ACCOUNT MANAGEMENT & DATA SHARING

YOUBORA infinity

With **YOUBORA**, create varying sub accounts, and if desire aggregate data from different sub-accounts into a larger pool. Accounts can also be shared with authorized partners for their own improvement purposes as well.

As always, data is filterable by available dimensions through **YOUBORA Infinity**. NPAW is committed to ease and security when using our products. This is why we guarantee easy setup to simplify onboarding, and secure your data by seeking customer approval before sharing with partners.

Child Accounts

Child Accounts is a feature which enables YOUBORA Infinity customers to create sub-accounts filtered by any dimension desired - most commonly by location, company-subsidy or business unit. This provides all organizations - from large global conglomerates to independent startups - the flexibility to manage operations according to their market's demands.

> **Scenerio 1: Going Global**
> A company named NPAWrment Broadcasting Inc. has different teams based in different locations in the US, Canada, and the British Isles. With Child Accounts, NPAWrment is able to separate views from different cities - London, Dublin, Montreal, Chicago - by those sub-teams. The advantage is simple: "sub-teams" only see their data, no other team's (whether determined by location, business unit or target market).

Shared Accounts

With Shared Accounts, YOUBORA Infinity customers can share data from their service, including Child Accounts, with third party partners - for example, Ad Servers and CDNs. **Service providers gain insight into their specific service performance for their own improvement and SLA execution.**

Shared Accounts is meant for service providers affiliated with YOUBORA Infinity customers, so they can obtain individualised and aggregated metrics from their YOUBORA Infinity customers to improve their performance. Service providers can evaluate their renderings more holistically.

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We are committed to maintaining the integrity of our customer's secure data. So for a Shared Account to be authorized, the end-customer must consent and agree to sharing data with the third party organization. **Service providers will only see data relating to their service: with Shared Accounts, service providers will not see performance data from their competitors on their customers accounts.**

Scenario 2: Ensure High Performing SLA Execution

NPAWrment Broadcasting, Inc. agrees to share data with they CDN, an external affiliate, so they can monitor their performance and the quality of the service delivered. NPAWrment signs an agreement with their CDN, CDNow, to share CDNow performance on NPAWrment video service.

Scenario 3: Gain Aggregated Visibility From Multiple Shared Accounts

CDNow serves two customers, NPAWrment Broadcasting, Inc. and YOUott. Each customer agrees and consent to share their performance data with CDNow. CDNow has visibility on their aggregated CDN service performance.

Shared Accounts: Available Metrics & Limitations by Service Provider

CDN - Will see data relating to their CDN service to monitor their CDN performance. All the data is filtered by the CDN provided so to be sure that only their CDN-specific data is being shared.

Modules	Metrics	Metrics
Dashboards	Audience	Quality
Zoom Section	Plays	Plays Failures (#)
	Plays Initiated	Play Failures (%)
	Concurrent Plays	EBVS (#)
	Active Plays	EBVS (%)
	Hours	Join Time
	Traffic	Buffer Ratio
	Stops	In-Stream Failures (#)
		In-Stream Failures (%)
		In-Stream Failure
		Crash (#)
		Interruptions (#)
		Interruptions (%)
		Avg. Bitrate
		Abandoning Plays (<60 sec)
		Bandwidth
		Avg. Throughput
		Healthy Plays (>30 sec)
		Rebuffered Plays

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Dimensions

Geo

Country
State / Province
City

Dimensions

Device

Device Type
Browser
OS

Dimensions

Network

ISP
ASN
CDN
CDN Node Host
CDN Request Type

Ad Server - To monitor the quality of their ads. **YOUBORA** affiliated customers sharing an account will filter by the Ad Server provided so to be sure that only their data is being shared.

Modules

Dashboards
Zoom Section

Metrics

Ads Requested
Ads Viewed
Ads Not viewed
Ads Error Served
Avg time to Click
Ad Join Time
Avg. Ad Playtime
Ad Buffer Ratio
Ad Stops
Ad Drops
Avg. Ad Duration
Avg. Ad Completion Rate

Dimensions

Geo

Country
State / Province
City

Dimensions

Network

ISP
ASN

Dimensions

Device

Device Type
Browser
OS

Dimensions

Smart Ads

Campaign
Title
Position