

VBrick EtherneTV Portal Server

EthernetTV Reporter v4.4 User Guide



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VBrick is an active participant in the development of industry standards and continues to play an influential role in the Internet Streaming Media Alliance (ISMA), the MPEG Industry Forum, and Internet2. In 1998 VBrick invented and shipped the world's first MPEG Video Network Appliance designed to provide affordable DVDquality video across the network. Since then, VBrick's video solutions have grown to include Video on Demand, Management, Security and Access Control, Scheduling, and Rich Media Integration. VBrick solutions are successfully supporting a broad variety of applications including distance learning and training, conferencing and remote office communications, security, process monitoring, traffic monitoring, business and news feeds to the desktop, webcasting, corporate communications, collaboration, command and control, and telemedicine. VBrick serves customers in education, government, healthcare, and financial services markets among others.

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# EtherneTV Reporter v4.4 User Guide

EtherneTV Reporter is a log file analysis tool. It reads individual log files generated by the Portal Server and generates a graphical statistical report based on the contents of the log data. Each log entry contains multiple fields, and EtherneTV Reporter extracts those field values from the log data and populates the log fields. ETV Reporter is closely integrated with the ETV Portal Server. Please note the following constraints:

- VBrick does not support any user customization of this product.
- VBrick does not support non-ETV Portal uses of the software, for example the processing of Windows Media Server log files.

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Introduction	Provides an overview of the ETV Reporter application. It also explains how metrics are determined and how the filters work.
Administration	Explains how to create an admin user and how to create a profile. It also explains the scheduler and other options.
Generating Reports	Explains how to generate and view reports. It also explains how to use the interface elements on the report pages.
Sample ETV Reports	Shows examples of each type of report you can generate with ETV Reporter.

#### Organization

### Getting Help

If you need help, or more information about any topic, use the online help system. The online help is cross-referenced and searchable and can usually find the information in a few seconds. Use the tree controls in the left pane to open documents and the up and down arrows to page through them. Use the **Search** box to find specific information. Simply enter one or more words in the box and press Enter. The search results will return pages that have all of the words you entered—highlighted in yellow (Internet Explorer only). The **Search** box is not case-sensitive and does not recognize articles (a, an, the), operators (+ and –), or quotation marks. You can narrow the search by *adding* words.

If you can't find the information you need from the online help, please contact your authorized VBrick reseller. They are trained and certified by VBrick and can provide help and technical support for all VBrick products. For additional information, use the VBrick Support Services "On-Line Support" page at <u>www.vbrick.com/support/online\_support.asp</u> or call 1 203 303-0222 in Wallingford, CT, USA to speak with a VBrick representative. Note that the latest documentation and information for all VBrick products is available online at <u>www.vbrick.com/documentation</u>.

#### Font Conventions

Arial bold is used to describe dialog boxes and menu choices, for example: Start > All Programs > VBrick

Courier fixed-width font is used for scripts, code examples, or keyboard commands.

**Courier bold fixed-width font** is used for user input in scripts, code examples, or keyboard commands.

This bold black font is used to strongly emphasise important words or phrases.

Folder names and user examples in text are displayed in this sans serif font.

User input in text is displayed in this bold sans serif font.

Italics are used in text to emphasize specific words or phrases.

#### **Related Documents**

For more information about using and configuring ETV Reporter with the Portal Server, see the <u>EtherneTV Portal Server Admin Guide</u>.

# Chapter 1

# Introduction

EtherneTV Reporter is a web-based log file analysis tool designed for use with VBrick's EtherneTV Portal Server. It reads log files generated by the Portal Server and generates a graphical statistical report based on the log data. Access logging must be turned on and is enabled by default on the Portal Server. To verify that access logging is enabled, open the Portal Server Admin Console, go to **Global Settings > Access Logging**, and check **Enable Log Creation**. Each log entry contains multiple data fields and EtherneTV Reporter uses this information to create detailed and comprehensive reports.

The Portal Server lets you specify which fields are logged on the **Extended Logging Properties** page. When using ETV Reporter, be sure that all fields on this page are checked. ETV Reporter uses all log fields generated by the Portal Server and you cannot change which log fields are used to generate reports. You can also choose how often new log files are created on the **General Logging Properties** page. When using ETV Reporter, VBrick recommends setting the **Log Cycle Time** to **When File Size reaches** ... This will create one log file for stream "views" and one log file for stream "records".

**Note** The *Portal Server Admin Guide* has useful information that explains how access logging works on the Portal Server. It is strongly recommended that you read the "Access Logging" topic before generating reports using the ETV Reporter.

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# **ETV Reporter Overview**

EtherneTV Reporter creates reports for you on-demand, so when you want to look at a report, you are seeing the most up to date information. ETV Reporter can be configured to update the reports whenever you want but typically they are updated daily. EtherneTV Reporter's reports are on-demand and are created when you click on the **View Reports** link. This allows you to "drill down" into the reports by selecting only those parts of the data you are interested in. The process of selecting only parts of the data is called "filtering" in ETV Reporter and you have a number of filter options to choose from.

EtherneTV Reporter date/time filters can be used to break down the reports into manageable chunks, for example to see all traffic for a given visitor or all traffic on only one of your domains. By breaking down the reports into different types of data you are able to use EtherneTV Reporter to answer questions.

## Log File Types

There are two types of Portal Server Logs: MCSRecord logs and MCSVoDLive logs. These logs have the same fields and distinguish between user "recordings" and user "viewings" (which include both live streams and VOD streams). If you want to analyze user recording logs, be sure to point only to the recording logs when creating a profile, and vice versa if you want to analyze user viewing logs. One way to accomplish this is to create two separate profiles: one for MCSRecord logs and one for MCSVoDLive logs.

# **Report Fields**



Each log entry contains multiple fields, and EtherneTV Reporter extracts those field values from the log data and populates the report. Each report basically has the same fields. The ETV Reporter displays only those fields shown below and you cannot change which fields are logged. The first field in a report is generally derived from the selected report, for example Live Broadcasts. The report may also have other report-specific fields. The fields shown below in Table 1 are standard in all reports. The log shows all individual entries with totals at the bottom.

Table 1. Standard R	eporting Fields
Field	Description
Viewing events	The number of discrete events based on the selected profile. These can be recording events, viewing events, or both.
Visitors	The number of unique visitors (based on IP address). Be aware that this number is always one greater than the actual numbers of users in the log.
Play duration	The duration of the content that was played or recorded in 00:00:00 format.
Play duration per visitor (average)	The average duration of content that was played or recorded by each visitor.
Bytes transferred	The total number of bytes streamed in M(egabytes) or G(igabytes).
Maximum bandwidth (max)	The maximum bandwidth in M(egabytes) used for each viewing event
Session events	Session information is computed by tracking the page, date/time, and

# **Report Metrics**

EtherneTV Reporter can analyze log traffic in several ways. Each way is counted independently of the others, and each has its own advantages in analyzing your traffic. Some of the different types of report metrics are shown in the following table.

hostname (client IP), for each page view.

Field	Description
Viewing events	A viewing event is a single request to record or play a stream. Viewing events are similar to hits on pages. For instance, a hit on /index.html is followed by 10 hits on image files, 1 style sheet, and 2 JavaScript files, that appear in the page. This will count as a single page view and 14 hits—only the landing on /index.html will count in the Viewing events total.
Visitors	Visitors correspond roughly to the total number of people who visited the site (see <u>Visitor Totals</u> ). Every visitor is tracked by their unique IP address. By default, EtherneTV Reporter defines visitors to be "unique hosts"—a hit is assumed to come from a different visitor if it comes from a different hostname (client IP). For example, if a single person visits the site and looks at 100 pages, that will count as 100 page views, but only one visitor. This is not the most accurate way of measuring visitors due to the effects of web caches and proxy servers.
Bandwidth	Bandwidth is the total number of bytes transferred. Bandwidth is tracked for every event that occurs, whether it is accepted as a "hit" or as a "page view".
Sessions	Sessions are similar to visitors, except that they can "time out." When a visitor visits the site, and then leaves, and comes back later, it will count as two sessions, even though it's only one visitor. To reduce the effect of caches that look like very long sessions, EtherneTV Reporter also discards sessions longer than a specified time. To change the timeout interval, contact your EtherneTV Reporter Administrator.

#### Table 2. Report Metrics

#### Visitor Totals

If you add up the number of visitors on each day of the month, and compare it to the total number of visitors for the month, they're not equal. To explain these differences, suppose you have a website where only one person ever visits the site, but that person visits it every day. For every day of the month, you will have a single visitor but for the month you will have a single visitor as well, because visitors are unique visitors, and there was only one unique visitor in the entire month. If what you're really looking for is "visits" rather than "visitors" (so each visit will count once, even if it's the same visitor coming back over and over), then that's what EtherneTV Reporter calls "sessions."

The total hits, bandwidth, and page views in a month is equal to the sum of the hits, bandwidth, and page views in a month on the days of the month. However, the total number of visitors in a month is not usually equal to the sum of the visitors on the days of the month because this is computed differently.

#### Visitor Duration

Here is an example of visitor duration. User 'A' open the Portal Server, clicks a stored video, and watches it for seven minutes; then clicks another video and watches it for five minutes; then exits by closing the browser. Here is the time line:

11/04/2007 16:12 - clicks a stored video1 and watches for seven minutes.

11/04/2007 16:20 - clicks stored video2 and watches for five minutes.

11/04/2007 16:26 - exits (closes browser with no further activity for 30 minutes).

With the session timeout interval of 30 minutes (this can be changed by the EtherneTV Reporter administrator) EtherneTV Reporter will count 1 session with a 12 minute duration, with the two videos having durations of 7 and 5 minutes respectively.

This calculation shows the problem of duration counting in all log analysis software. Since there is no reporting of the exact time the user left the site (there is no log entry for the 16.26 'exit' since closing the browser does not leave any record in the server logs), we have no way of knowing when the user exited, so we count from the last known time, which in this case, is the start of viewing the second video, 16:20.

#### **Reporter Filters**

The filters that are applied to the report determine what statistics you see. The filters let you "zoom in" on one part of your data (in a similar way to selecting a new view). You can use the filters to get information about a particular day, a particular directory, a particular domain, or more.

- Date/Time Filters These remain in effect until they are removed in the Calendar page.
- Zoom Filters These remain in effect until they are removed in the Calendar page.

All of these filters are combined when used together. For instance, if the Date/Time filters show events during 1am-2am, and the Zoom Filters show events on January 1, then the table will show events from January 1, during 1am-2am.

