



Using the Cisco StadiumVision Mobile Reporter Reporting Functionality

Revised: March 28, 2013

This module describes how to access and to generate various reports for both the admin and marketing user. This module contains the following sections:

- [User Roles, page 1](#)
- [Accessing the Cisco StadiumVision Mobile Reporter GUI, page 2](#)
- [Admin User Reports, page 4](#)
- [Marketing User Reports, page 12](#)

User Roles

The Cisco StadiumVision Mobile Reporter has two user roles by default:

- **admin**—provides access to the following reports and functions:
 - Data export to .csv files. detailed in [Table 1](#)
 - Upload Event Schedule
 - Upload Upgrade File
 - Disk Utilization
 - Current Viewers
 - System State Report
 - System Tools
 - Event Scorecard
- **marketing**—provides access to live and historical reports only:
 - Event Scorecard
 - Peak Concurrent Video Viewers
 - Unique Video Viewers
 - Total Video Viewing Time
 - Client Demographic
 - Concurrent Clients

- Concurrent WiFi Clients

Log into the Cisco StadiumVision Mobile Reporter user interface using the credentials in .

Cisco StadiumVision Mobile Reporter Login Credentials

Device	URL	User Name and Password
Cisco StadiumVision Mobile Reporter	http://reporter ip address	<ul style="list-style-type: none"> • marketing / cisco!123 • admin / cisco!123

How to Change System Account Passwords

To change the admin or marketing user account passwords, use the following procedure. You must have SNE TAC access to perform this task.

Step 1 Log on with an **snetac** account to access the command line prompt.

Step 2 Execute the following command:

```
$ /var/svm/bin/svmcass
```

```
Column Family assumptions read from /home/x/.cassandra/assumptions.json
Connected to: "Test Cluster" on 127.0.0.1/9160
Welcome to Cassandra CLI version 1.1.6
```

```
Type 'help;' or '?' for help.
Type 'quit;' or 'exit;' to quit.
```

Step 3 Execute the following commands to change the marketing and admin user account passwords:

```
[default@BDASchema] set Users['marketing']['Password']='myNewPassword';
Value inserted.
Elapsed time: 55 msec(s).
[default@BDASchema] set Users['admin']['Password']='adminNewPassword';
Value inserted.
Elapsed time: 2.97 msec(s).
```

Step 4 Exit the procedure.

```
[default@BDASchema] exit;
```

Accessing the Cisco StadiumVision Mobile Reporter GUI

The Cisco StadiumVision Mobile Reporter GUI provides the following features:

- A scorecard with quality and uptake scores—for both the season and a chosen event
- Reports via data export for a chosen event
- Event schedule upload with downloadable templates
- ISO upgrade file upload
- Disk utilization report
- Current viewers report
- System state report

Uploading Event Schedule Information

The event schedule is used by the Cisco StadiumVision Mobile Reporter to know when event data is to be collected and processed into predefined reports and charts. The Event and Season reports depend on the event schedule to define a time period for each event and for the sports season.

This schedule is used to present the charts. When an event transpires, the Live Event reports will begin to show data from the start of the event. At some point in time after an event is over (the next night), the charts in categories for Event Report and Season Report will be updated with the latest summary data from the most recent event.

To create an event schedule, use the included template (accessed via the **Upload Event Schedule** menu option when logged in as admin. Alternatively, navigate to the following path to download the event schedule spreadsheet template:

<http://<stadiumvision mobile reporter ip address>:80/EventSchedule.xlsx>

Note the following conditions regarding the event schedule spreadsheet:

- A spreadsheet application such as Microsoft Excel should be used to populate the spreadsheet
- Spreadsheet should be saved as Unicode Text and a tab separated text file (a sample is shown in [Figure 1](#))

The Upload Event Schedule dialog box contains a **Download Template button** and an **Upload** button to upload the populated spreadsheet.

