

Newssource Digital
MAKING NEW
IMPRESSIONS

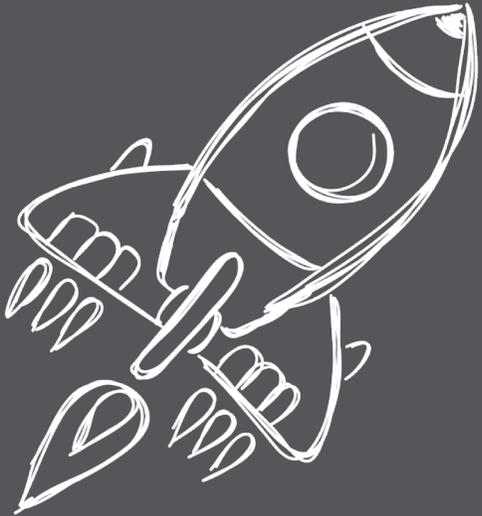
CONTENT  ANALYTICS  MONETIZATION

Quick Guide: New Video Analytics Dashboard

Coming Mid-Nov 2018

WELCOME TO THE NEW VIDEO ANALYTICS DASHBOARD IN THE CNN NEWSOURCE WEBSITE

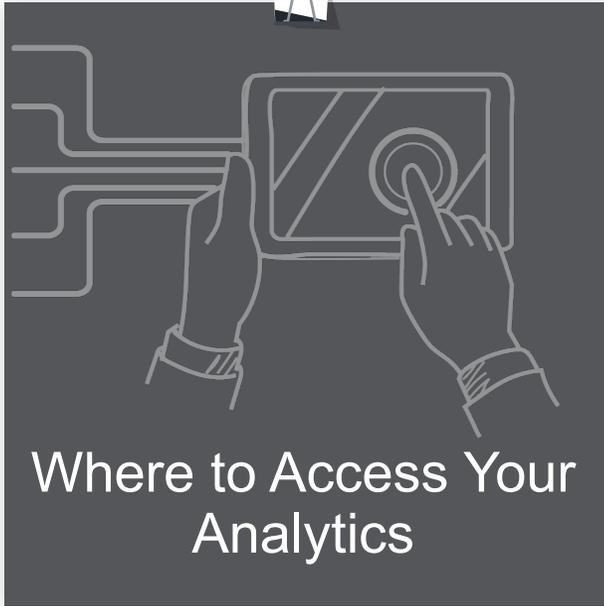
On the new video analytics dashboard, you'll see how the digital videos you syndicate and/or publish through the CNN Video Affiliate Network are performing.



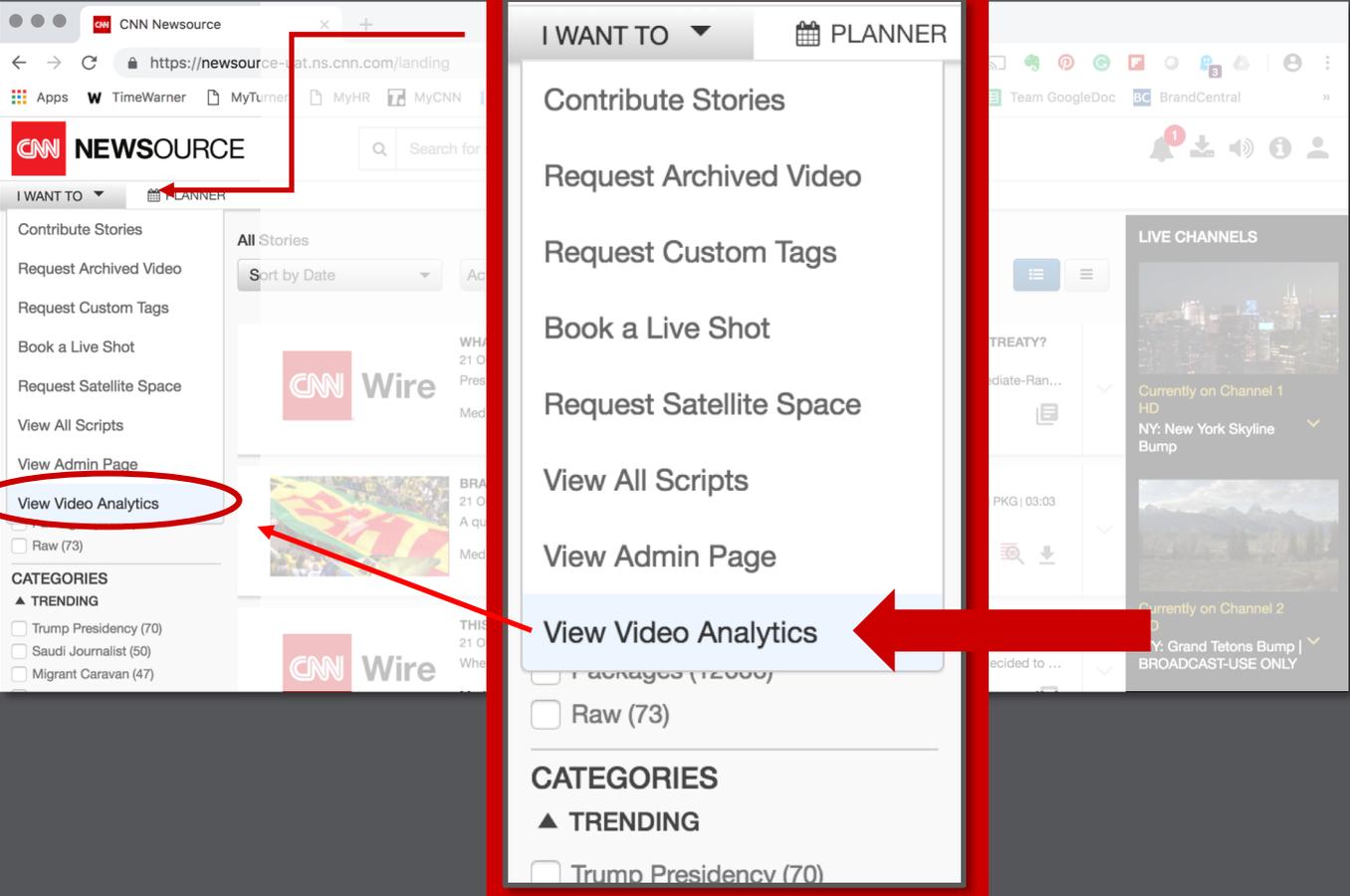
This is a quick guide to help you navigate the new dashboard.