If there are no filters in place, that means you are looking at your complete data; all available data is represented by the graphs and tables shown. If the The Report Bar shows that there are filters active, then you are not seeing your entire data; you are seeing only a portion of it. The portion you're looking at depends on the filters. The filters are an extremely powerful way of getting detailed information about your site. If you want to know what day you got the most hits on VoD content, you can do that by adding a filter, and then changing to the "Years/months/days" view.

Another way to change filters is to click on something in the statistics. For instance, clicking on a Live broadcast stream in a page table will "zoom in" on that directory by adding it as the page field filter. Clicking on a month in the calendar view will "zoom in" on the month by adding it as the date/time field filter.

## Login

ETV Reporter is a web-based server application that is installed with the Portal Server. You can login either locally (directly on the machine where the Portal Server is installed) or over the web (using a browser) from any remote location.

- ▼ To login locally
- 1. Go to Start > All Programs > VBrick > EtherneTV Reporter.
- 2. Then login with a valid user name and password. Default = admin/admin. It is strongly recommended that you change the default admin name and password after logging in for the first time. See <u>Creating Admin Users</u> on page 12 for details.
- 3. Alternately you can login using the following IP address and port 8987 *or* the Portal Server IP address and port 8987:

<http://127.0.0.1:8987

- ▼ To login remotely
- 1. Open a web browser and type: <http://portalserver\_ip\_address>:8987
- 2. Then login with a valid user name and password. Default = admin/admin.

Etherne TV Reporter Login Please enter your username and password. Username: admin Password:
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### **Quick Start**

Use the following steps to view actual data in the sample log file that is included with the application. This sample log file will let you view all available reports and exercise all ETV Reporter features and functions. For best results, take a few moment to familiarize yourself with the application using this sample log file; and then create your own users, profiles, and reports as explained in this document.

- ▼ To quickly get started using ETV Reporter
- Launch ETV Reporter and login with the default username and password (admin/ admin).
- 2. Click on View Reports next to the VBrick Sample Log File profile.
- 3. Select and view any report from the Report Menu on the left.

#### Software Installation

EtherneTV Reporter requires a license key. If your EtherneTV purchase included ETV Reporter, the license key will be installed by VBrick prior to shipment. If you ever need to reinstall the software, the license key is attached to the "Software Activation Keys" card that is included with the server. If you purchase ETV Reporter separately, VBrick will send a "Software Activation Keys" card with the new license key attached. Launch ETV Reporter and enter this license key, when prompted, to activate the software.

# Chapter 2

# Administration

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# Admin Menu

The following table shows ETV Reporter admin functions. You must be logged in as an administrator to see this menu. Admin users have access to all functions and all profiles. When viewing reports, you can always return to the Admin pages by clicking Admin in the Report Header area.

	_
• Profiles	
Scheduler	
Users	
Preferences	
Licensing	
Support	

Table 3. Administrator Functions

Function	Description
Profiles	Clicking this menu item will show the list of profiles. In this list, you can create new profiles, delete existing ones, edit profile configuration information, or view reports for a profile. See <u>Creating a Profile</u> on page 8.
Scheduler	Clicking this link will show the Scheduler. You can create, delete, and edit scheduled tasks in this section. For instance, you can create a task to update all your databases every night, or to send a report of the previous month by email on the first day of each month.
Users	Clicking this link will show the User editor. In this page, you can add and remove users, and change the options for each user; e.g. you can specify which users have administrative access, and which profiles they are permitted to view. See <u>Creating Admin Users</u> on page 12.

Function	Description
Preferences	Clicking this link will show the Preferences editor. This lets you change global preferences, including server IP and port, language, charset, and more.
Licensing	This page is not used.
Support	This page is not used.

## Profiles

A profile is a pointer to an ETV Portal Server log file. When you first login, you will notice that a VBrick Sample Log File profile has already been created. *This profile is only an example and points to a sample VBrick log file.* You can click View Reports to see real examples of all the EtherneTV reports that are available. However, before you can analyze your own data, you need to create a profile that points to your own log files.

Note To generate reports, access logging must be enabled on the Portal Server. To verify that access logging is on, open the Portal Server Admin Console, go to Global Settings
 Access Logging, and make sure that Enable Log Creation is checked.

### Selecting a Log File

There are two types of Portal Server Logs: MCSRecord logs and MCSVoDLive logs. These logs have the same fields and distinguish between user "recordings" and user "viewings" (which include live streams and VOD streams). If you are using ETV Reporter, VBrick recommends setting the Log Cycle Time on the Portal Server to When File Size reaches ... and using the default 20 MB setting. This will create one log file for stream "views" and one log file for stream "records". It is unlikely that the log text files will ever exceed 20 MB.

If you want to analyze the recording logs, be sure to point only to the recording log(s) when creating a profile, and vice versa if you want to analyze user viewing logs. One way to accomplish this is to create two separate profiles: one for **MCSRecord** logs and one for **MCSVoDLive** logs.

## Creating a Profile

In order to generate reports, you must create a profile for each log file you want to analyze. In order to create a profile, you must have Access Control Enabled on the Portal Server. You can have an unlimited number of profiles and each profile is associated with one log file. When you create a profile, ETV Reporter will ask you for the log source. The log data can come from a file or from a collection of files. The files can be local, or ETV Reporter can download them from an FTP site. To use an FTP site, you can use a standard FTP URL to specify the location of the files.

Once you have told ETV Reporter where your log data is, ETV Reporter will create a profile for you using reasonable values for all the options. You can then click **View Reports** to see the reports—ETV Reporter will read and process the log data to build its database, and then will display the reports. You can also click **View Config** to customize any of the profile settings. A good way to start is to leave them at their default settings at first, and just look at the reports. Once you're familiar with your statistics using the default settings, you can go back and start changing them if necessary.

- ▼ To create a profile
- 1. Click on **Profiles** in the navigation frame on the left.

Professional	[ Trial, 72 days left ] Logged in as	'admin'  Logout   Change Trial Mode   Help
/Brick		
Profiles		
Scheduler	Profiles	Create New Profile
Users		
Preferences	VBrick Sample Log File View Reports View Config	Delete
asks		
icensing		
upport	© 2008 Flowerfire. Powered by Sawmill.	

2. Click Create New Profile on the Profiles page to launch the New Profile Wizard.

New Profile Wizard Back Next	Cancel
Log source Please specify where you would like EtherneTV Stats to get your log data from. <u>More info</u> Log source: Local disk <b>v</b>	ormation
e.g.: C:\logs\access.log, C:\logs\*.log, \\host\share\dir\ex*.log Pathname: Show Matching Files	Browse

- 3. On the New Profile Wizard page, you will specify where your ETV logs are located.
- 4. For Log source, select Local disk from the dropdown.
- 5. For **Pathname**, browse to a local log file and click **OK**. On the Portal Server these are typically located at C:\**Program Files**\**VBrick**\**MCS**\**Logs**.
- 6. Once the **Pathname** field is populated, click **Next**. Click **Next** again and you will be prompted for a **Profile name**.

New Profile Wizard	Back Finish Cancel	
Profile name Please define a name for the new profile and cli	ck the Finish button.	
Profile name: ETV Portal Server Live_Jan_01	_08	

7. Enter a meaningful name. Then click **Finish** to save the profile, build the database, and launch the report (if **Show Reports** ... is selected) based on that profile.

VBrick	Calendar Date Range Printer	Friendly		Update Database   Rebuild Data
• Overview				
Date and time	Overview			
Content				_
Visitor demographics	1 Statistics for 09/Oct/2007, 1 day			Date Filter Refresh
Visitor systems				
▶ Other				
Sessions		All days	Average per day	
Single-page Summary	Viewing events	8	-	
Log detail	Visitors	3	-	
	Play duration	04:10:44	-	
	Play duration per visitor (average)	01:23:34	-	
	Bytes transferred	2.15 G	-	
	Maximum bandwidth (max)	4.33 M	-	
	Session events	16	-	

# Scheduler

EtherneTV Reporter includes a built-in scheduler which can be used to schedule report generation at a specific date and time and then e-mail that report to a designated individual. You select the report type (for example "Broadcast totals"), the date range, and an e-mail recipient. Scheduled items can only be run when EtherneTV Reporter is running.

A scheduled item consists of a date and time, a profile name, and other options. EtherneTV Reporter will perform the operation on the profile whenever the date and time match the current date and time. For instance if you choose January, Monday, day 12 of the month, 06:09 as your date and time, EtherneTV Reporter will generate a report at 6:09 AM on any Monday which is the 12th of January.

#### Creating a Schedule

- ▼ To create a schedule
- 1. Click on **Scheduler** in the navigation frame on the left.
- 2. Then click New Action to display the following window.

Save and Close Cance	1
Action:	Send report by email 💌
Profile:	ETV Reports Jan 01_08 💌
	Broadcast totals  Show entire available date range
	C Show last day(s) including day of scheduler execution date
Recipient email address:	
Return email address:	
Email subject:	
SMTP server hostname:	
Language:	Default (English)
Schedule:	Month Day Hour Minute any any 00 00

3. Complete the page with appropriate values. The fields are self-explanatory. Click **Save** and **Close** when done.

Lite		Logged in as 'stan'  Logout   Help   Al
VBrick		
Profiles		
• Scheduler	Scheduler	New Action
Users		
Preferences	Actions/Profiles	• View by actions • View by profiles
Licensing	Send report by email	
Support	ETV Portal Server Report: Destination IPs Recipient: johnd@vbrick.com Schedule: Any month, any day, 00:00	Edit   Delete
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4. Click Edit | Delete as appropriate to edit or delete the schedule.

#### Users

There are two types of ETV Reporter users: admin users and non-admin users. Admin users can view reports and perform all administrative tasks; non-admin uses can only view reports. Non-admin users can also be restricted to specific profiles. ETV Reporter is pre-configured with a default admin user name and password (admin/admin). It is strongly recommended that you change this default admin name and password after logging in for the first time (see <u>Creating Admin Users</u> for details). **Be sure to record and save the new admin user name** 

and password. If you don't have a valid admin user name and password you will be unable to login to EtherneTV Reporter as an admin user.

#### Creating Admin Users

The first time you launch ETV Reporter, you *must* login with the default user name and password (admin/admin). An admin user must be logged in to perform any tasks that potentially affect security, for example creating a profile or selecting log files for processing. You typically create one "admin" user and any number of "non-admin" users. However, depending on how your organization is structured, you may choose to have multiple admin users in different departments or in different geographical locations. As noted above, you should change the default admin user name and password after logging in for the first time.

- ▼ To create an admin user
- 1. Go to Start > All Programs > VBrick > ETV Reporter.
- 2. Login with the default user name and password to display the **Profiles** page:

Lite		Logged in as 'admin'  Logout   Help   Abo
VBrick		
• Profiles		
Scheduler	Profiles	Create New Profile
Users		
Preferences	EtherneTV Log File View Reports View Config	Delete
Licensing		
Support		
	© 2007 Flowerfire. Powered by Sawmill.	

