ADVANCED YOUBORA
YOUBORA infinity

The **Advanced YOUBORA** package, when added to YOUBORA Infinity, enables additional capabilities and deeper understanding of your audience for **YOUBORA** customers to truly master their entire service proactively.

With **Advanced YOUBORA,** discover the answers you seek to questions like:

- Which titles display more errors to my audience? And for which devices?

- What is the average effective playtime of my audience? Understanding effective as the real time that the users have been engaged with the video.

- What is the completion rate of content visualisation?

- At which renditions are users consuming content throughout the playback?

- How is my service performing in specific geolocations?

- How do specific browsers or Operating Systems (OS) perform and how do their users behave when interacting with my platform?

- How many users are watching a recently released title online and offline?

- How many users I have with a Join Time higher than 6 seconds? And below? And which is their Buffer Ratio and Bitrate associated to those views?

Advanced Metrics and Dimensions

Advanced Metrics expand upon the set of precise calculations included in YOUBORA Infinity.

Metrics Available
Audience
Avg. Effective Playtime
Number of Seeks
Avg. Seek Time
Abandoning Plays (<60 sec)
Active Plays by UU
Stops by Unique Users (UU)
Avg. Playtime by UU
Avg. Effective Playtime by UU

Metrics Available
Quality
Bandwidth
Avg. Throughput
Happiness Score
Healthy Plays (>30 sec)
Healthy Plays (>60 sec)
Rebuffered Plays
Rebuffered Plays (>2%)
Rebuffered Plays (<0,4%)
Healthy Plays by UU (>30sec)
Buffer Ratio by UU
Exit Before Video Start (EBVS) by UU
Play Failures (Ratio) by UU
Plays vs Completion Rate
Avg. Completion Rate

Advanced Dimensions are additional means to filter data.

▼ **Dimensions Available**
Network
ASN

▼ **Dimensions Available**
Renditions
Renditions

▼ **Dimensions Available**
Geo
State / Province
ZIP / CP Code

▼ **Dimensions Available**
Errors
Error Code

▼ **Dimensions Available**
Content
Domain
Program

Device / Browser / OS Dimensions

▼ **Dimensions Available**
Device Type
Device Vendor
Device Model
Browser
Browser Version
OS
OS Version
User Agent
Player
Player Version

Enhanced features

Live Mode (1-second granularity)
With Live Mode, monitor your view with 1-second granularity. Historical data can also be seen at 1-second granularity to permit the most holistic metrics.

Offline Playback
Offline Playback **tracks play events while a user is not connected to the internet.** With the growing popularity of downloaded, offline playback independent of Wifi or cell phone data plans often have their valuable data wasted. This feature tracks player interactions and disturbances and uploads them to the YOUBORA Infinity system when the user returns to an internet connection.

If a user leaves an internet zone, or disconnects but watches a saved video on an app via their smartphone, all interactions with the video will be tracked. When the user reconnects, his data is then uploaded to YOUBORA Infinity.

NPAW
NICEPEOPLEATWORK

Filter by Metrics

A key aspect of **Advanced YOUBORA** is the unmatched real time feature "filter by metrics". Until now, YOUBORA Infinity customers have had access to over 75 real-time metrics and dimensions, and provides for filtering by any existing dimension to have full visibility into platform performance and audience behavior. Also, our flexible and scalable technology would allow NPAW experts to create real-time metrics tailored to your needs.

Filter the Average Playtime or number of Plays by Buffer Ratio and see the evolution and peak times for that combination over a specific time frame.

Filter Buffer Ratio by the combination of Browser plus buckets of Join Time.
You can create and save a metric for buffering lower than 2 seconds, and another one for buffering higher that 5 seconds. That might respond to your business goals based on your previous experience, or based on what behaviors you observe among industry peers thanks to SmartTrends, the industry performance indicator module.

Peer to Peer vs HTTP

A set of metrics to help you understand how much of your traffic is processed through CDNs, hybrid CDNs or peer-to-peer.