Minimal analytics: track the number of plays

Description

In the VideoManager Pro's Player Generator, you can enable minimal analytics for a specific player.

This means you can track the number of plays for a video, but all personally identifiable information will be pseudonymized.

Data anonymization

If you enable minimal tracking, the following information will be collected:

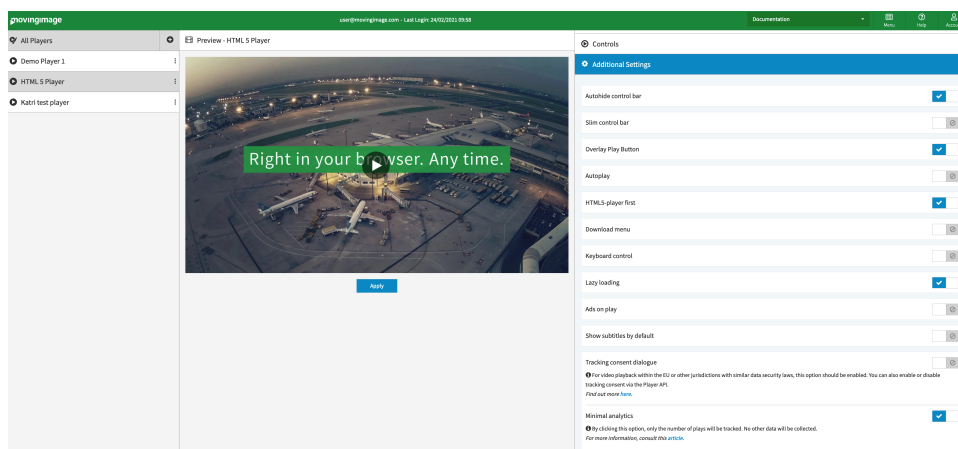| Value	Description
Title	Remains unmodified
Content ID	Remains unmodified
VideoManager ID	Remains unmodified
Account ID	Remains unmodified
Channel ID	Remains unmodified
Channel name	Remains unmodified
IP	Always remains the same pseudonymized value: 9857684659911865564
Location	Unknown
User ID	Unknown
Device ID	Empty

How it works

Minimal analytics will **only** be visible if the Track user consent for analytics tracking consent dialogue is **disabled**.

The feature first checks for user consent. If user consent is given via API or consent dialog, minimal tracking will be disabled.

> ⓘ   If user consent is given, full tracking will be enabled.

To enable minimal analytics, follow these steps:

- Navigate to the Player Generator
- Select the player where you would like to apply your changes
- Select *Additional Settings* and navigate to *Tracking consent dialog/minimal analytics*
- Ensure that *Tracking consent dialog* is **disabled**
- Enable *Minimal analytics*
- Click *Apply (*in the middle section) to save your changes

Now, only the information described in the table above will be collected.

> ⓘ   If the tracking consent dialogue is enabled **and** user consent is given via the dialog or API, full tracking will be enabled.
>
> If **both** tracking consent dialogue **and** minimal analytics are disabled, tracking can be activated using the Player Javascript API.