3. Click Users in the Admin Menu on the left.

Lite				Logged in as 'adr	nin'  Logout   Help
VBrick					
Profiles					
Scheduler	Users				New User
Users					
Preferences     Licensing	Username	Language	Administrative	Access to	
Support			rights	profiles	
Support	admin	Default (English)	Yes	All profiles	Edit   Delete
	© 2007 Flowerf	ire. Powered by Sawr	nill.		

4. Click New User (or Edit | Delete to modify the default admin user).

Save and Close Cancel
Username: Password: Language: Default (English) 💌
Access rights:      Non-administrative     O Administrative
Access to statistic reports of profile(s):

- 5. Complete the fields as appropriate. Select a username, password, language, and check the profiles this user can access. Note that you must associate this user with a profile or they will be unable to login.
- 6. Click **Save and Close** when done.

# Creating Non-Admin Users

- ▼ To create a non-admin user
- 1. Click on **Users** in the navigation frame on the left.

Users				
Users				
Users				
				New User
Username	Language	Administrative	Access to	
	Lunguage	rights	profiles	
admin	Default (English)	Yes	All profiles	Edit   Delete
© 2007 Flowerf	ire. Powered by Sawr	nill.		
	Username admin © 2007 Flowerf	admin Default (English)	Username Language rights	username Language rights profiles admin Default (English) Yes All profiles

2. Click New User.

Save and Close Cancel
Username: Password: Language: Default (English) 🔽
Access rights:      O Non-administrative     O Administrative
Access to statistic reports of profile(s):

- 3. Complete the fields as appropriate. Select a username, password, language, and check the profiles this user can access. Note that you must associate this user with a profile or they will be unable to login.
- 4. Click Save and Close when done.

## Preferences

It is unlikely that you will ever need to change Preferences and doing so may adversely affect ETV Reporter functionality. Do not modify **General**, **Server**, or **Security** preferences except as directed by a VBrick Support Services representative.

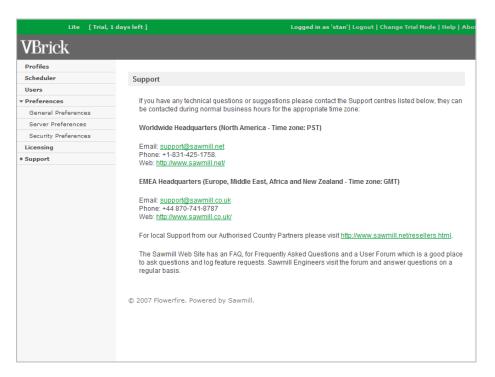
## Licensing

**Ignore this page.** If you purchased Portal Server hardware and software from VBrick, your ETV Reporter license was pre-installed. If you purchased the software only version, the license file can be found on the "Software Activation Keys" card included with your order.

Lite				Lo	gged in as 's	tan'  Logout   Help   Abo				
VBrick										
Profiles										
Scheduler	Licensing									
Users										
▼ Preferences	License	Valid	Туре	Users	Profiles	Expiration				
General Preferences	lite-1profile-perp-4cd4-5bf2	valid	lite	unlimited	1	perpetual				
Server Preferences										
Security Preferences	This installation is licensed for 1 prof	lie								
Licensing										
Support	To add a license, enter the license in the field below, and click Add License.									
	Expand License Field (use for licenses	Add License								
	© 2007 Flowerfire. Powered by Sawn	nill.								

## Support

**Ignore this page.** If you have questions regarding installation or operation not covered in the documentation, please contact your authorized VBrick reseller. They are trained and certified by VBrick and can provide help and technical support for all VBrick products. For additional information, use the VBrick Support Services online <u>Support</u> page at or call 1 203 303-0222 in Wallingford, CT, USA to speak with a VBrick representative. Note that the latest documentation and information for all VBrick products is available online at <u>www.vbrick.com/documentation</u>.



# **Geographic Location Mapping**

You can use this feature to map network or subnet IP addresses to local or international geographical locations on a report. The IP prefixes in a specific subnet range are mapped to a geographic location using a template that is installed with the application. After you configure mapping and rebuild the database, the <u>Geographic locations</u> report will show exactly where your viewers are located.

Lite [Trial, 3	72 days left ] Profile: VBrick	Sample Log File	Logged in as 'admin'  Admin   Logout   Help   Abo
VBrick	1 7 Calendar Date Range	Printer Friendly	Update Database   Rebuild Databa
Overview			
Date and time	Geographic locatio	ons	
Content			
<ul> <li>Visitor demographics</li> </ul>	1 Statistics for 04/Jan/200	6 - 04/Nov/2007, 670 days	🔲 Date Filter 🔲 Filter Refresh
Authenticated usernames			
Client IPs			
<ul> <li>Geographic locations</li> </ul>	Visitors		
Visitor systems	150 -		- 31.0 %
Other	100 -		- 20.7 %
Sessions	50 -		- 10.3 %
Single-page Summary	0 1 2 3	4 5 6 7 8	9 10 11
Log detail	1 2 3	4 0 0 / 8	9 10 11
	1 Bangalore	21.9 %	
	2 Chicago Operations	15.9 %	
	3 London	12.2 %	
	4 Washington D.C.	11.4 %	
	5 Boston R&D	7.9 %	
	6 Austin	6.6 %	
	7 Chicago Engineering	5.4 %	
	8 Chicago Marketing	5.2 %	
	9 Arizona	5.2 %	
	10 San Jose	3.9 %	
	11 3 other items	4.5 %	

## Geographic Mapping Setup

Use the steps below to map IP addresses to geographic locations (refer to the <u>Sample</u>. <u>Mapping File</u> below). Basically, you open the template in an editor, replace the IP addresses and locations with your own data, and save the file. The mapping template is installed with the Portal Server in the following location:

#### C:\Program Files\EtherneTV Reporter\Log Analysis Info\rewrite\_rules\ip\_location\_mapping.cfg

- ▼ To configure geographic mapping
- 1. Create a profile as explained earlier (see <u>Creating a Profile</u> on page 8).
- 2. Open the template (ip\_location\_mapping.cfg) in a text editor and replace the IP addresses and geographical locations with your own data. **Do not change anything else.** The fields you do not use will be ignored.
- 3. Save your changes to the template.
- 4. Open EtherneTV Reporter. Then click **View Config > Rebuild Database** for the profile you created. This will rebuild the database and generate new reports.
- 5. On the Report Menu, go to **Visitor demographics > Geographic locations** to see your generated report.

### Sample Mapping File

```
ip_location_mapping = {
    vbrick_ethernetv_portal_server = {
        locations = {
            0 = {
                ip_prefix = '37.29.'
                name = 'Tokyo'
        }
        1 = {
                ip_prefix = '88.167.30.'
                name = 'San Jose'
        }
        2 = {
```

```
ip_prefix = '82.165.22.'
      name = 'San Diego'
     }
     3 = {
      ip_prefix = '122.25.'
      name = 'Arizona'
     }
     4 = {
      ip_prefix = 782.165.22.'
      name = 'Bangalore'
     }
     5 = {
      ip_prefix = '22.25.'
      name = 'Austin'
   } # locations
  } # vbrick_ethernetv_portal_server
} # ip_location_mapping
```

# Chapter 3

# Generating Reports

Access Logging is enabled by default on the Portal Server. To verify that logging is enabled and you can generate reports, open the Portal Server Admin Console, and go to **Global Settings > Access Logging**, and check **Enable Log Creation** if necessary.

#### Topics in this document

Using the Interface	
Generating Reports	

## Using the Interface

Reports, created with EtherneTV Reporter, present log file statistics in an attractive and easily navigable format. The following screenshot shows a typical report. The user interface elements and controls are explained on the following pages. These include the Report Header, the Report Toolbar, and other interface components.

Lite [Trial,	0 days left ] Profile	: Nov_08_200					gged in as 'stan'	Admin   Logou	t   Help   A
VBrick	1 Calendar Dat	7 e Range P	rinter Friendly				Updat	e Database   Re	build Datal
Overview	Play duration pe	r visitor (avera	(ap)						
Date and time	They derution pe	r visitor (uveru	901						
• Content									
<ul> <li>Broadcast totals</li> </ul>									
Live broadcasts			1 Video	on Demand 69	.3 %				
VoD content			2 📕 Live B	roadcast 30	.7 %				
File types									
Stream types									
<ul> <li>Visitor demographics</li> </ul>									
Authenticated usernames								_	
Client IPs	Broadcast totals					Row Numbe	rs Zoom Options	Export   Tat	le Options
Geographic locations	Row 1 - 2 of 2						tart row: 1	Number	of rows 🔻
Visitor systems	Row 1-2012						tart row.	Trainibor 1	
• Other						Play			
• Sessions						duration			
Session users	Broadcast	▲ Viewing			Play	per visitor	Bytes	Maximum bandwidth	Session
Individual sessions	total	events	0 - 100 %	Visitors	duration	(average)	transferred	(max)	events
Single-page Summary	1 Video on	14 25.5 %		2	08:31:17	04:15:38	8.40 G	5.46 M	14
Log detail	Demand								
	2 Live Broadcast	41 74.5 %		4	07:32:56	01:53:14	9.25 G	5.46 M	41
	Total	55 100 %		4	16:04:14		17.64 G		55

Figure 1. Typical ETV Report

## Report Header

Lite Profile: ETV R	eports Logged in as 'stan'  Admin   Logout   Help   About
Profile <name></name>	The name of the active profile, the profile whose reports are being displayed.

Logged in as <name></name>	The user who is currently logged in.
Admin	Shown in "View reports" mode. Provides a link to the admin interface, the profiles list, and other administrative functions.
Logout	A link to log out of EtherneTV Reporter.
Help	A link which opens a new window containing the EtherneTV Reporter documentation.
About	Displays the software version number.

## Report Tool Bar

VBrick	🖬 🗊 📮 Calendar Date Range Printer Friendly Update Database Rebuild Database
Calendar	Use to open the Calendar window, where you can select a single day, month, or year to use as the date/time filter. When you have selected an item in the Calendar, all reports will show only information from that time period, until the date/time filter is removed (by clicking "Show All" in the Calendar).
Date Range	Use to open the Date Range window, where you can select a range of days to use as the date/time filter. When you have selected a range in the Date Range, all reports will show only information from that time period, until the date/time filter is removed (by clicking "Show All" in the Calendar).
Printer Friendly	Use to open a separate browser window with the current report displayed suitably for printing. After the new window appears, use your browser's Print function to print it. <b>Printing in this way gives better</b> <b>results than printing the original report directly.</b>
Update Database	<b>Do not use unless directed.</b> All new files will be added to the database. This may result in duplicate files.
Rebuild Database	Building the database re-reads all log data specified in the log source. Use this feature whenever the source log file changes.

