



Passenger Usage Logging



on eReader

Version: 1.5

Application: Analytics, Insights

Airside logging mechanism: PACIO & Seatback Application SDKs

Offload tag: ereader_offload

Version History

Version	Date	Reason for Revision
1.0	09-08-2022	Initial Version.
1.4	10-06-2022	Updated Airside Events to: - Specify the database configuration key for logging events as PAXUS3AIR_REGISTER_APP_INTEGRATED - Noted that timeStamp, class and SeatNum must be excluded.
1.5	03-09-2023	Updated Standard and Application-specific fields.

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Overview

Passenger usage logging provides in-depth analytics of how passengers use an eReader. This allows airlines to:

- Understand passenger usage patterns
- Leverage the data to provide content and offerings relevant to the passenger experience

To log data, developers must provide event names and field values that match the managed list.

Logging Responsibility

The application responsibilities are as follows:

- The system with the most direct knowledge of the usage and passenger intent is responsible for capture of usage.

In the following scenarios, the application is also responsible for validating that their data capture aligns with the functionality of their application.

- **Interactive Browsing and Controlling eReader Content**

The Interactive is responsible for all eReader usage.

- **Third Party eReader Application**

The third party application provides browsing, rendering and controls of eReader content. It is responsible for emitting usage related to these events.

The Interactive only captures the start and stop of the third party eReader application

- **Interactive provides Browsing of Content and eReader SDK Renders and Controls Content**

The interactive is delegating an eReader SDK to render and control the content. The interactive does not directly know about the usage, such as the name of the content or page turn events. The eReader SDK or system emits these usage events.

The interactive is still responsible for capturing browsing usage of eReader content.

- The application is responsible for validating that their data capture aligns with the functionality of their application.

Airside Logging Mechanism

The airside logging mechanism is the PACIO SDK.

- PACIO SDK -- use PACIO for a QT or Linux eReader application.

For eReader, use `JSON App Log` command that is detailed in the **JSON API Reference Guide**.

Airside Events

For eReader, specify the database configuration key for logging events as:

PAXUS3AIR_REGISTER_APP_INTEGRATED

The value of the variable will be provided. For additional information, please contact your Panasonic focal.

Note: The jsonPayload variable must exclude timeStamp, class and SeatNum. These fields are not needed.

application_launch

Launches application from on the Seatback Monitor.

Example

```
{
  "event": "application_launch",
  "launchSource": "interactive",
  "appLanguage": "spa"
}
```

book_launch

Launches the eBook from the Seatback Monitor or Interactive.

Examples

launched from Seatback Monitor

```
{
  "event": "book_launch",
  "appLanguage": "spa",
  "bookLanguage": "spa",
  "visiblePages": [1, 2],
  "uuid": "123xyz",
  "internalName": "Jungle_Book.pdf",
  "displayName": "Jungle Book",
  "contentCategoryName": "eBook",
  "launchSource": "application",
  "appCategoryName": "Best Seller | A-Z"
}
```

Launched from Interactive

```
{
  "event": "book_launch",
  "appLanguage": "spa",
  "bookLanguage": "spa",
  "visiblePages": [1, 2],
  "uuid": "123xyz",
  "internalName": "Jungle_Book.pdf",
  "displayName": "Jungle Book",
  "contentCategoryName": "eBook",
  "launchSource": "interactive",
  "appCategoryName": "Best Seller | A-Z"
}
```

page_turn

Logs when a page in the eBook is turned.

Example

```
{
  "event": "page_turn",
  "appLanguage": "spa",
  "bookLanguage": "spa",
  "visiblePages": [1, 2],
  "uuid": "123xyz",
  "internalName": "Jungle_Book.pdf",
  "displayName": "Jungle Book",
  "contentCategoryName": "eBook",
  "launchSource": "application",
  "appCategoryName": "Best Seller | A-Z",
  "duration": 120
}
```

book_exit

Logs when an eBook is closed.

Examples

```
{
  "event": "book_exit",
  "appLanguage": "spa",
  "bookLanguage": "spa",
  "visiblePages": [1, 2],
  "uuid": "123xyz",
  "internalName": "Jungle_Book.pdf",
  "displayName": "Jungle Book",
  "contentCategoryName": "eBook",
  "launchSource": "application",
  "appCategoryName": "Best Seller | A-Z",
  "duration": 300
}
```

application_exit

Logs when the Interactive is closed.

Example

```
{
  "event": "application_exit",
  "appLanguage": "spa",
  "launchSource": "application",
  "appCategoryName": "Best Seller | A-Z",
  "duration": 3600
}
```


Field Definitions

Standardized Fields

The following provides field names, examples and usage notes.

Field Name	Example	Required	Notes
Class	First	Conditional	Aircraft cabin class associated to the log event
seatNum	4B	Conditional	Seat number associated to the log event
pedUsrAgnt	Mozilla/5.0 (iPhone; CPU iPhone OS 12_2 like Mac OS X) AppleWebKit/605.1.15 (KHTML, like Gecko) Mobile/15E148	Conditional	Only applicable to Portal applications
usrAgent	seatback	Yes	"seatback", "handset", "PED", "server"
timeStamp	2022-06-26T00:25:26Z	Yes	Time stamp displays in ISO 8601 (UTC) format
event	application_launch	Yes	Values are specific to applications Example: eReader: page_turn, book_launch, book_exit, application_launch, application_exit

Application-specific Fields

Only the following managed list of field values for the field name can be provided.

Field Name	Example	Notes
event	page_turn	page_turn, book_launch, book_exit, application_launch, application_exit
book_language	spa	ISO 639-2 language of content
app_language	spa	ISO 639-2 language of application
visible_pages	[1,2]	Applicable to page_turn and book_launch
uuid	1234567	Unique identifier in eReader CMS Applicable to page_turn and book_launch
internal_name	junglebook	Language independent name Applicable to page_turn and book_launch
display_name	Jungle Book	Display name Applicable to page_turn and book_launch
content_category_name	Magazine	Category of the content. Examples: Magazine, Book, Audio Book
launch_source	application	Persist value from application_launch or book launch Applicable to interactive or application
app_category_name	New Release A-Z	Application screen name where the book was launched Persist applicable to application_launch from eReader app, not interactive launch

Field Values

Field Name	Field Value	Note
content_category_name	Airline Magazine	
	Lifestyle Magazine	Any magazine, except Airline Magazine.
	Newspaper	
	Meal Menu	
	Duty Free Magazine	
	eBook	
	Safety Card	
	Catalog	