Android SDK v5
ComScore Analytics Module

User Guide

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OVERVIEW

About the ComScore Analytics Module

The ComScore Analytics module is a library part of the premier package of AMP SDK for Android. It enables the option of tracking the events in the player using the Media Analytics platform from ComScore.

Features

- It reports a variety of events related to playback (start, stop, resume, pause, buffering, etc.)
- It offers a set of methods to the customers to report other events when they need it (subtitles enabled or disabled, scrolling events, font and color changes, etc.).

MODULE INTEGRATION

Steps to integrate the module:
- Copy the jar files located inside the libs folder in the modules package (androidsdk-analytics-comscore.jar and comScore.jar).
- Add the data required by the ComScore Framework in the Configuration File. A sample of how this info looks like below:

```xml
<comscore type="Object">
<url type="String">http://example.com</url>
<data type="Object">
<c1 type="String"></c1>
<c2 type="String"></c2>
<c3 type="String"/>
<c4 type="String"/>
<c5 type="String"></c5>
<c6 type="String"/>
<c7 type="String"/>
<c8 type="String"/>
<c9 type="String"/>
<c10 type="String"/>
<c14 type="String"/>
</data>
<events type="Object">
<adStarted type="Object">
<c5 type="String"></c5>
</adStarted>
<videoStarted type="Object">
<c5 type="String"></c5>
</videoStarted>
</events>
</comscore>
```

- Add the following code in the App:

```java
ComscoreTracker comTracker = new ComscoreTracker();

comTracker.setVideoPlayerView(VIDEOPLAYERVIEW_OBJECT);

comTracker.enableReporting(TRUE / FALSE);

comTracker.init(ACTIVITY_CONTEXT_OBJECT);
```

Methods available

`init(Context owner)`
Initialize the tracker to send the event. It receives a reference of the Activity Context in which the Module is being implemented.

`enableReporting(Boolean enable)`
It allows enabling or disabling the action of sending the events for reports.

`isReportingEnabled()`
It validates if the option of sending events is enabled or disabled.

Methods for Manual Reports

These methods send specific events to the Analytics platform, but they are not linked to any action inside the SDK. If the customer wants to track also these events, they have to call them manually.

`trackSubtitlesDisabled()`

`trackSubtitlesEnabled()`

`trackTextSizeChanged(int newTextSize)`

`trackScreenPositionChanges(String newScreenPosition)`

`trackTextStyleChanges(String newTextStyle)`

`trackFontChanges(String newFontName)`

`trackScrollingChanges(String newScrollingType)`

`trackWindowColorChanges(int newWindowColor)`

`trackBackgroundColorChanges(int newBackgroundColor)`

`trackFontColorChanges(int newFontColor)`

`trackPresentChanges(String newPresentType)`

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