LET'S GET STARTED...

TOP THINGS TO KNOW:



WHERE TO ACCESS YOUR VIDEO ANALYTICS



The image shows a screenshot of the CNN Newsource website. A red arrow points to the 'I WANT TO' dropdown menu, which is open and highlighted with a red border. The 'View Video Analytics' option is circled in red. Another red arrow points to the 'View Video Analytics' option in the dropdown menu. The background shows the CNN Newsource logo and a search bar.

- 1 Log in to the Newsource website:
<https://newsource.ns.cnn.com/>
**Forgot your username or password? Call our 24/7 support line 1.800.272.4004*
- 2 Under the CNN Newsource logo, click on 'I Want To...' and you will see 'View Video Analytics'

YOUR VIDEO ANALYTICS DASHBOARD

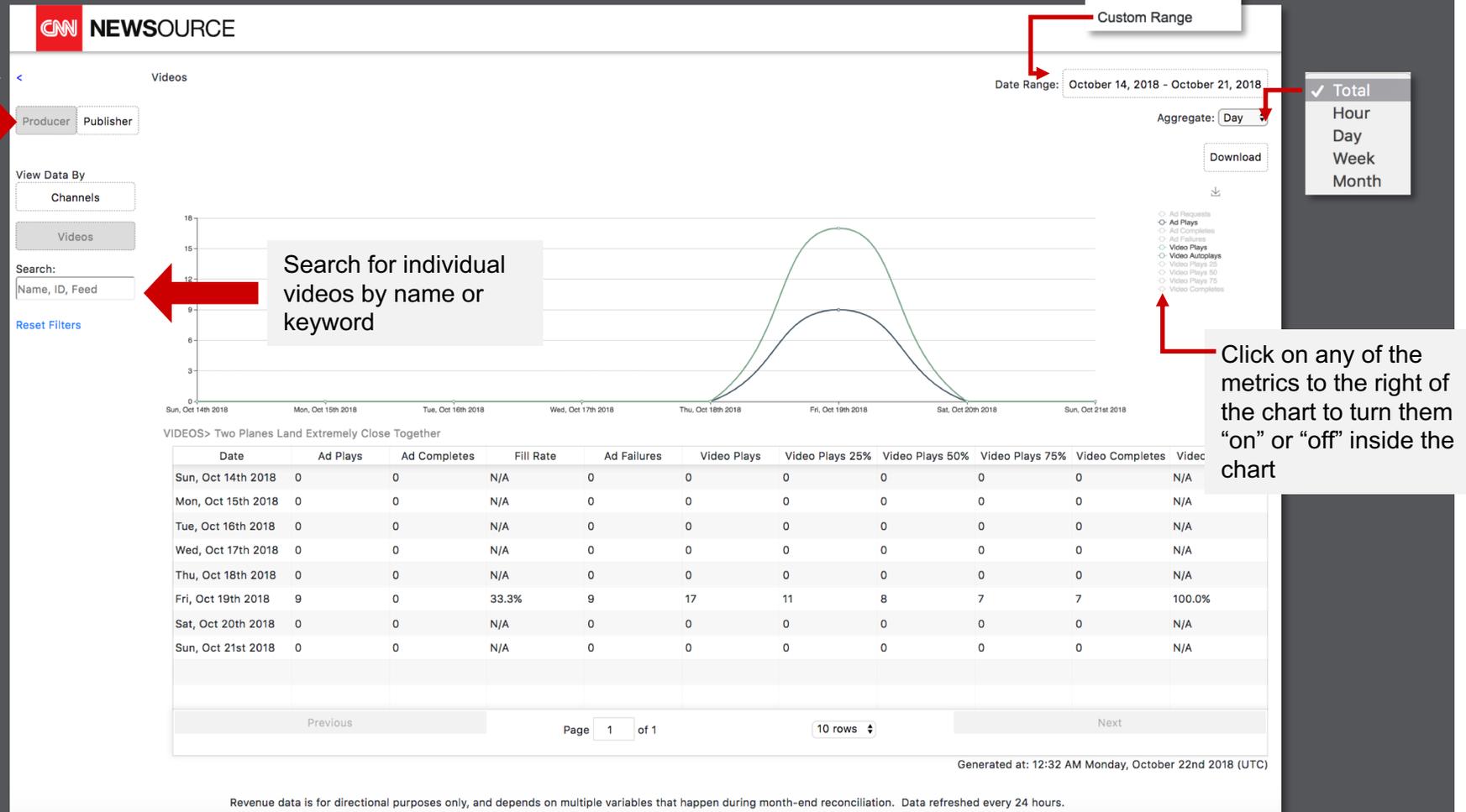
TOGGLE BETWEEN TWO VIEWS:

