How to Enable the Persistent Player

The Persistent Player feature within Core Publisher will allow your site visitors to effortlessly listen to any of your station’s live streams while simultaneously navigating around your site. It does not require any new windows or applications to open and lets users continually see what is being played on the stream.

This guide will cover enabling the Persistent Player on your station’s site as well as how to include ads and analytic tracking with the player.
Getting Started

Before you enable the Persistent Player, you'll want to collect the information required for allowing the Player to locate your streams and display the metadata associated with the content that is playing. This information includes your streams' Names, MP3 URLs, and UCS IDs.

You must also make the necessary additions in your DFP account to allow your ads to appear inside the Player (Instructions below), and make adjustments in SAS that will enable you to use Google analytics to track usage of your site’s Persistent Player (Instructions below). Before these operations are performed, the Persistent Player will allow visitors to hear your stream, but ads will not be displayed and tracking will not occur.

**IMPORTANT**: When a Station Admin, Editor, or other Authenticated users are logged in to your Core Publisher site, the Persistent Player will not continue to play for that user as they navigates around the site. This is does not affect your live site visitors’ (non-authenticated users) ability to hear the Player stream and navigate around the site at the same time.

### INSTRUCTIONS

Enabling The Persistent Player

![Manage Player](image)

**Step 1.** Login to your Core Publisher site.

**Step 2.** Click the **Configure Corepublisher** button in the toolbar at the top of the page.

**Step 3.** In the “Other Site Management Links” section, click the **Persistent Player** link.

**Step 4.** Click the **Enable** check box.

**Step 5.** Click Submit.

**Note:** If you decide to disable the Persistent Player by unchecking the “Enable” box, it will reconfigure your site with the “Listen Live” button in the header with the same settings as before you enabled the Player. If you do not want the “Listen Live” button present in your header, then you have to disable it by managing the Listen Live table queue in the “Configure Corepublisher” area and uncircling the “Display” checkboxes.
Edit Your Queue and Add Streams

**Note:** If switching your site over from using the “Listen Live” feature, the fields will be prepopulated with the information from your Station Streams queue. Please double check this information to ensure it meets the guidelines for the Persistent Player.

**Step 1.** Return to the Manage Player page (See Steps 1 – 3 above).

**Step 2.** Type a label for your Player in the Button Text field, e.g. “Listen Live”.

**Step 3.** Add the name of the stream in the Name field.

**Step 4.** Paste the mp3 URL in the MP3 URL field. **(Please note,** other player, .m3u, and .pls stream URL links will not work with the Core Publisher Persistent Player)**

**Step 5.** Add the stream’s Composer UCS ID in UCS field.

**Note:** UCS is an ID that comes from Composer for each stream and displays the now playing data. The stream will work without this ID, but will not display song data for what content is currently playing. If you don’t know the UCS for your stream(s), contact us for assistance ([http://info.ds.npr.org/support.html](http://info.ds.npr.org/support.html)).

**Step 6.** To add more streams click the More link.

**Note:** The Persistent Player is optimized for 3 streams, but you are able to add as many streams as you need. Each stream beyond 3 will stack into a separate row within the Player’s drop down display.

**Step 7.** Repeat Steps 3 – 6 until all of your streams are completely listed in the “Stream Information” box.

**Step 8.** Once you’ve filled out the information for all of your station’s streams, click the Save button to finish making your streams full active within the Persistent Player.
Setting Up DFP Ads for the Persistent Player

These instructions only outline setting up the Persistent Player ad blocks within DFP. For a more complete overview of using DFP to control your ads, please refer to Google’s DFP’s support center. There is complete DFP training and support available through Google.

You will need to complete 3 key actions in DFP:

1) Create new ad units
2) Create new orders
3) Create new line items

By creating new ad units in DFP you will be able to place ads within the Persistent Player's ad block and include underwriting preroll to play at the beginning of each streaming session.

There are three new ad units which you can choose to include:

i. To Display ads (desktop & tablet) – create an ad unit named: “adunitprefix_player_display”
ii. To include Audio Preroll – create an ad unit named: “adunitprefix_player_audio”
iii. To include a unique Mobile ad – Create an ad unit named: “adunitprefix_player_mobile”

Note: When creating ad units for your site, your station’s unique ad unit prefix should be used. In the examples above, “adunitprefix” should be replaced by your station’s unique ad unit prefix. The ad unit prefix is your station’s call letters in most cases.

Step 1. Log in to your DFP account.
Step 2. Click on the Inventory tab.
Step 3. Click on the red New Ad Unit button.
Step 4. In the “Name” field enter your “adunitprefix_player_display” ad unit.
   a. Select “Fixed Size” from the dropdown menu and enter the size 728 x 90.

Step 5. Scroll down and click “Save”.

Step 6. Repeat this process (steps 2 – 5) for Audio Preroll.
   a. In the “Name” field enter your “adunitprefix_player_audio” ad unit.
   b. Set the size to 1 x 1
   c. Save.

Step 7. Repeat this process (steps 2 – 5) for Mobile ad.
   a. In the “Name” field enter your “adunitprefix_player_mobile” ad unit.
   b. Set the size to 320 x 50
   c. Save.

Step 8. Create a new order.

Step 9. Add a new line item to the order.

Step 10. “Line Item Settings” – Add the three sizes from your new ad units (728 x 90, 1 x 1, & 320 x 50) to the line item inventory size settings.

Step 11. Add creatives to the line item.
   a. The Display and Mobile ad creatives should be 728 x 90 and 320 x50 respectively and should be made just like any other responsive site ad.
   b. The Audio creative should be a third-party type of ad unit with size of 1x1.
      i. Place the following script into the thrid-party Code Snippet field:
         
         <script id="audio-ad" type="text/template">{"url": "https://path/to/trusted.mp3"}</script>

Note: The link “path/to/trusted.mp3” should be the URL of the preroll unit wherever it exists. If you do not know the location of the host audio please let us know.
Adding Persistent Player Tracking to Your Station’s Google Analytics Account

To begin, log in to the Station Analytics System and subscribe to the events related to the persistent player. This will send data to the “event” reports in Google Analytics when a user interacts with the Persistent Player on your site. This includes click tracking for starting and stopping the stream, adjusting volume and switching streams. The reports can be found in the “behavior” section of Google Analytics.

**Step 1.** Login to SAS at [http://analytics.nprstations.org](http://analytics.nprstations.org).

**Step 2.** Click **Setup** tab on the right side of the top toolbar to enter the tag management section.

**Step 3.** Click **Subscribe to Events** in the left navigation menu.

**Step 4.** Use the search box to find events with “persistent” is the description.

**Step 5.** Use the dropdown in the column labeled “Send events to…”

**Step 6.** Select the Google Analytics account to which you need to send the data.

**Step 7.** Repeat **Steps 4 – 6** for all player tracking events that you would like to view in Google Analytics.

  i. Starting/stopping stream, adjusting volume, and switching streams.