Figure 1 *Event Schedule Spreadsheet Sample*

	A	B	C	D	E	F
1	#Subject	Start Date	Start Time	End Date	End Time	Notes
2	Jets vs. Giants	11/9/2012	7:00 AM	11/9/2012	8:00 PM	none
3	Jets vs. Giants,Gates Open	11/9/2012	8:00 AM	11/9/2012	10:00 AM	none
4	Jets vs. Giants,Gates Close	11/9/2012	4:00 PM	11/9/2012	6:00 PM	none
5	Jets vs. Panthers	11/10/2012	7:00 AM	11/10/2012	8:00 PM	none
6	Jets vs. Panthers,Gates Open	11/10/2012	8:00 AM	11/9/2012	10:00 AM	none
7	Jets vs. Panthers,Gates Close	11/10/2012	4:00 PM	11/9/2012	6:00 PM	none
8	Jets vs. Chargers	11/11/2012	7:00 AM	11/11/2012	8:00 PM	none
9	Jets vs. Chargers,Gates Open	11/11/2012	8:00 AM	11/9/2012	10:00 AM	none
10	Jets vs. Chargers,Gates Close	11/11/2012	4:00 PM	11/9/2012	6:00 PM	none
11	Jets vs. Nicks	11/12/2012	7:00 AM	11/12/2012	9:00 PM	none
12	Giants vs. Panthers	11/13/2012	7:00 AM	11/13/2012	10:00 PM	none
13	Chargers vs. Panthers	11/13/2012	8:00 AM	11/13/2012	11:00 PM	none
14	Nicks vs. Giants	11/14/2012	9:00 AM	11/14/2012	10:00 PM	none
15						

To create and upload an event schedule, use the following procedure:

-
- Step 1** Log into the Cisco StadiumVision Mobile Reporter as admin.
 - Step 2** Click **System Tools**.
 - Step 3** Click **Download Template**.
 - Step 4** Populate the spreadsheet with the appropriate event data.
 - Step 5** Save the spreadsheet.

- Step 6** Click **Choose File**, and navigate to the schedule spreadsheet.
- Step 7** Click **Upload** to load the event schedule.
- Step 8** Verify that the event schedule has been uploaded by logging into the Cisco StadiumVision Mobile Reporter as the marketing user, and click **Select an Event**. View the event schedule and verify that the uploaded schedule appears in the list as shown in [Figure 9](#).

Admin User Reports

There are two report categories available to the admin user via the Select View drop-down menu:

- The Event Scorecard—Contains a Quality and Uptake Score.
- Data Export—Starting in Cisco StadiumVision Mobile Reporter Release 1.3, additional reports are available for the administrator via CSV file export. The reports in [Table 1](#) are available via the web browser user interface.

Event Scorecard—Quality and Uptake Scores

The uptake score is a measure of the number of WiFi devices that are on a venue's WiFi network compared to how many of those devices are using the Cisco StadiumVision Mobile app. It is the percentage of devices using the SDK out of all the devices on the appropriate SSID in the wireless network.

Both the Quality Score and the Uptake Score will be a value between 0 and 100.

Data Export

[Table 1](#) lists the admin user reports available via the Data Export menu option, as well as a description of the report and its corresponding download filename. Reports are exported from the Cisco StadiumVision Mobile Reporter as CSV (comma-separated values) files contained within a .zip file. The CSV file can be viewed in a spreadsheet application.

Table 1 Admin User Reports

Chart Title	Description	Filename downloaded as
Performance Timeline	Cumulative errors per minute based on client SDK stats.	PerformanceTimeline
AP Performance	WiFi Access Point Performance	ApPerf
Client Sessions	Total number of client sessions	Sessions
Unique Clients	List of unique client devices. One row per client device.	Clients
Client Device Demographics	Metrics categorized by Device Type. One row per client device type and band. Device Type = Manufacturer + Model + HW_Model	Category_Type
Client OS Demographics	Metrics categorized by Device OS. One row per OS type and version and band.	Category_OS

