

## thePlatform and GlanceGuide's Integration

GlanceGuide offers a hosted service for web video analytics that captures every event when a viewer watches a video with a media player, including interactions like load video, play, change sound levels, and show full screen. These events are then analyzed with a statistical engine.

Behind the scenes, GlanceGuide has integrated their Web Analytics API with thePlatform's media player. To start using the GlanceGuide service, all you need to do is to add two lines of JavaScript to thePlatform's html code for the media player. With these lines of code inserted, all video events are captured and sent to the GlanceGuide service. It's that easy.

GlanceGuide helps clients make decisions on how to optimize and better monetize video content and ad assets. They provide a wide array of reports for analysis on videos and ads over your entire site by season, episode, Top 10, or however you are organized using thePlatform's content management system. Reports include Reach, Beginning-to-End Views, Audience Loss, Segment Analysis, Referring Sites, Geography, and Ad Conversions. GlanceGuide's Customized Reporting includes export of the data for integration into a client's internal reporting system.

**1. Client Adds Two Lines of JavaScript to Web Page**



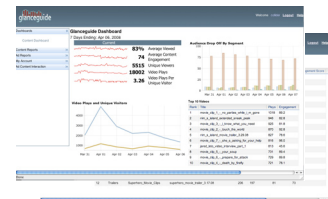
**2. Your Viewers Watch Videos, Stream Video Events**



**3. GlanceGuide captures and analyzes all Video Events at Hosted Service**



**4. Client Reviews Reports on Video and Ad Usage**



## Glance Guide

### Detailed analytics for broadband video:

To better understand the video viewing habits of their audience, web site owners need in-depth analytics. GlanceGuide's video analytics and engagement metrics help advertisers, publishers, and media planners and buyers simplify the complex task of measuring online video and television programs aired online.

With GlanceGuide's hosted service, clients can make decisions on how to optimize and better monetize their video content and ad assets, removing the delays in getting the right content to the right viewers. Visit [www.glanceguide.com](http://www.glanceguide.com), or contact our sales staff at +1 650.617.3233.

## thePlatform

### Versatile solutions for broadband video

thePlatform<sup>™</sup>, a subsidiary of Comcast, is the leading broadband video ASP for content providers, broadband media sites, and mobile businesses. thePlatform currently manages and publishes online and mobile video on behalf of some of the most well known consumer brands.

thePlatform's services extend with your operations and support your business model with an open, versatile approach to providing an ideal technical solution for your needs. Contact the digital media management experts, and find out how our products and team of professionals can help you expand your broadband video business.

Visit [www.theplatform.com](http://www.theplatform.com), or contact our sales staff at +1 206.436.7900.