#### Using the Calendar

The Calendar shows the years, months, weeks and days during which there was traffic by displaying a clickable link for each day, week, month or year. *All links that are not clickable have no data in the database.* Clicking any day, week, month, or year adds Date/Time Filters to the reports for the selected period, thereby "zooming in" on that data. Each day, week, month or year in the calendar that has data will be highlighted when you move the mouse over it. The Calendar controls the date and time filtering in the report and once filtered, the Report Bar shows the time period that the report is displaying. The screenshot below shows an Overview report filtered by date from 09/Oct/2007 to 02/Nov/2007.

20	07						e from OS								
	tot						2007	No	ve	nbe	er				2007
s	м	т	w	т	F	s		s	м	т	w	т	F	s	
	1	2	3	4	5	6	week					1	2	3	week
7	8	9	10	11	12	13	week	4	5	6	7	8	9	10	week
4	15	16	17	18	19	20	week	11	12	13	14	15	16	17	week
1	22	23	24	25	26	27	week	18	19	20	21	22	23	24	week
8	29	30	31				week	25	26	27	28	29	30		week

7

#### Using a Date Range

The Date Range window is where you can select a range of days to use as the date filter. You can select any range by clicking on the dates in from and to calendars and selecting from the drop down menus, then clicking apply, or use the **Set Max** button to select all available dates. When you have selected a range in the Date Range window, all reports will show only information from that time period, until the date filter is changed (by going into the Date Range Selector again) or removed (by clicking **Show All** in the Calendar).



#### Report Menu

At the left of the window is the Report Menu, which lets you select the report to view. Clicking a category will expand or collapse that category; clicking a report name will change the report display to show that one. Clicking a report name will remove any Zoom filters but will not remove Date/Time filters. See <u>Sample ETV Reports</u> on page 29 for a brief description of each report.

Overview
▼ Date and time
Years/months/days
Days
Day of weeks
Hour of days
▼ Content
Broadcast totals
Live broadcasts
VoD content
File types
Stream types
<ul> <li>Visitor demographics</li> </ul>
Authenticated usernames
Client IPs
Geographic locations
• Visitor systems
Client OSs
Client OS version numbers
- Other
Destination IPs
Source IPs
* Sessions
Session users
Individual sessions
Single-page Summary
Log detail

# Report Content

The main portion of the window (lower right) is occupied by the report itself. This is a view of the data selected by the filters (date/time filters, and zoom filters). This provides one breakdown of the data specified by the filters—you can select another report in the Reports Menu to break down the same data in a different way. There are several parts of the report as explained below.

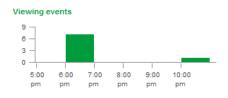
#### Report Bar

At the top of the report is a bar containing the report label and the current global and date/ time filters, if any.

Overview		
T Statistics for 09/Oct/2007 - 31/Oct/2007, 23 days	Date Filter	<u>Refresh</u>

#### Report Graph

For some reports, there will be a graph above the table. The existence of this graph, its size, type (for example a pie chart, bar, or line, and other characteristics varies from report to report. The graph displays the same information as the table below it.



#### **Report Table**

The Report Table contains the main information of the report. It displays one row per database field item, with the aggregated numerical values (for example the total of viewing events) in columns next to it. It may also include columns showing bar graph representations of the numbers, and/or percentages (if these are selected in **Table Options**). The **Table Options** link above and to the right of the table can be used to change which columns are visible, the sort order, and other aspects of the report. The Number Of Rows option in **Table Options** can be used to change the number of rows that are displayed in the table. The sort order can also be changed by clicking a column name; click once to sort by that column, or again to sort in reverse. You can zoom in on a particular item by clicking it—that will switch you to the report specified in the **Zoom Options**, and will set a Zoom filter for that item.

	All days	Average per day
Viewing events	8	0.35
Visitors	3	-
Play duration	04:10:44	00:10:54
Play duration per visitor (average)	01:23:34	-
Bytes transferred	2.15 G	95.86 M
Maximum bandwidth (max)	4.33 M	-
Session events	16	0.70

#### Zoom to Report Menu

The **Zoom to Report** menu shows the name of the report that will be displayed when you zoom. For example, if you select R from the menu, and then click an item X in a table for field F, it will zoom you in on X, and simultaneously switch to report R. This can be useful if you want to break down each item in a table by some other report, for instance to see what traffic looked like by hours of day, for a particular day; choose Hour Of Day from the menu in the Days report, and then click on a day to zoom in on that day and see the hours of the day for that day. If you are not zoomed on anything, there will be no immediate effect when you select a new item in the **Zoom to Report** menu—it will just change the menu selection. But when you click, the selection in the **Zoom to Report** menu will be used to determine which report to display.



This is an extremely useful feature that lets you drill down to specific, granular data. For example, suppose you want to determine if a specific user watched a specific piece of VOD content. There are a number of ways to get this information but here is one way:

- 1. Select **VoD Content** from the Report Menu on the left side of the page. This displays a list of all VoD content played during the selected period.
- 2. Click on a VoD title. This displays the Zoom to Report menu and some summary data.

- 3. From the **Zoom to Report** menu, select **Session Users**. This displays a list of all users who watched the selected VoD content.
- 4. Click on the **Session User** name to display a table showing how long this user watched the specified content.
- 5. And you can continue drilling down as desired. For example zoom to **Hour of days** to see when this content was viewed.

This process also works in reverse. For example if you first search **Authenticated usernames** for user "Mike", you can then select **VoD Content** as the **Zoom to report**. This will display a list of all VoD titles that Mike watched during the specified time period.

## **Report Controls**

#### **Row Numbers**

Row Numbers Zo	m Options Export   Table Options
Start row	1 Number of rows
Start row	Allows you to enter and directly jump to any row and list from there.
Number of rov	Allows you to see more rows than the default for this table.

#### **Zoom Options**

This control shows the name of the report that will be displayed when you zoom. For instance, you can see that the "Overview" report (in the screenshot below) will display when you click in an item in the table. By selecting a different Report View from the menu, you will Zoom into that new view

	Row Numbers	Zoom Option:	s <u>Ex</u>	port	Table Optio
Default report view on zoo	m when clicking or	n a table item:	Overvie	ew	

#### Export

Use this control to export report data in .csv format. A window will open and you can download the report. Large reports may take a few moments to generate.

Close
The file has been exported. Please click the download link to save the file.
Download CSV file

#### **Table Options**

The **Table Options** controls which elements of the statistics are visible. Most elements are optional, and you can turn them on or off by selecting them from here. In most cases, you will want to keep the defaults. The list of available elements changes depending on the view, the database structure, and other options. You can change which columns are visible, the sort order, and other report options. You change the sort order clicking the column name. Click once to sort; click again to reverse the sort.

Save and Close Can	cel		
Columns			
Live broadcast	🗹 text		
Viewing events	I number	number in %	🔽 bar graph
Visitors	number	🗖 number in %	🗖 bar graph
Play duration	number	number in %	🗖 bar graph
Play duration per visitor (average)	number	🗖 number in %	🗖 bar graph
Bytes transferred	number	🗖 number in %	🗖 bar graph
Maximum bandwidth (max)	number	🗖 number in %	🗖 bar graph
Session events	number	number in %	🗖 bar graph
Rows	🗹 Tota	ls	
$\Box$ Show parenthesized items			
Sort by: Viewing events	•	C Ascending	• Descending
N	element per pa	ge: 500 💌	
Maximum number of rows per report			

Show parenthesized items	When this is shown, the items in the table that have parentheses (brackets) around them are shown. These include (empty) where a field is empty.
Maximum number of rows	This menu lets you control the number of rows displayed per table item per page. The default is 500 and if there are more than 500 items for a given table item, they will not be displayed.

## **Generating Reports**

Once configured with a profile, the ETV Reporter will generate any report simply by clicking on the desired report in the left navigation pane. It may take a few moments to generate depending on the complexity of the report and the number of entries in the log. During that time, a status window similar to the one shown below is momentarily displayed.

The size of the log file generated by the Portal Server is dependent on the number of users accessing the system, how often they access the system, and the **Log Cycle Time** setting in the Portal Server (daily, weekly, or by maximum size). The larger the log file processed by the ETV Reporter software, the longer it takes to generate reports. Small log files with a limited number of users take only seconds to generate a report, while large files may take several minutes or longer. If you find it takes too long to generate a report, you can reduce the size of the input log file by changing the **General Logging Properties > Log Cycle Time** in the Portal Server admin pages to a weekly or daily setting.

Overview				
Date and time	Generating report			
- Content				
Broadcast totals	Querying table values (1)		Cancel Ta	ask Refresh
Live broadcasts				
VoD content		40%		
File types		40%		
Stream types	Processing steps	Complete	Remaining time	Elapsed time
<ul> <li>Visitor demographics</li> </ul>	✓ 1. Collecting data from main table (1)	100.00%	00:00:00	00:00:00
Authenticated usernames				
Client IPs	✓ 2. Integrating collected data into table (1)	100.00%	00:00:00	00:00:00
<ul> <li>Geographic locations</li> </ul>	→ 3. Querying table values (1)	0.00%	00:00:00	00:00:00
Visitor systems	4. Computing leading row sums (1)	0.00%	?	00:00:00
→ Other	5. Generating table display (1)	0.00%	?	00:00:00
Sessions				00:00:00
Single-page Summary				
Log detail				

- ▼ To begin generating reports
- 1. Launch the application and enter a valid user name and password.
- 2. Click on **Profiles** in the navigation pane on the left.
- 3. Click on **View Config** to view the configuration of an existing profile.
- 4. Click on View Reports to view the reports associated with an existing profile.

Lite [Trial, 0	) days left ]			Logged in as 'stan'  Logout   Change Trial Mode   Help   Abo
VBrick				
• Profiles				
Scheduler	Profiles			Create New Profile
Users				
Preferences	doowop1	View Reports	View Config	Delete
Licensing Support	mcs1	View Reports	View Config	Delete
	Nov_08_2007	View Reports	View Config	Delete
	© 2007 Flowerfi	re. Powered by	Sawmill.	

5. Click once on any item in the left navigation pane (for example **Content**) to see the reports that are available in that category.

# View Reports

The window lets you select and view any report in the Report Menu on the left.

