ad was started divided by the number of viewers who viewed the ad.
<b>Average Startup Time:</b>	Amount of time (HH:MM:SS) that transpires between when a viewer selects the play button on the video player and when playback actually begins.
<b>Average Duration:</b>	The total amount of time (HH:MM:SS) played per line item dimension (first column of the report) divided by the number of asset plays for the same data dimension.
<b>Completion Rate:</b>	Number of times a viewer reached the end of a video asset divided by the number of asset starts.
<b>Concurrent Plays:</b>	Number of active streams within the reporting period.
<b>Duration per Play:</b>	Amount of time (HH:MM:SS) played per video asset divided by the number of asset plays.
<b>Duration per Viewer:</b>	Amount of time (HH:MM:SS) played per video asset divided by the number of viewers of the same asset.
<b>Plays :</b>	Number of times that a video asset was started.
<b>Play Attempts:</b>	Total number of Successful Plays plus the total number of Exits before Start plus the total number of Start Failures.
<b>Pre-Start Exits:</b>	Number of exits that occur after the play button is pressed but before the playback actually begins.
<b>Pre-Start Exit %:</b>	Pre- Start Exits divided by the number of Play Attempts.
<b>Rebuffering Ratio:</b>	Buffering time per reporting period (example: day) divided by the playing time per reporting period.
<b>Startup Failure:</b>	Number of instances in which a viewer selected Play and an error occurred before playback began.
<b>Startup Failure %:</b>	Startup Failures divided by the number of Attempted Plays.

### Metrics and Dimensions Guide Cont'd.

<b>Successful Plays:</b>	Number of video assets which successfully completed a play event.
<b>Successful Play %:</b>	Number of Successful Play events divided by the total number of attempted asset plays.
<b>Total Duration:</b>	Amount of time (HH:MM:SS) played per video asset.
<b>Unique Viewers:</b>	Unduplicated count of viewers. Each viewer is counted only once in the Unique Viewers metric for the reporting period.
<b>Ad Server:</b>	URL of the ad server that is serving the measured ads.

### Data Dimensions

<b>Browser:</b>	Web Browser used by the viewer to access video assets. Category -Video asset category.
<b>CDN:</b>	Domain of the Content Delivery Network serving the video asset.
<b>City:</b>	City from which the asset was viewed. This is calculated based upon the viewer's IP address.
<b>Country:</b>	Country from which the asset was viewed. This is calculated based upon the viewer's IP address.
<b>DMA:</b>	Designated Marketing Area locations from which the asset was viewed. This is calculated based upon the viewer's IP address.
<b>Domain/Provider:</b>	See "ISP" ISP - Internet Service Provider that the viewer is using to view video assets.
<b>Media Player:</b>	See "Player"
<b>Platform:</b>	Device type and operating system utilized by the viewer to access the video assets.
<b>Player:</b>	Name of the media player used to consume the video asset.
<b>Referrer:</b>	Domain that referred the viewer to the video assets.
<b>Runtime:</b>	Player runtime that was utilized by the viewer to access video assets (example: flash).
<b>State:</b>	State within the United States from which the asset was viewed. This is calculated based upon the viewer's IP address.
<b>Title:</b>	Title of each video asset.
<b>Web Browser:</b>	Name and major version of the web browser utilized by the viewer to consume the video assets. This value is pulled from the viewer's web browser's user-agent string.