



## Audience Awareness: Metering Viewership of Flash Video

Ratings is an essential component to the success of your Flash video project.

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### • **ACTIONSCRIPT/SWF FILE DEVELOPMENT**

```
import flash.external.ExternalInterface;

ExternalInterface.addCallback("playVideo", null, playVideo);
ExternalInterface.addCallback("pauseResume", null, pauseResume);

ExternalInterface.addCallback("change_vid", null, change_vid);
ExternalInterface.addCallback("bigVideo", null, bigVideo);
ExternalInterface.addCallback("smallVideo", null, smallVideo);

ExternalInterface.addCallback("playback_complete", this, end_vid);
ExternalInterface.addCallback("cuepoint_alert", this, cuepoint_alert);

var myFLV:String;
var listenerObject:Object = new Object();

function playVideo():Void {
    vid.play();
}
function pauseResume():Void {
    vid.pause();
}
function change_vid(new_vid):Void {
    vid.contentPath = new_vid;
    vid.addASCuePoint(10, "elapsed_time");
}
function bigVideo():Void {
```

```

vid.setSize(320,240);
vid.x = 0;
vid.y = 0;
}
function smallVideo():Void {
    vid.setSize(160,120);
    vid.y = 60;
    vid.x = 80;
}
listenerObject.complete = function(eventObject:Object):Void {
    ExternalInterface.call("playback_complete");
};
listenerObject.cuePoint = function(eventObject:Object):Void {
    ExternalInterface.call("cuepoint_alert");
};
vid.addEventListener("complete", listenerObject);
vid.addEventListener("cuePoint", listenerObject);
vid.contentPath = "";

```

## • WEB SERVER/DATABASE SERVER SETUP

```

<?php
session_start();
$chandle = mysql_pconnect("db696.mydbserver.net", "dbo635476543",
"7Yrf4Wx") or die("Connection Failure to Database");
$databse="db876573524";
mysql_select_db($databse, $chandle) or die ("Database not found.");

if ($_POST["state"] == "partial") {
    $query1="insert into tbl_flash_player_data (";
    $query1= $query1 . "id,";
    $query1= $query1 . "clip_name,";
    $query1= $query1 . "campaign,";
    $query1= $query1 . "state) ";
    $query1= $query1 . "values(";
    $query1= $query1 . "" . $_POST["showtime_id"] . "" . ",";
    $query1= $query1 . "" . $_POST["clip_name"] . "" . ",";
    $query1= $query1 . "" . $_POST["campaign"] . "" . ",";
    $query1= $query1 . "" . $_POST["state"] . "" . ")";
} else {
    // assume state is complete here
    $query1 = "update tbl_flash_player_data set state = " . $_POST["state"] . " ";
    $query1 = $query1 . "where id = " . $_POST["showtime_id"] . " ";
}
$result = mysql_db_query($databse, $query1) or die("Failed Query");

```

```
mysql_free_result($result);
mysql_close($chandle);
?>
```

## • THE PHP CODE FOR OUTPUT

```
<html>
<head>
</head>
<body>
<center>
<h1>Flash Video Playback Data</h1>
<?php
<?php
session_start();
$chandle = mysql_pconnect("db696.mydbserver.net", "dbo635476543",
"7Yrf4Wx") or die("Connection Failure to Database");
$databse="db876573524";
mysql_select_db($databse, $chandle) or die ("Database not found.");
$query1="select * from " . "tbl_flash_player_data";
$result = mysql_db_query($databse, $query1) or die("Failed Query");

//build the html table to present results
$i=0;
echo "<table border=1>";

echo "<tr>";
while ($i < mysql_num_fields($result)) {
    $field_name=mysql_fetch_field($result, $i);
    echo "<th>", $field_name->name, "</th>";
    $i++;
}
echo "</tr>";

while ($thisrow=mysql_fetch_row($result)) { //get one row at a time
    echo "<tr>";
    $i=0;
    while ($i < mysql_num_fields($result)) { //print all items in the row
        echo "<td>", $thisrow[$i], "</td>" ;
        $i++;
    }
    echo "</tr>";
}
echo "</table>";

mysql_free_result($result);
```

```
mysql_close($chandle);
```

```
?>
```

```
</center>
```

```
</body>
```

```
</html>
```