Overview		Friendly		Update Database   Rebuild Datab
Date and time	Overview			
▼ Content				_
Broadcast totals	Statistics for 02/Nov/2007 - 20/Nov/20	007, 19 days		Date Filter Refresh
Live broadcasts				
VoD content				
File types		All days	Average per day	
Stream types	Viewing events	28	1.47	
Visitor demographics	Visitors	4		
Visitor systems			-	
▶ Other	Play duration	18:22:03	00:58:00	
Sessions	Play duration per visitor (average)	04:35:30	-	
Single-page Summary	Bytes transferred	28.59 G	1.50 G	
Log detail	Maximum bandwidth (max)	15.26 M	-	
	Session events	56	2.95	

# View Config

This window shows how the current profile is configured. It is unlikely you will ever need to change this information.

Lite [Trial	, 0 days left ]	Logger	d in as 'stan'  Logout   Change Trial Mode   He	elp   Ab
VBrick				
• Profiles Scheduler Users	Profiles / doowo	op1		
Preferences	Log Source		Edit Log So	urce
Licensing Support	Your log data are r	ead from the local disk.		
	Local disk setting Pathname: C:\Lo	I <b>s</b> ogs\MCSVodLive_doowop1_1009200	07175833.log	
	Log Format			
	The format of your	log data is VBrick EtherneTV Portal	Server Log Format.	
	Database Info		Rebuild Datat	base
	Database:	LogAnalysisInfo\Databases\doowo	p1\	
	Last modified:	16/Oct/2007 14:12:20		
	Last operation:	Generated report 'live_broadcast' in	00:00:06	
	Earliest log entry:	09/Oct/2007		
	Latest log entry:	09/Oct/2007		

# Chapter 4

# Sample ETV Reports

This chapter shows an example of each type of report you can generate. The navigation pane on the left shows all of the reports available from the report logs associated with the current profile. Click on any report and wait a few moments while the report generates. Then use any of the options and controls to view specific report data. See <u>Using the Interface</u> on page 19 for more information about the controls.

#### Topics in this document

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Date and Time	30
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Visitor Demographics	36
Visitor Systems	37
Other	38
Sessions	39
Single-page Summary	41
Log Detail	42

## Overview

This report provides a snapshot showing the overall usage of the entire system.

Lite [Trial, 1 days left ] Profile: Nov_08_2007			Logged in as 'stan'  Admin   Logout   Help   A		
VBrick	🖬 📆 Calendar Date Range Printe	📇 er Friendly		Update Database   Rebuild Datab	
• Overview					
▼ Date and time	Overview				
Years/months/days				_	
Days	<ol> <li>Statistics for 09/Oct/2007 - 02/Nov/2</li> </ol>	2007, 25 days		Date Filter Refresh	
Day of weeks					
Hour of days					
▼ Content		All days	Average per day		
Broadcast totals	Viewing events	55	2.20		
Live broadcasts	Visitors	5	2.20		
VoD content		-	-		
File types	Play duration	16:04:14	00:38:34		
Stream types	Play duration per visitor (average)	03:12:50	-		
<ul> <li>Visitor demographics</li> </ul>	Bytes transferred	17.64 G	722.62 M		
Authenticated usernames	Maximum bandwidth (max)	5.46 M	-		
Client IPs	Session events	110	4.40		
Geographic locations					
<ul> <li>Visitor systems</li> </ul>					
Client OSs					
Client OS version numbers	© 2007 Flowerfire. Powered by Sa	wmill.			
▼ Other					
Destination IPs					
Source IPs					
▶ Sessions					
Single-page Summary					
Log detail					

# Date and Time

### Years/months/days

This report shows viewing events broken down by years, months, or days.

Lite [Trial, 1 days left ] Profile: doowop1						Logged in as 'stan'  Admin   Logout   Help   Abo				
VBrick	1 Calendar	7 Date Range		inter Friendl			Update	Database Reb		
Overview										
■ Date and time	Years	/months/d	ays							
• Years/months/days								_		
Days	1 Statis	stics for 09/Oct/20	07, 1 da	у		Date Filter Refresh				
Day of weeks										
Hour of days										
▶ Content	Viewing	events								
Visitor demographics	9 –						- 112.5 %			
Visitor systems	6 —						- 75.0 %			
▶ Other	3 -						- 37.5% - 0%			
▶ Sessions		007					- 0%			
Single-page Summary	-									
Log detail										
	Years/mo	Years/months/days					Row Numbers Zoom Options Export   Table Option			
	Row 1 - 1	of 1				Start row: 1 Number		Number of	r of rows 🔻	
	<b>▲</b> Da		wing	Visitors	Play duration	Play duration per visitor (average)	Bytes transferred	Maximum bandwidth (max)	Session events	
	1 2007		8	3	04:10:44	01:23:34	2.15 G	4.33 M	16	
	Total		8	3	04:10:44	-	2.15 G	-	16	

### Days

This report shows viewing statistics for each day in the selected date range.

Lite [Trial,		Logged in as 'stan'  Admin   Logout   Help   Ab							
VBrick	1 Calendar	7 Date Ra		Printer Friendl			Update	Database Reb	ouild Datal
Overview									
• Date and time	Days								
Years/months/days									
• Days	1 Statist	<ol> <li>Statistics for 09/Oct/2007, 1 day</li> </ol>						Date Filter	Refresh
Day of weeks									
Hour of days									
▶ Content	Viewing e	vents							
Visitor demographics	9						- 112.5 %		
Visitor systems	6 -						- 75.0 %		
Other	3 -						- 37.5 %		
Sessions	0	l Oct 2007					0 %		
Single-page Summary	10000	102 2001							
Log detail									
	Days					Row Numbers	Zoom Options	Export   Table	e Options
	Row 1 - 1 o				Start row: 1 Number of rows				
	▲ Dat	e/time	Viewing events	Visitors	Play duration	Play duration per visitor (average)	Bytes transferred	Maximum bandwidth (max)	Sessio
	1 09/Oct	/2007	8	3	04:10:44	01:23:34	2.15 G	4.33 M	
	Total		8	3	04:10:44	-	2.15 G	-	1

## Day of weeks

This report shows viewing statistics for each day of the week in the selected date range.

VBrick		7	4					
	Calendar Da	ite Range	Printer Fri	endly		Upda	ite Database   F	tebuild Data
Overview								
Date and time	Day of we	eks						
Years/months/days	1 Statistics for	09/Oct/2007,	1 day				Data Sila	r Refresh
Days		05/0002007,	Tudy				Date Filte	er ketresn
<ul> <li>Day of weeks</li> </ul>								
Hour of days								
Content	Viewing events							
Visitor demographics	9 -					- 112.5 %		
Visitor systems	6 —					- 75.0 %		
Other	3 -					- 37.5 %		
Sessions	U					0 %		
Single-page Summary								
Log detail								
	Day of weeks				Row Numb	Zoom Option	ns <u>Export   T</u>	able Options
	Row 1 - 1 of 1					Start row: 1	Numbe	r of rows 💌
	▲ Day of week	Viewing events	Visitors	Play duration	Play duration per visitor (average)	Bytes transferred	Maximum bandwidth (max)	Session events
	1 Tuesday	8	3	04:10:44	01:23:34	2.15 G	4.33 M	16
	Total	8	3	04:10:44	-	2.15 G	-	16

## Hour of days

This report shows viewing statistics for each hour of the day in the selected date range.

	il, 1 days left ] Pro	ofile: doowop1				Logged in as 'star	n'  Admin   Logo	out   Help   A
VBrick	1 Calendar	7 Date Range	📕 Printer Fri	endly		Upda	ite Database - R	lebuild Datab
Overview								
Date and time	Hour of a	lays						
Years/months/days							_	
Days	1 Statistics	for 09/Oct/2007,	1 day				Date Filte	r Refresh
Day of weeks								
• Hour of days								
Content	Viewing ever	ts						
Visitor demographics	9 -					- 112.5 %		
Visitor systems	6 -					- 75.0 %		
Other	3 -					- 37.5 %		
Sessions		00 7:00 8	3:00 9:00	10:00		0 %		
Single-page Summary			pm pm	pm				
Log detail	Hour of days				Row Num	bers Zoom Option	ns Export   Ta	able Options
Log detail	Hour of days Row 1 - 3 of 3				Row Num	Start row: 1		able Options r of rows 💌
Log detail		Viewing events	Visitors	Play duration	Play duration per visitor (average)			
Log detail	Row 1 - 3 of 3		Visitors 1		Play duration per visitor	Start row: 1 Bytes	Maximum bandwidth	r of rows 💌 Session
Log detail	Row 1 - 3 of 3	events		duration	Play duration per visitor (average)	Start row: 1 Bytes transferred	Maximum bandwidth (max)	session events
Log detail	Row 1 - 3 of 3 A Hour of day 1 5:00 PM - 6:00 PM 2 6:00 PM - 7:00	events 0	1	duration 00:00:00	Play duration per visitor (average) 00:00:00	Start row. 1 Bytes transferred 0 b	Maximum bandwidth (max) 0 b	Session events

## Content

### Broadcast totals

This report shows broadcast totals for both Live Broadcast and Video on Demand viewing.

Lite Profile: E	TV Reports Ja	an 01_08				Log	ged in as 'stan'	Admin   Logout	Help   Abo
VBrick	1 Calendar	7 Date Range	E Printer Friendly				Update	Database Reb	uild Databas
Overview									
▼ Date and time	Broade	ast totals							
Years/months/days	1 Statistic	cs for 02/Nov/2007 -	20/Nov/2007, 19 days					Date Filter	Refresh
Days									
Day of weeks									
Hour of days									
✓ Content	Viewing e	vents							
Broadcast totals									
Live broadcasts									
VoD content			1 Live Broadcas	t 53.6 %					
File types			2 Video on Dema						
Stream types									
Visitor demographics									
Visitor systems									
▶ Other									
▶ Sessions	Play durati	ion per visitor (ave	rage)						
Single-page Summary									
Log detail				e Broadcast 99 eo on Demand	9.1 % 0.9 %				
	Broadcast	totals				Row Numbers	Zoom Options	Export   Table	e Options
	Row 1 - 2 of	f 2				Sta	rt row: 1	Number of	f rows 💌
	Broadc total	ast ▼Viewin event		Visitors	Play duration	Play duration per visitor (average)	Bytes transferred	Maximum bandwidth (max)	Session events
	1 Live Broadca	15 53.6 s	%	2	18:07:58	09:03:59	27.54 G	5.46 M	15
	2 Video o Demand		%	3	00:14:05	00:04:41	1.05 G	15.26 M	13

### Live broadcasts

This report shows viewing data for all live VBrick streams on the network.

