

# Spec Sheet Reporting 2012

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Allgemeine Daten Felder	media.manager
id	✓
tstamp	✓
eventtype	✓
eventtime	✓
eventname (aus flash component)	✓
Impression & Click Daten Felder	media.manager
request (initialer redirect Aufruf)	✓
js impression (Javascript ist geladen)	✓
flash impression (Flash (Player bei Video) ist geladen)	✓
iframe impression	✓
fallback impression	✓
post view impression	✓
post click impression	✓
impressiongoal	✓
click (multiple)	✓
Kampagnen und Ad Daten Felder	media.manager
nid - Advertiser ID	✓
cid - Kampagnen ID	✓
adid - Ad ID	✓
creativeid - Creative ID	✓
productid – Produkt ID	✓
name	✓
foreignid	✓
adsize (width & height)	✓
ad_format	✓
exp_up (bei expandable Ads)	✓
exp_down	✓
exp_left	✓
exp_right	✓
duration (video only)	✓
keyword (custom data)	✓
assettype (video, swf, image)	✓
priceid	✓
isencoded (only video)	✓
publisherid	✓
startdate	✓
enddate	✓
reportingkey	✓
Audit Daten Felder	media.manager
- Auf Anfrage (wer hat wo was gemacht)	✓

Visibility Daten Felder	media.manager
ad_dwelltime - Verweildauer	✓
ad_visibilitytime - Zeit im sichtbaren Bereich	✓
ad_mouseaction_x - X/Y Koordinate bei Mausektion	✓
ad_mouseaction_y - X/Y Koordinate bei Mausektion	✓
Video Daten Felder	media.manager
Videoplay	✓
VideoPause	✓
VideoUnPause	✓
VideoReplay	✓
VideoMutes	✓
VideoUnMutes	✓
VideoFullScreen	✓
VideoNormalView	✓
VideoInteractions - Click 1 + clickname	✓
VideoInteractions - Click 2 zweiter click	✓
VideoInteractions - Click 3 dritter click	✓
VideoInteractions - Click 4 vierter click	✓
VideoInteractions - Click 5 fünfter click	✓
VideoViewTime 25%	✓
VideoViewTime 50%	✓
VideoViewTime 75%	✓
VideoViewTime 100%	✓
expand	✓
collapse	✓
close	✓
ERROR (in.stream)	✓
berechnete Daten Felder	media.manager
Klickrate: clicks / requests	✓
Viewtimerate: Fullview / Videoplay	✓
Interaktionsrate: (sum(70:79) + sum(20:29)) / requests	✓
Conversionrate	✓
Postviewrate	✓
weitere auf Anfrage	✓
User Daten Felder	media.manager
userid - aus swf	✓
userid - aus Cookie	✓
IP_address	✓
hostname	✓
language	✓
useragent	✓
os	✓

User Daten Felder	media.manager
browser	✓
flashversion	✓
screen resolution width	✓
screen resolution height	✓
browser width	✓
browser height	✓
Umfeld Daten Felder	media.manager
https	✓
domain	✓
URI	✓
referer	✓
searchterm	✓
GEO Daten Felder	media.manager
geo_region	✓
geo_country_name	✓
geo_city	✓
geo_postal_code	✓
geo_latitude	✓
geo_longitude	✓
geo_continent	✓
geo_netspeed	✓
geo_organisation	✓
geo_area_code	✓
frei verwendbare Daten Felder	media.manager
userevent - custom event	✓
userevent1 - custom event	✓
userevent2 - custom event	✓
userevent3 - custom event	✓
userevent4 - custom event	✓
userevent5 - custom event	✓
userevent6 - custom event	✓
userevent7 - custom event	✓
userevent8 - custom event	✓
userevent9 - custom event	✓





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