



# Android SDK v5

## ComScore Analytics Module

*User Guide*

Updated: 30-Jul-15



## TABLE OF CONTENTS

<b>TABLE OF CONTENTS</b>	<b>2</b>
<b>OVERVIEW</b>	<b>3</b>
About the ComScore Analytics Module	3
Features	3
<b>MODULE INTEGRATION</b>	<b>3</b>
Methods available	4
Methods for Manual Reports	4

## 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:

```
<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:

```
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)`

## The Akamai Difference

Akamai® provides market-leading, cloud-based services for optimizing Web and mobile content and applications, online HD video, and secure e-commerce. Combining highly-distributed, energy-efficient computing with intelligent software, Akamai's global platform is transforming the cloud into a more viable place to inform, entertain, advertise, transact and collaborate. To learn how the world's leading enterprises are optimizing their business in the cloud, please visit [www.akamai.com](http://www.akamai.com) and follow @Akamai on Twitter.

### U.S. Headquarters

8 Cambridge Center  
Cambridge, MA 02142  
Tel 617.444.3000  
Fax 617.444.3001  
U.S. toll-free 877.4AKAMAI  
(877.425.2624)

### International Offices

Unterfoehring, Germany	Bangalore, India
Paris, France	Sydney, Australia
Milan, Italy	Beijing, China
London, England	Tokyo, Japan
Madrid, Spain	Seoul, Korea
Stockholm, Sweden	Singapore
	San José, Costa Rica

[www.akamai.com](http://www.akamai.com)

**Akamai Technologies, Inc.**

©2015 Akamai Technologies, Inc. All Rights Reserved.  
Reproduction in whole or in part  
in any form or medium without express written  
permission is prohibited. Akamai and the Akamai  
wave logo are registered trademarks. Other  
trademarks contained herein are the property  
of their respective owners. Akamai believes that the  
information in this publication is accurate  
as of its publication date; such information  
is subject to change without notice.