Lite [Trial,	, 1 days left ] Profile: do	owop1			Logg	jed in as 'stan'  /	Admin   Logout	Help   Ab
VBrick	1 7 Calenda <del>r</del> Date Ra	nge Printer Friendly				Update	Database Reb	uild Datab
Overview								
	Live broadcast	ts						
Years/months/days							_	
Days	1 Statistics for 01/00	ct/2007 - 07/Nov/2007, 38 days					Date Filter	<u>Refresh</u>
Day of weeks								
Hour of days								
- Content	Live broadcasts				Row Numbers	Zoom Options	Export   Table	Options
Broadcast totals					]			
<ul> <li>Live broadcasts</li> </ul>	Row 1 - 6 of 6				Star	t row: 1	Number of	rows 🔻
VoD content								
File types					Play			
Stream types					duration per		Maximum	
Visitor demographics	Live	Viewing 0 - 100 %		Play	visitor	Bytes	bandwidth	Sessio
Visitor systems	broadcast	events 0 - 100 x	J Visitors	duration	(average)	transferred	(max)	event
> Other	1 BSB_REF	2 25.0 %	1	00:05:54	00:05:54	45.53 M	1.03 M	
Sessions	2 AndyM-WM-	2 25.0 %	2	00:00:21	00:00:10	11.75 M	4.33 M	
Single-page Summary	MP2_Program_1							
Log detail	3 BSB-Whitegate- NTSC	1 12.5 %	1	00:00:02	00:00:02	321.26 k	1.13 M	
	4 BSB-Cromwell	1 12.5 %	1	00:00:09	00:00:09	5.29 M	4.28 M	
	5 JohnS- WM_Encoder	1 12.5 %	1	04:04:02	04:04:02	2.08 G	1.17 M	
	6 Chris_WM	1 12.5 %	1	00:00:13	00:00:13	7.00 M	4.22 M	
	Total	8 100 %	2	04:10:44	-	2.15 G		

**Note** In this example and others, the percentage and the bar graph are set for the first column only. This option is set in **Table Options**.

#### VoD content

This report shows viewing data for all stored Video on Demand (VoD) content.

e: ETV Reports Jan 01_08				ogged in as 's	tan'  Admin   L	.ogout   Help   A
🖬 🗐 👼 Calendar Date Range Printer Frie	ndly					e   Rebuild Data
VoD content						
_						
<ol> <li>Statistics for 02/Nov/2007 - 20/Nov/2007,</li> </ol>	19 days				Date	Filter Refresh
VoD content			Row Numbe	rs Zoom On	tions Export	Table Options
Row 1 - 9 of 9				itart row: 1	Nu	mber of rows 💌
					Play	
					duration	
	▼ Viewing	0 - 100 %		Play	visitor	Bytes transferred
_						
1 /Carl/	5 38.5 %		1	00:10:55	00:10:55	987.86 M
2 /11-MSNBC.mpg	1 7.7 %	•	1	00:00:07	00:00:07	5.34 M
3 /Chris/	1 7.7 %	•	1	00:00:16	00:00:16	3.04 M
4 /Dean/	1 7.7 %		1	00:00:15	00:00:15	8.65 M
5 /1_CNN2_10_03_07_14_19_27.mpg	1 7.7 %		1	00:01:02	00:01:02	34.72 M
6 /1-MSNBC.mpg	1 7.7 %		1	00:00:22	00:00:22	15.44 M
7 /CD_MPEG1_2_08_30_06_16_42_53.mpg	1 7.7 %		1	00:00:23	00:00:23	5.04 M
8 /steve/	1 7.7 %		1	00:00:11	00:00:11	911.58 k
9 /ClearViewKasenna/	1 7.7 %		1	00:00:30	00:00:30	12.23 M
	VoD content         Image: Content           Statistics for 02/Nov/2007 - 20/Nov/2007,           VoD content           Row 1 - 9 of 9           VoD content           1           1           /Carr/           2           /1-MSNBC.mpg           3           //Chris/           4           //Dean/           5           6           /1-MSNBC.mpg           7           /CDINPEG1_2_08_30_06_16_42_53.mpg           6           /steve/	Image: Colored arrow of the state	VoD content         Viewing events           I Cariv         5         38.5 %           2         11.45NBC.mpg         1         7.7 %           3         /Chris/         1         7.7 %           4         /Dean/         1         7.7 %           5         /1_00_3_07_14_19_27.mpg         1         7.7 %           6         /1_MINBC.mpg         1         7.7 %           5         /1_CON2_0_03_00_6_16_42_53.mpg         1         7.7 %           6         /1_MINBC.mpg         1         7.7 %           6         /1_MINBC.mpg         1         7.7 %           6         /1_MINBC.mpg         1         7.7 %           6         /1_SNBC.mpg         1         7.7 %           6         /1_MINBC.mpg         1         7.7 %           6         /1_SNBC.mpg         1         7.7 %           7         /LO_BIFEG1_2_08_30_06_16_42_53.mpg         1         7.7 %           8         /steve/         1         7.7 %         1	VoD content         Printer Friendly           I Statistics for 02/Nov/2007 - 20/Nov/2007, 19 days         Row Number           VoD content         Row Number           Row 1 - 9 of 9         Row Number           VoD content         Row 1 - 9 of 9           1 /Carl/         5 38.5 %           1 /Carl/         5 38.5 %           2 /11-MSNBC.mpg         1 7.7 %           3 /Chris/         1 7.7 %           4 /Dean/         1 7.7 %           5 /I_CAN2_10_03_07_14_19_27.mpg         1 7.7 %           6 /I-MSNBC.mpg         1 7.7 %           6 /I-MSNBC.mpg         1 7.7 %           6 /I-MSNBC.mpg         1 7.7 %           7 /CD_MPEG1_2_08_30_66_16_42_53.mpg         1 7.7 %           8 /steve/         1 7.7 %	VoD content         Printer Friendly         Up           VoD content         Row Numbers         Zoom Op           Row 1 - 9 of 9         Statt row:         1           VoD content         Row Numbers         Zoom Op           Row 1 - 9 of 9         Statt row:         1           VoD content         \$ 38.5 %         1         00:10:55           2 /11-MSNBC.mpg         1         7.7 %         1         00:00:16           4 /Dean/         1         7.7 %         1         00:00:16           5 /1_CNN2_10_03_07_14_19_27.mpg         1         7.7 %         1         00:00:22           7 /10_URFEG1_2_08_30_06_16_42_53.mpg         1         7.7 %         1         00:00:22           7 /10_URFEG1_2_08_30_06_16_42_53.mpg         1         7.7 %         1         00:00:23           8 /steve/         1         7.7 %         1         00:00:21	Calendar         Date Range         Printer Friendly         Update Database           VoD content         Image: Statistics for 02/Nov/2007 - 20/Nov/2007, 19 days         Image: Date Range         Image: Date Range

### File types

This report shows viewed VoD content by file type, for example MPEG-2, MPEG-4, H.264 or Windows Media.

	e: ETV Reports Jan 01_08				Logged in as 'sta	n'  Admin   Logo	ut   Help
VBrick	🖬 🗊 👼 Calendar Date Range Printer Friendly				Upda	ate Database R	tebuild Dat
Overview							
<ul> <li>Date and time</li> </ul>	File types						
Years/months/days						_	
Days	<ol> <li>Statistics for 02/Nov/2007 - 20/Nov/2007, 19 days</li> </ol>					Date Filte	r <u>Refrest</u>
Day of weeks							
Hour of days							
r Content	File types			Row Num	bers Zoom Optio	ns Export   Ta	able Options
Broadcast totals							
Live broadcasts	Row 1 - 2 of 2				Start row: 1	Number	r of rows 💌
VoD content							
• File types Stream types • Visitor demographics	File ♥ Viewing type events 0 - 100 %	Visitors	Play duration	Play duration per visitor (average)	Bytes transferred	Maximum bandwidth (max)	Session events
Visitor systems	1 MPG 5 83.3 %	3	00:02:11	00:00:43	69.19 M	5.46 M	5
Other	2 MP4 1 16.7 %	1	00:00:16	00:00:16	3.04 M	1.43 M	1
Sessions							
Single-page Summary	Total 6 100 %	3	00:02:28	-	72.23 M	-	6

## Stream types

This report shows viewed live content by stream type, for example MPEG-2, MPEG-4, H.264 or Windows Media.

	ile: <b>H264</b>						ogged in as 'admi	in'  Admin   Logo	out   Help   A
VBrick	1 Calenda <del>r</del> D	7 ate Range	📕 Printer Friendly					ate Database 🛛 🦷	
Overview									
Date and time	Stream ty	pes							
Years/months/days									
Days	1 Statistics for	or 17/Nov/2008,	1 day					Date Filte	r Refresh
Day of weeks									
Hour of days									
• Content	Visitors								
Broadcast types									
Live broadcasts									
VoD content			1 mp2 33.3 %						
File types			2 h264 33.3 %						
<ul> <li>Stream types</li> </ul>			3 📕 wm 33.3 %						
Visitor demographics									
Visitor systems									
• Other									
Sessions	Stream types					Dave Mar	nbers Zoom Optic	ons Export   T	able Ontione
Single-page Summary	stream types					Row Nur	200m Optic	ons <u>export</u> i	able options
Log detail	Row 1 - 3 of 3						Start row: 1	Numbe	r of rows 💌
	Stream	▼ Viewing			Play	Play duration per visitor	Bytes	Maximum bandwidth	Session
	type	events		Visitors	duration	(average)	transferred	(max)	events
	1 mp2	3 50.0 %		1	00:00:39	00:00:39	17.60 M	4.47 M	3
	2 h264	2 33.3 %		1	00:00:20	00:00:20	4.36 M	2.92 M	2
		1 16.7 %	-	1	00:00:12	00:00:12	6.46 M	4.27 M	
	3 wm	1 16.7 %							1

# **Visitor Demographics**

#### Authenticated usernames

This report shows viewers on the system by user name.

Lite [Trial, 1 da	ays left ] Profile: do	owop1					Logged in as 'star	n'  Admin   Logo	ıt   Help   A
VBrick	1 7 Calendar Date Ra	inge Pr	inter Friendly				Upda	te Database   Re	ebuild Datak
Overview									
▼ Date and time	Authenticated	usernan	nes						
Years/months/days								_	
Days	1 Statistics for 01/00	:t/2007 - 07/N	lov/2007, 38 days					Date Filter	<u>Refresh</u>
Day of weeks									
Hour of days									
▼ Content	Viewing events								
Broadcast totals									
Live broadcasts									
VoD content									
File types		1	andy 100.0 %						
Stream types									
<ul> <li>Visitor demographics</li> </ul>									
Authenticated usernames									
Client IPs									
Geographic locations	Authenticated userna					Denthal	7	Event 1 Te	la Ostinan
Visitor systems	Authenticated userna	ames				Row Num	Zoom Option	ns <u>Export   Ta</u>	ble Options
▶ Other	Row 1 - 1 of 1						Start row: 1	Number	of rows 🔻
▶ Sessions									
Single-page Summary						Play			
Log detail						duration			
	Authenticated username	Viewi ever		Visitors	Play duration	per visitor (average)	Bytes transferred	Maximum bandwidth (max)	Session events
	1 andy	8 100.0	%	2	04:10:44	02:05:22	2.15 G	4.33 M	8
	Total	8 100	) %	2	04:10:44	-	2.15 G	-	8

## Client IPs

This report shows clients (viewers) on the system by IP address.