Table 1 **Admin User Reports**

Chart Title	Description	Filename downloaded as
Client App Versions	Metrics categorized by App Version. One row per application version.	Category_App_Ver
SDK Versions	Metrics categorized by SDK Version. One row per SDK version.	Category_Sdk_Ver
Streamer Input Quality	'Good' is when the difference in active_video_windows is the same non-zero difference as for protection_windows. Bad is for when the active_video_windows delta is zero, and Poor is anywhere in between.	StreamerInputQuality
Concurrent Clients	This statement gives the number of active users including those with 'data only' or no channel name	ActdiveUsersHistory
Concurrent Video Viewers	This report gives the number of unique users per channel per minute based on wifi macAddress. It is updated every minute.	CurrentUsersPerChannelForCsv
Reporter Server Statistics	Selects all system performance related fields in the system monitor.	SystemMonitorStats

Data Export—Report Field Descriptions

This section provides detailed descriptions of the fields contained within each report.

Key Service Quality Fields

[Table 2](#) lists the key fields for measuring Cisco StadiumVision Mobile service quality.

Table 2 **Service Quality Fields**

Field Name	Description	Expected Value or Range for Normal Operation
Unrecoverable block error rate	Percentage of blocks that could not be recovered via forward error correction (FEC). An indicator of network multicast performance.	5% or less is an acceptable value. Greater than 5% indicated abnormal conditions.
(Video) Glitches per minute	Calculated as the number of unrecoverable block errors per minute.	Greater than 6 indicates a problem.
Streamer announcements loss rate in percent	Percentage of the Cisco StadiumVision Mobile Streamer service announcements that were missed. An indicator of network multicast performance.	20% or less is an acceptable value. Anything greater than 20% indicates abnormal conditions.

Table 2 Service Quality Fields

Field Name	Description	Expected Value or Range for Normal Operation
Stats upload failure rate	Percentage of stat reports that could not be uploaded to Cisco StadiumVision Mobile Reporter. An indicator of network unicast performance.	10% or less is normal; 10-25% indicates an area for concern; greater than 25% indicates a very bad failure rate.
Average RSSI	Received Signal Strength Indicator. A measurement of the power present in a received radio signal. Average RSSI for a session or all sessions on an access point (AP).	5 GHz: -68 dbm or better 2.4 GHz: -63 dbm Average: -65 dbm

Performance Timeline

Table 3 Performance Timeline

Field Name	Description
Time	Time of measurement.
Block Error Rate	Blocks that could not be recovered via forward error correction (FEC).
Unrecoverable block error rate in percent	Percentage of blocks that could not be recovered via forward error correction (FEC). An indicator of network multicast performance.
Glitches Per Minute	Calculated as the number of unrecoverable block errors per minute.

AP Performance

Table 4 AP Performance

Field Name	Description
BSSID	Access point basic service set identifier. Use to identify access points and their associated clients.
AP Name	Name assigned to the wireless access point.
AP Area	Location of AP.
Band	WiFi spectrum assignment.
SVM Clients	Number of Cisco StadiumVision Mobile clients.
Viewing Time Min	Viewing time in minutes.
Unrecoverable block error rate in percent	Percentage of blocks that could not be recovered via forward error correction (FEC). An indicator of network multicast performance.
Glitches per minute	Calculated as the number of unrecoverable block errors per minute.
Stats Upload Failure rate in percent	Percentage of stat reports that could not be uploaded to Cisco StadiumVision Mobile Reporter. An indicator of network unicast performance.

Table 4 *AP Performance (continued)*

Field Name	Description
Streamer announcements loss rate in percent	Percentage of the Cisco StadiumVision Mobile Streamer service announcements that were missed. An indicator of network multicast performance.
Avg RSSI	Received Signal Strength Indicator. A measurement of the power present in a received radio signal. An average value.

Modifying the AP Name Field Prefix

To modify the prefix that appears after the AP name, use the following procedure:

- Step 1** Log on with an **snetac** account to access the command line prompt.
- Step 2** Go to /var/svm/config.
- Step 3** Edit the variables.xml file.

