

INFOOnline

Integration Guide

Flash measurement

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1 About this document

This document describes the technical integration of Flash measurement into your usage measurement, together with the limiting and framework conditions for the use of this measurement variant.

2 Technical integration

2.1 Preliminaries

2.1.1 Limitations when using Flash measurement

Please note the following limitations when using Flash measurement:

- Flash measurement is currently only available for ActionScript versions 2.0 and 3.0.
- It only measures the browser-based use of Flash applications. Flash applications that are started on a local PC do not transmit a valid browser ID and therefore do not meet the requirements for a valid measurement impulse in the measurement system.

2.1.2 Organisational requirements

The use of Flash measurement is included in the registration of your digital service for measurement. No other organisational requirements must be met.

2.1.3 Technical requirements

ActionScript versions

Adobe® Flash is subject to continuous extensions and improvements by the manufacturer. For example, the object-oriented script language ActionScript 3.0 was introduced with the launch of Flash Player 9.

NOTE: Please bear in mind that older Flash Player versions (older than Version 9) do not recognise ActionScript 3.0 and cannot execute Flash applications made with this script. There is backward compatibility with the ActionScript 2.0 language from Flash MX 2004 onwards.

INFOOnline offers a technical implementation for measurement for both ActionScript 2.0 and the current ActionScript 3.0 version. The Flash libraries for the measurement process are available from the INFOOnline Service & Support team.

2.2 Integration

The integration of Flash measurement into the SZMnG system for ActionScript 2.0 and ActionScript 3.0-based applications is described below. If a section is only applicable to one of the two versions, this is indicated in the section heading.

2.2.1 Library structure for ActionScript 2.0

The measurement of user actions in Flash content is carried out via a class provided by INFOnline and its method. The class for ActionScript 2.0 features the following structure:

szmpixel	
-site (String)	
-ssl (Boolean)	
-prefix (String)	
-externalParams (Object)	

+szmtag (site, ssl)	
+count (code, comment)	

The following attributes are used:

Attribute	Type	Description
site	String	Defines the site ID for the digital service (set by INFOnline)
ssl	Boolean	Defines the use of SSL (yes or no)
prefix	String	Defines the URL prefix http or https with reference to the ssl variable
externalparams	Object	Defines the external variables for transmission to the INFOnline SZM tag 2.0

2.2.2 Library structure for ActionScript 3.0

The measurement of user actions in Flash content is carried out via a class provided by INFOonline and its method. The class for ActionScript 3.0 features the following structure:

szmpixel	
-site (String)	
-ssl (Boolean)	
-tag (Loader)	
-prefix (String)	
-externalParams (Object)	

+szmpixel (site, ssl)	
+count (code, comment)	

The following attributes are used:

Attribute	Type	Description
site	String	Defines the site ID for the digital service (set by INFOonline)
ssl	Boolean	Defines the use of SSL (yes or no)
prefix	String	Defines the URL prefix http or https with reference to the ssl variable
tag	Loader	Defines an instance of the loader class for loading graphics
externalparams	Object	Defines the external variables for transmission to the INFOonline SZM tag 2.0

2.2.3 Constructor and count() method

The following descriptions are applicable to both ActionScript 2.0 and 3.0 unless explicitly stated otherwise.

1. Constructor

The class has a constructor for initialising the class. The constructor function accepts two parameters for this process: **site** and **ssl**.

The **count ()** method, which executes the actual count, can be used as soon as the class has been initialised. An example of initialising the class in ActionScript 3.0 is shown below:

```
import szmtag
var tag:szmtag = new szmtag(site, false);
```

The site ID (parameter: site) and the use of SSL are generally indicated in the initialisation.

NOTE: The ssl parameter is only valid when the Flash content is not run in a Flash Player container.

2. Count() method

The **count()** method conducts the measurement. In the first step, the method checks whether or not the Flash content is run in a Flash Player container.

If so, the external parameters are assigned the respective values and these are transmitted to `iom.c`, the external JavaScript function for the measurement.

If the Flash content is not run in a Flash Player container, the method will load a graphic from the measurement server with which the measurement impulse is executed.

The **count()** method requires two variables for proper processing:

Attribute	Type	Description
code	String	Defines the page code with which access can be uniquely identified later during processing.
comment	String	Defines a comment that can contain additional information for analysing raw data (log file).

2.2.4 Implementation

The following descriptions are applicable to both ActionScript 2.0 and 3.0 unless explicitly stated otherwise.

Step 1: Open SZM tag 2.0 in the website head

The measurement of Adobe® Flash content requires the integration of the INFOonline SZM tag 2.0 in the website **HEAD**.

```
<script type="text/javascript" src="//script.ioam.de/iam.js">
```

Step 2: Szmtag class integration

NOTE: Step 2, szmtag class import, described here is only required for ActionScript 3.0-based programmes.

In the second step, the **szmtag** class is integrated into the Flash project. To do this, copy the AS file provided by INFOonline to the “root” area of the Flash project. The class is imported with the aid of the import instruction:

```
import szmtag
```

Step 3: Class instantiation

The class must be instantiated to enable the **szmtag** class method to be used in the programme code:

```
var tag:szmtag = new szmtag(site, false);
```

NOTE: The name of the variable with which the **szmtag** class is instantiated can be freely defined by the user.

Step 4: Triggering the measurement impulse

The following request triggers the measurement impulse:

```
tag.count(code, comment);
```

NOTE: Please observe the IVW guidelines when determining the user actions to be measured.

2.2.5 Integration example

Below you will find integration examples for ActionScript 2.0 and 3.0. The example describes the triggering of a measurement impulse caused by a mouse click on a button in the Flash application.

SZM tag 2.0 request in the website head (ActionScript 2.0 and 3.0)

The measurement of Adobe® Flash content requires the integration of the INFOOnline SZM tag 2.0 in the website **HEAD**.

```
<script type="text/javascript" src="//script.ioam.de/iam.js">
```

Integration into the Flash code for ActionScript 2.0:

```
btn_count.onPress = function()  
{  
    trace('Button pressed');  
    var tag:szmtag = new szmtag('infonlin', false);  
    tag.count("SZMTagFlashAS20Test", "Test123");  
};
```

Integration in the Flash code for ActionScript 3.0:

```
import szmtag

btn_count.addEventListener(MouseEvent.CLICK, function() {
    var tag:szmtag = new szmtag("infonlin", false );
    tag.count("SZMTagFlashAS30Test", "Test123");
});
```

Integration of the SWF file into the body of the website (ActionScript 2.0 and 3.0)

The compiled SWF file (here example.swf) is integrated into the **BODY** of the website:

```
<div>
    <object type="application/x-shockwave-flash" id="FlashTagExternal"
    data="example.swf" width="400" height="200">
        <param name="movie" value="example.swf">
        <param name="allowScriptAccess" value="sameDomain">
    </object>
</div>
```

NOTE: The parameter `allowScriptAccess` is a condition for requesting the SZM tag 2.0 and its methods from the Flash application. If the Flash content is accessed from an external URL, the value (value) of the `allowScriptAccess` parameter must be set to `always`.

3 Contact

You can contact the Service & Support team any working day between 9 a.m. and 6 p.m. by telephone:

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