Lite [Trial, 1	1 days left ] Profile:	doowop1				Logged in as 'sta	an'  Admin   Logo	out   Help   A
VBrick		n 📕 Range Printer Friendly				Upd	ate Database   F	Rebuild Data
Overview								
<ul> <li>Date and time</li> </ul>	Client IPs							
Years/months/days							_	
Days	1 Statistics for 01	/Oct/2007 - 07/Nov/2007, 38 days					Date Filte	er <u>Refresh</u>
Day of weeks								
Hour of days								
• Content	Client IPs				Row Nu	mbers Zoom Opti	ons Export   T	able Options
Broadcast totals					Row Nu	20011 001		
Live broadcasts	Row 1 - 2 of 2					Start row: 1	Numbe	r of rows 💌
VoD content								
File types					Play			
Stream types		▼ Viewing		Play	duration per visitor	Bytes	Maximum bandwidth	Session
<ul> <li>Visitor demographics</li> </ul>	Client IP	events 0 - 100 %	Visitors	duration	(average)	transferred	(max)	events
Authenticated usernames	1 172.22.2.144	7 87.5 %	1	04:10:35	04:10:35	2.15 G	4.33 M	7
• Client IPs	2 172.22.2.107	1 12.5 %	1	00:00:09	00:00:09	5.06 M	4.33 M	1
Geographic locations					00:00:09		4.33 M	1
Visitor systems	Total	8 100 %	2	04:10:44	-	2.15 G	-	8
> Other								

#### **Geographic locations**

This report shows the geographic location of all viewers. The "location name" to "client id" mapping must be configured in advance. See <u>Geographic Location Mapping</u> on page 15 for details.

Lite [Trial,	72 days left ] Profile: VBrick	k Sample Log File	Logged in as 'admin'  Admin   Logout   Help   Abo
VBrick	1 7 Calendar Date Range	Printer Friendly	Update Database   Rebuild Databa
Overview			
Date and time	Geographic location	ons	
▶ Content			
<ul> <li>Visitor demographics</li> </ul>	1 Statistics for 04/Jan/200	06 - 04/Nov/2007, 670 days	🔲 Date Filter 🔲 Filter Refresh
Authenticated usernames			
Client IPs			
<ul> <li>Geographic locations</li> </ul>	Visitors		
Visitor systems	150 -		- 31.0 %
▶ Other	100 —		- 20.7 %
Sessions	50 —		- 10.3 %
Single-page Summary		4 5 6 7 8	9 10 11
Log detail	1 2 3	4 5 6 7 8	5 10 11
	1 Bangalore	21.9 %	
	2 Chicago Operations	15.9 %	
	3 London	12.2 %	
	4 Washington D.C.	11.4 %	
	5 Boston R&D	7.9 %	
	6 Austin	6.6 %	
	7 Chicago Engineering		
	8 Chicago Marketing	5.2 %	
	9 Arizona	5.2 %	
	10 San Jose	3.9 %	
	11 3 other items	4.5 %	

## **Visitor Systems**

#### Client OSs

This report shows the client viewer's operation system (OS) type, including the WM IP Receiver (WMIPR).

Lite [Trial, 1	days left ] Profile	: doowop1				Log	ged in as 'stan'	Admin   Logout	:   Help   /
VBrick	1 Calendar Dat	🐬 e Range 🛛 P	ninter Friendly				Update	Database Rel	
Overview									
Date and time	Client OSs								
Content								_	
<ul> <li>Visitor demographics</li> </ul>	1 Statistics for (	1/Oct/2007 - 07/	Nov/2007, 38 days					Date Filter	Refresh
Authenticated usernames									
Client IPs									
Geographic locations	Client OSs					Row Number	Zoom Options	Export   Tabl	e Options
• Visitor systems						Now Number	20011 Options		0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Client OSs	Row 1 - 2 of 2					St	irt row: 1	Number o	f rows 💌
Client OS version numbers									
▼ Other						Play			
Destination IPs						duration per		Maximum	
Source IPs		Viewing	0 400 %		Play	visitor	Bytes	bandwidth	Sessio
▼ Sessions	Client OS	events	0 - 100 %	Visitors	duration	(average)	transferred	(max)	event
Session users	1 WMIPR	7 87.5 %		1	04:10:35	04:10:35	2.15 G	4.33 M	
Individual sessions	2 WindowsPC	1 12.5 %	•	1	00:00:09	00:00:09	5.06 M	4.33 M	
Single-page Summary	Total	8 100 %		2	04:10:44		2.15 G		
Log detail	Total	0 100 %		2	04.10.44	-	2.15 G	-	

### Client OS version numbers

This report shows the client viewer's operating system (OS) version, for example XP is a Windows *version*.

Lite [Trial, 1	days left ] Profile	doowop1			Lo	gged in as 'stan'	Admin   Logou	t   Help   A
VBrick		Range Printer	Friendly			Update	Database Rel	build Data
Overview								
Date and time	Client OS ve	rsion numbers						
> Content							_	
<ul> <li>Visitor demographics</li> </ul>	1 Statistics for 0	1/Oct/2007 - 07/Nov/20	07, 38 days				Date Filter	Refresh
Authenticated usernames								
Client IPs								
Geographic locations	Client OS version	numbers			Row Number	s Zoom Options	Export   Tab	le Options
<ul> <li>Visitor systems</li> </ul>	cheft 00 version	indiriber a			Kow Nulliber	20011 Options		e optiona
Client OSs	Row 1 - 2 of 2				St	art row: 1	Number o	f rows 🔻
Client OS version numbers								
▼ Other					Play			
Destination IPs	Client OS				duration per		Maximum	
Source IPs	version	▼ Viewing	- 100 %	Play	visitor	Bytes	bandwidth	Sessio
* Sessions	number	events	- 100 % Visitors	duration	(average)	transferred	(max)	event
Session users	1 WindowsCE	7 87.5 %	1	04:10:35	04:10:35	2.15 G	4.33 M	
Individual sessions	2 XP	1 12.5 %	1	00:00:09	00:00:09	5.06 M	4.33 M	
Single-page Summary	Total	8 100 %	2	04:10:44		2.15 G		
Log detail	rotal	0 100 %	2	04.10:44	-	2.15 G	-	

## Other

### **Destination IPs**

This report shows the multicast IP address of viewed live streams.

Lite [Trial,	1 days left ] Profile: doowop1				Log	ged in as 'stan'	Admin   Logout	Help   Ab
VBrick	🛐 🗊 🚍 Calendar Date Range Printer Fr						Database Reb	
Overview								
Date and time	Destination IPs							
Content							_	
<ul> <li>Visitor demographics</li> </ul>	Statistics for 01/Oct/2007 - 07/Nov/2007	, 38 days					Date Filter	Refresh
Authenticated usernames								
Client IPs								
Geographic locations	Destination IPs				Row Numbers	Zoom Options	Export   Table	e Options
<ul> <li>Visitor systems</li> </ul>								
Client OSs	Row 1 - 6 of 6				Sta	rt row: 1	Number of	frows 💌
Client OS version numbers								
▼ Other					Play duration			
<ul> <li>Destination IPs</li> </ul>					per		Maximum	
Source IPs	Destination IP	Viewing events 0 - 100 %	Visitors	Play duration	visitor (average)	Bytes transferred	bandwidth (max)	Sessio event
* Sessions	1 239.16.127.210vac	2 25.0 %	1	00:05:54	00:05:54	45.53 M	1.03 M	01011
Session users								
	2 → http://172.22.2.34:8080/vbrickvideo1	2 25.0 %	2	00:00:21	00:00:10	11.75 M	4.33 M	
Single-page Summary								
Log detail	3 → http://172.22.127.93:8080/vbrickvideo2	1 12.5 %	1	00:00:02	00:00:02	321.26 k	1.13 M	
	4 239.22.127.94vac	1 12.5 %	1	00:00:09	00:00:09	5.29 M	4.28 M	
	5 → http://172.22.113.9:8080/vbrickvideo1	1 12.5 %	1	04:04:02	04:04:02	2.08 G	1.17 M	
	6 225.1.1.67vac	1 12.5 %	1	00:00:13	00:00:13	7.00 M	4.22 M	
	Total	8 100 %	2	04:10:44		2.15 G		

#### Source IPs

This report shows the client's originating (source) IP address.

Lite [ Trial, 1	days left ] Profile: do	owop1				Logged in as '	stan'  Admin   Log	jout   Help
VBrick	1 7 Calendar Date Ra	nge Printer Friendly						
Overview								
Date and time	Source IPs							
Content	_							
Visitor demographics	<ol> <li>Statistics for 01/0</li> </ol>	t/2007 - 07/Nov/2007, 38 days					Date Filt	ter <u>Refres</u>
Authenticated usernames								
Client IPs								
Geographic locations	Source IPs				Boy	v Numbers Zoom C	Intions Export I	Table Option
Visitor systems								
Client OSs	Row 1 - 6 of 6					Start row: 1	Numb	er of rows
Client OS version numbers								
Other					Play duration		Maximum	
Destination IPs	Source IP	Viewing events 0 - 100	Visitors	Play duration	per visitor (average)	Bytes transferred	bandwidth (max)	Sessio event
Source IPs	1 172.16.127.210	2 25.0 %	1	00:05:54	00:05:54	45.53 M	1.03 M	
Sessions								
Session users	2 172.22.2.34	2 25.0 %	2	00:00:21	00:00:10	11.75 M	4.33 M	
Individual sessions	3 172.22.127.93	1 12.5 %	1	00:00:02	00:00:02	321.26 k	1.13 M	
Single-page Summary	4 172.22.2.94	1 12.5 %	1	00:00:09	00:00:09	5.29 M	4.28 M	
Log detail	5 172.22.113.9	1 12.5 %	1	04:04:02	04:04:02	2.08 G	1.17 M	
	6 172.22.115.2	1 12.5 %	1	00:00:13	00:00:13	7.00 M	4.22 M	
	Total	8 100 %	2	04:10:44		2.15 G		

### Sessions

EtherneTV Reporter computes session information by tracking the page, date/time, and hostname (client IP) for each page view. When a session view is requested, it processes all of these page views at the time of the request. EtherneTV Reporter groups the viewing events into initial sessions by assuming that each visitor contributed one session. It sorts the events by date so it has a click-by-click record of the movement of each visitor.