At the bottom, you will find two lines.

The first contains "AP_AREA_REGEX". This line contains a regular expression to match the AP name. It contains regex 'grouping' operators which are parentheses. These parentheses mean 'take any characters inside the parentheses and assign it to a variable. The variable resulting starts with a \$ and has a number, sequential based on reading the regex left to right.

The next line contains AP-AREA_REPLACEMENT. This uses those groupings found above.

Client Sessions

Table 5 *Client Sessions*

Field Name	Description
Time 24H	Time in 24 hour format.
Session ID	Session identifier.
Wifi Mac Address	Unique identifier assigned to an access point for communications on the network.
Device UUID	Universally unique identifier (UUID) is an identifier standard.
App Name	Application name.
App Version	Application version.
SDK Version	Version number of the Cisco StadiumVision Mobile SDK.
Channel	WiFi channel.
AP BSSID	Access point basic service set identifier. Use to identify access points and their associated clients.
AP Name	Access point name.
Band	WiFi spectrum assignment.

Table 5 *Client Sessions (continued)*

Field Name	Description
Test point	Internal field used by Cisco TAC.
Viewing Time Min	Viewing time in minutes.
Unrecoverable block error rate in percent	Percentage of blocks that could not be recovered via forward error correction (FEC). An indicator of network multicast performance.
Glitches Per Minute	Calculated as the number of unrecoverable block errors per minute.
Stats Upload Failure rate in percent	Percentage of stat reports that could not be uploaded to Cisco StadiumVision Mobile Reporter. An indicator of network unicast performance.
Streamer announcements loss rate in percent	Percentage of lost streamer announcements.
Average RSSI	Received Signal Strength Indicator. A measurement of the power present in a received radio signal. An average value.

Unique Clients

Table 6 *Unique Clients*

Field Name	Description
Wifi Mac Address	Unique identifier assigned to an access point for communications on the network.
Device UUID	Universally unique identifier (UUID) is an identifier standard.
Manufacturer	Manufacturer name.
Model	Device model name.
OS Type	Operating system type.
OS Version	Operating system version.
Brand	Device brand name.
HW Model	Hardware model number.
Platform String	

Client Device Demographics

Table 7 *Client Device Demographics*

Field Name	Description
Device Type	Device name and model number.
Band	WiFi spectrum assignment.
SVM Clients	Number of Cisco StadiumVision Mobile clients.
Unrecoverable block error rate in percent	Percentage of blocks that could not be recovered via forward error correction (FEC). An indicator of network multicast performance.
Glitches Per Minute	Calculated as the number of unrecoverable block errors per minute.

Table 7 *Client Device Demographics (continued)*

Field Name	Description
Stats Upload Failure rate in percent	Percentage of stat reports that could not be uploaded to Cisco StadiumVision Mobile Reporter. An indicator of network unicast performance.
Streamer announcements loss rate in percent	Percentage of the Cisco StadiumVision Mobile Streamer service announcements that were missed. An indicator of network multicast performance.
Average RSSI	Received Signal Strength Indicator. A measurement of the power present in a received radio signal.

Client OS Demographics

Table 8 *Client OS Demographics*

Field Name	Description
Client OS	Name of the operating system used on a client device.
Band	WiFi spectrum assignment.
SVM Clients	Number of Cisco StadiumVision Mobile clients.
Unrecoverable block error rate in percent	Percentage of blocks that could not be recovered via forward error correction (FEC). An indicator of network multicast performance.
Glitches per minute	Calculated as the number of unrecoverable block errors per minute.
Stats Upload Failure rate in percent	Percentage of stat reports that could not be uploaded to Cisco StadiumVision Mobile Reporter. An indicator of network unicast performance.
Streamer announcements loss rate in percent	Percentage of the Cisco StadiumVision Mobile Streamer service announcements that were missed. An indicator of network multicast performance.
Average RSSI	Received Signal Strength Indicator. A measurement of the power present in a received radio signal. An average value.