PRODUCER (videos you own and syndicate through CNN VAN)

In the Producer view, you will see metrics for each video you have syndicated via the CNN VAN. If you would like to see a "total" view, you can select "Total" in the 'Aggregate' box on the upper right side of the dashboard. *NOTE: This view will not yet available during the pilot period (mid Oct) but will be fully available at full launch in mid Nov 2018.*

PUBLISHER (videos owned by others that you publish on your platforms)

You can view data in two ways: the default "SUMMARY" view shows a roll-up of all the videos your organization has published within your selected time frame. The "VIDEOS" view shows performance for individual videos you have published on your site. If you want to see more analytics for a single video over the selected aggregate period, click on the individual video to see the breakout.



DEFINITIONS

Embed Requests: The number of times the embed code is requested from the server.

If this count is much higher than the embed loads, there could be latency issues on a particular website.

Embed Loads: The number of times the embed code loads on a page (i.e. the embed was requested from the server and then it properly loaded).

Ad Requests: The number of times an ad is requested by the player.

This number can be higher than ad plays if a user clicks off the page before the ad starts. In addition, if a publisher only uses click-to-play, the ad request may happen but the user may never click the video.

Ad Plays: The number of times the ad starts playing (1 second in).

Ad Completes: The ad has completed playing 100%.

Ad Failures: The number of times an ad was requested, but no ad was returned.

Playlist Starts: The initial playback of a playlist, including videos with continuous play. Think of this as similar to a unique visitor. For example, if a user goes to a page and watches the main video, and it continues into the next 3 videos, there is one 'Playlist Start' and four 'Video Views'.

Video Plays: The number of times a video starts playing.

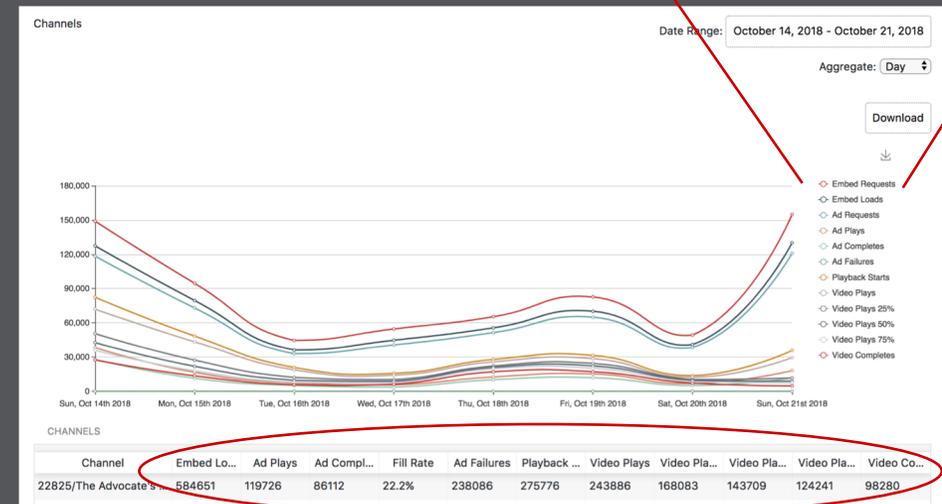
Video Autoplays: The percentage of videos auto played as opposed to user initiated.

Video Plays 25% / 50% / 75%: When a video play reaches 25/50/75% completion. This can provide insight if a video is too long or the content is uninteresting to the user.

Video Completes: When the video has completed playing 100%.

Fill Rate: The number of ad plays divided by the # of ad requests. Think of this as "paid impressions" / "total impressions served".

- Embed Requests
- Embed Loads
- Ad Requests
- Ad Plays
- Ad Completes
- Ad Failures
- Playback Starts
- Video Plays
- Video Plays 25%
- Video Plays 50%
- Video Plays 75%
- Video Completes





Questions? Feedback?

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THANK YOU