Then it splits the sessions, using the session timeout interval. This is set to 30 minutes by default. Since most websites are accessible without logging in, there is no way for EtherneTV Reporter to know the real time that a user leaves the site; it can only guess by assuming that if they didn't click anything on the site for 30 minutes, they must have finished and left. By splitting the sessions up in this way we are counting more accurately the number of sessions a given visitor has had on the website. It is not a perfect science, but over time, as long as the method of measuring remains the same, a trend can be found. This splitting process increases the number of sessions that EtherneTV Reporter counts, resulting in possibly more than one session per visitor.

**EtherneTV Reporter discards sessions over two hours long.** Most web sessions are considerably shorter than that, so there's a good chance that any really long session is actually caused by multiple visitors using the same proxy server to visit the site. These look like one long session because all of the hits seem to come from the proxy server (the same IP address). EtherneTV Reporter rejects these because there is no way to tell which events were from a particular visitor.

### Session users

This report lists all the users on your site and the number and duration of their visits.

(Driolr		_		
VBrick	1 🔽 Calendar Date Range	e Printer Friendly		Update Database   Rebuild Data
Overview				
Date and time	Session users			
▶ Content	_			
<ul> <li>Visitor demographics</li> </ul>	<ol> <li>Statistics for 01/Oct/20</li> </ol>	07 - 07/Nov/2007, 38 days		Date Filter Refresh
Authenticated usernames				
Client IPs				
Geographic locations	Session users		Row Nu	Imbers Zoom Options Export   Table Options
Visitor systems			100 110	
Client OSs	Row 1 - 8 of 8			Start row: 1 Number of rows
Client OS version numbers				
• Other	Session user	0 40	o *	n *
Destination IPs	(User/IP/ID#)	▼ Sessions 0 - 10	0 % 0 - 10	0 % 0 - 100 %
Source IPs	1 andy_172.22.2.144_0	1 12.5 % 📕	2 12.5 %	00:05:44 2.3 %
• Sessions	2 andy_172.22.2.144_1	1 12.5 %	2 12.5 %	00:00:10 0.1 % l
Session users	3 andy 172.22.2.144 2	1 12.5 %	2 12.5 %	00:00:02 0.0 %
Individual sessions				
Single-page Summary	4 andy_172.22.2.144_3	1 12.5 % 💻	2 12.5 %	00:00:12 0.1 % l
Log detail	5 andy_172.22.2.144_4	1 12.5 %	2 12.5 %	00:00:09 0.1 % l
	6 andy_172.22.2.144_5	1 12.5 %	2 12.5 %	00:00:13 0.1 % l
	7 andy_172.22.2.107_6	1 12.5 %	2 12.5 %	00:00:09 0.1 % l
	8 andy_172.22.2.144_7	1 12.5 %	2 12.5 %	04:04:02 97.3 %
	Total	8 100 %	16 100 %	04:10:41 100 %

## Individual sessions

This report lists all the sessions on your site.

Lite [Trial, 1	L days left ] Profile: doowop		Logged in as 'stan'  Admin   Logout   Help   J					
VBrick	1 7 Calendar Date Range	E Printer Friendly				Update Database   Rebuild Data		
Overview								
Date and time	Individual session	s						
Content								
Visitor demographics	<ol> <li>Statistics for 01/Oct/200</li> </ol>	7 - 07/Nov/2007, 38 days				Date Filter Refresh		
Authenticated usernames								
Client IPs								
Geographic locations	Individual sessions			Por	w Numbers Z	com Options Export   Table Options		
Visitor systems	marriadar obsalolita			RU		Com options <u>Export</u> Table Options		
Client OSs	Row 1 - 8 of 8				Start rov	V: 1 Number of rows		
Client OS version numbers								
Other		Session user	0 400 *			0 400 *		
Destination IPs	Internal session ID	(User/IP/ID#)	▼ Events 0 - 100 %	Start Time	End Time	Time spent 0 - 100 %		
Source IPs	1 andy_172.22.2.144_0-	andy_172.22.2.144_0	2 12.5 %	09/Oct/2007	09/Oct/2007	00:05:44 2.3 %		
Sessions	2007-10-09:17:59:00			17:59:00	18:04:44			
Session users	2 andy_172.22.2.144_1- 2007-10-09:18:05:07		2 12.5 %	09/Oct/2007 18:05:07	09/Oct/2007 18:05:17	00:00:10 0.1 %		
<ul> <li>Individual sessions</li> </ul>								
Single-page Summary	3 andy_172.22.2.144_2- 2007-10-09:18:05:17	andy_172.22.2.144_2	2 12.5 %	09/Oct/2007 18:05:17	09/Oct/2007 18:05:19	00:00:02 0.0 %		
Log detail	4 andy_172.22.2.144_3- 2007-10-09:18:05:29	andy_172.22.2.144_3	2 12.5 %	09/Oct/2007 18:05:29	09/Oct/2007 18:05:41	00:00:12 0.1 % I		
	5 andy_172.22.2.144_4- 2007-10-09:18:05:41	andy_172.22.2.144_4	2 12.5 %	09/Oct/2007 18:05:41	09/Oct/2007 18:05:50	00:00:09 0.1 % I		
	6 andy_172.22.2.144_5- 2007-10-09:18:05:50	andy_172.22.2.144_5	2 12.5 %	09/Oct/2007 18:05:50	09/Oct/2007 18:06:03	00:00:13 0.1 %		
	7 andy_172.22.2.107_6- 2007-10-09:18:34:36	andy_172.22.2.107_6	2 12.5 %	09/Oct/2007 18:34:36	09/Oct/2007 18:34:45	00:00:09 0.1 % l		
	8 andy_172.22.2.144_7- 2007-10-09:18:06:03	andy_172.22.2.144_7	2 12.5 %	09/Oct/2007 18:06:03	09/Oct/2007 22:10:05	04:04:02 97.3 %		
	Total		16 100 %			04:10:41 100 %		

# Single-page Summary

This report shows a single-page summary of the entire usage on the system. This report shows a summary of *all* reports. You must scroll down to see all entries in this summary report.

Lite Profile	e: ETV Reports Jan 01_08				Log	ged in as 'stan'	Admin   Logout	Help   <i>A</i>
VBrick	1 <b>7</b> Calendar Date Range Prin	E ter Friendly				Update	Database Reb	
Overview								
Date and time	Single-page Summary							
Content	1 Statistics for 02/Nov/2007 - 20/No	w/2007 10 days					Date Filter	
Visitor demographics		00/2007, 19 days					Date Filter	Refresh
Visitor systems								
Other	a .							
Sessions	Overview							
Single-page Summary								
.og detail		All days	Average per day					
	Viewing events	28	1.47					
	Visitors	4	-					
	Play duration	18:22:03	00:58:00					
	Play duration per visitor (averag	e) 04:35:30						
	Bytes transferred	28.59 G	1.50 G					
	Maximum bandwidth (max)	15.26 M	-					
	Session events	56	2.95					
	Broadcast totals						1	
	Broadcast totals				Row Numbers	Zoom Options	Export   Table	Options
	Row 1 - 2 of 2				Star	t row: 1	Number of	rows
	Broadcast ▼Viewing total events _	0 - 100 %	Visitors	Play duration	Play duration per visitor (average)	Bytes transferred	Maximum bandwidth (max)	Sess
	1 Live 15 53.6 % Broadcast		2	18:07:58	09:03:59	27.54 G	5.46 M	
	2 Video on 13 46.4 %		3	00:14:05	00:04:41	1.05 G	15.26 M	
	Total 28 100 %		3	18:22:03	-	28.59 G	-	
	Live broadcasts							

## Log Detail

This report is a formatted view of each entry in the original ETV Portal Server log file used in this profile.

Lite [Trial, 1	days left] P	rofile: doowop1				Logged	l in as 'stan'  Ad	min   Logout   Help   Al
VBrick	1 Calenda <del>r</del>	7 Date Range	Printer Friendly				Update Da	tabase Rebuild Datab
Overview								
▼ Date and time	Log deta	ail						
Years/months/days							_	_
Days	1 Statistics	for 01/Oct/2007 - 07	//Nov/2007, 38 days				l.	Date Filter Refresh
Day of weeks								
Hour of days								
- Content	Log detail					Row Numbers	Zoom Options	xport   Table Options
Broadcast totals	Log detail					Row Numbers	20011 Options	
Live broadcasts	Row 1 - 16 of	16				Start ro	w: 1	Number of rows 💌
VoD content								
File types								
Stream types		Session						
<ul> <li>Visitor demographics</li> </ul>	Broadca			Live	VoD	Authenticated		
Authenticated usernames	total	type	Internal session ID	broadcast	content	username	Client IP	Destination IP
Client IPs	1 (empty)	login	andy_172.22.2.144_0	(empty)	(empty)	(empty)	(empty)	(empty)
Geographic locations								
<ul> <li>Visitor systems</li> </ul>	2 Live	(logout)	andy_172.22.2.144_0	BSB_REF	(empty)	andy	172.22.2.144	239.16.127.210vac
Client OSs	Broadca	ist						
Client OS version numbers	3 (empty)	login	andy_172.22.2.144_1	(empty)	(empty)	(empty)	(empty)	(empty)
> Other								
> Sessions	4 Live Broadca	(logout)	andy_172.22.2.144_1	BSB_REF	(empty)	andy	172.22.2.144	239.16.127.210vac
Single-page Summary								
• Log detail	5 (empty)	login	andy_172.22.2.144_2	(empty)	(empty)	(empty)	(empty)	(empty)
	6 Live Broadca	(logout) ist	andy_172.22.2.144_2	BSB-Whitegate- NTSC	(empty)	andy	172.22.2.144	→ http://172.22.127.93:80
	7 (empty)	login	andy_172.22.2.144_3	(empty)	(empty)	(empty)	(empty)	(empty)
	8 Live Broadca	(logout) ist	andy_172.22.2.144_3	AndyM-WM- MP2_Program_1	(empty)	andy	172.22.2.144	→ http://172.22.2.34:808
	9 (empty)	login	andy_172.22.2.144_4	(empty)	(empty)	(empty)	(empty)	(empty)
	10 Live Broadca	(logout) ist	andy_172.22.2.144_4	BSB-Cromwell	(empty)	andy	172.22.2.144	239.22.127.94vac
	11 (empty)	login	andy_172.22.2.144_5	(empty)	(empty)	(empty)	(empty)	(empty)

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