Client App Versions

Table 9 *Client App Versions*

Field Name	Description
Client App Version	Client application version.
Band	WiFi spectrum assignment.
SVM Clients	Number of Cisco StadiumVision Mobile clients.
Unrecoverable block error rate in percent	Percentage of blocks that could not be recovered via forward error correction (FEC). An indicator of network multicast performance.
Glitches per minute	Calculated as the number of unrecoverable block errors per minute.
Stats Upload Failure rate in percent	Percentage of stat reports that could not be uploaded to Cisco StadiumVision Mobile Reporter. An indicator of network unicast performance.

Table 9 *Client App Versions (continued)*

Field Name	Description
Streamer announcements loss rate in percent	Percentage of the Cisco StadiumVision Mobile Streamer service announcements that were missed. An indicator of network multicast performance.
Average RSSI	Received Signal Strength Indicator. A measurement of the power present in a received radio signal. An average value.

SDK Versions

Table 10 *SDK Versions*

Field Name	Description
SDK Version	Version number of the Cisco StadiumVision Mobile SDK.
Band	WiFi spectrum assignment.
SVM Clients	Number of Cisco StadiumVision Mobile clients.
Unrecoverable block error rate in percent	Percentage of blocks that could not be recovered via forward error correction (FEC). An indicator of network multicast performance.
Glitches per minute	Calculated as the number of unrecoverable block errors per minute.
Stats Upload Failure rate in percent	Calculated from the number of upload attempts and upload failures.
Streamer announcements loss rate in percent	Percentage of the Cisco StadiumVision Mobile Streamer service announcements that were missed. An indicator of network multicast performance.
Average RSSI	Received Signal Strength Indicator. A measurement of the power present in a received radio signal. An average value.

Streamer Input Quality

Table 11 *Streamer Input Quality*

Field Name	Description
Time	Time in 24 hour format.
Channel Name	Assigned channel name.
Total Delta	A comparison of current and previous video protection windows.
Active Delta	A comparison of current and previous active video windows.
Discontinuity Event	An internal event in the Cisco StadiumVision Mobile Streamer which is used to rate video quality.

Concurrent Clients

Table 12 *Concurrent Clients*

Field Name	Description
SVM Clients	Number of Cisco StadiumVision Mobile clients.

Concurrent Video Viewers

Table 13 *Concurrent Video Viewers*

Field Name	Description
Time	Time in 24 hour format.
Channel Name	Assigned channel name.
Users	Number of users.

Reporter Server Statistics

Table 14 *Reporter Server Statistics*

Field Name	Description
Time	Time in 24 hour format.
apache status	One or zero; one means up, zero means down.
cassandra log msgs	Configuration database log messages.
cassandra status	One or zero; one means up, zero means down.
cpu util	CPU utilization percentage.
disk free gb	Hard disk free space in gigabytes.
disk used gb	Hard disk space used in gigabytes.
disk util	Hard disk utilization percentage.
httpd log msgs	
load avg	
memory util	Memory utilization.
mongo log msgs	Report database log messages.
mongo status	One or zero; one means up, zero means down.
sym log msgs	
svm server status	One or zero; one means up, zero means down.
swap util	
raw uploads	

Marketing User Reports

The marketing user has access to five report types (listed in [Table 15](#)). Each of these five reports has two distinct presentation views. One view is the event view, which presents data collected during the span of one specific event. The other view is the season view, which presents summarized data for all of this seasons events that have been completed so far.

The Reporter UI distinguishes between the event view for past events and the event view for a live event happening right now. This separation is mostly a navigational one, as the live and historical event views are almost identical.

Terminology

In order to maximize report comprehension, the following terminology should be noted.

Term	Definition
Client	A generic Wi-Fi device, such as a tablet or smartphone, which may or may not be running an SVM client app.
SVM Client	A Google Android or Apple iOS client with an SVM app installed.
Video Viewer	An SVM client that is watching a video channel.
Concurrent	Used to describe clients that are performing the same task at the same time. For example clients watching the same channel at the same time are concurrent viewers of that channel.
Peak Concurrent Video Viewers	The event report shows the highest number of SVM clients that are viewed at the same time for each of the available video channels during a specific event. The live event report has a unique twist in that in addition to peak viewers it also shows the current number of viewers watching each channel right now. The season report shows the highest number of SVM clients that concurrently viewed video for each of the past events, regardless of channel.

Example:

1. A group of 20 clients (A) watch the in-house channel for the entire game.
2. A second group of 10 clients (B) watch the in-house channel for the first half. At half time they switch to ESPN. Finally, right before the start of the 2nd half all 10 clients are turned off.
3. A third group of 5 clients (C) show up during the second half, and watch ESPN for the remainder of the game.

As a result the event report shows 30 peak viewers for the in-house channel, and 10 peak viewers for ESPN. The season report shows 30 peak viewers for the event.

Table 15 **Marketing User Reports**

Report Type	Report	Description
Live Report		
	Current and Peak Concurrent Video Viewers	Displays both the current and peak number of StadiumVision Mobile video viewers.
	Unique Video Viewers	Displays the unique numbers of StadiumVision Mobile video viewers.
	Video Viewing Time	Displays the total time StadiumVision Mobile video has been viewed up to the current time.
	SVM Client Demographic	Displays the current number of StadiumVision Mobile clients by client operating system.
	Concurrent SVM Clients	Displays the concurrent number of StadiumVision Mobile clients.
Event Report		
Season Report		
	Event Scorecard—Quality and Uptake Scores	Quality and uptake scores.
	Peak Concurrent Video Viewers	Displays both the peak number of StadiumVision Mobile video viewers, by event or by season.
	Unique Video Viewers	Displays the unique numbers of StadiumVision Mobile video viewers, by event or by season.
	Video Viewing Time	Displays the total time StadiumVision Mobile video has been viewed for an event or a season.
	SVM Client Demographic	Displays the current number of StadiumVision Mobile clients by client operating system, for an event or a season.
	Concurrent SVM Clients	Displays the concurrent number of StadiumVision Mobile clients for an event or a season.

Unique Video Viewers

The event report shows the number of unique SVM clients that watched each of the available video channels during a specific event. A client is uniquely identified by its MAC address, and is only counted once per channel it viewed, even if it left a channel and resumed viewing it later. A client that watches multiple channels during the event is counted as one unique viewer for each of the channels it viewed.

The season report shows the total number of unique SVM clients that viewed video for each of the past events, regardless of channel watched. Hence each unique client is counted once per event only.

Example:

1. A group of 20 clients (A) watch the in-house channel for the entire game.
2. A second group of 10 clients (B) watch the in-house channel for the first half. At half time they switch to ESPN. And right before the start of the 2nd half all 10 clients are turned off.

3. A third group of 5 clients (C) show up during the second half, and watch ESPN for the remainder of the game.

As a result the event report shows 30 unique viewers for the in-house channel, and 15 unique viewers for ESPN. The season report shows 35 unique viewers for the event.

Video Viewing Time

The event report shows the total duration that each channel was viewed during a specific event. This is calculated by summing up the number of minutes watched by each of the clients that tuned to this channel. It makes no difference if a client watched a channel once for 30 minutes or twice for 15 minutes.

The season report shows the total number of minutes of video viewed across all channels, broken down by event. This aggregate number is a simple summation of the minutes recorded for each individual channel for that event.

Example:

1. A group of 20 clients (A) watch the in-house channel for 10 minutes each.
2. A second group of 10 clients (B) watch the in-house channel for 20 minutes each. The same clients also watch ESPN for 10 minutes each.

As a result the event report shows the in-house channel being watched for 400 minutes, and the ESPN channel being watched for 100 minutes. The season report shows that a total of 500 minutes was watched during this event.

SVM Client Demographic

The event report shows the total number of unique Google Android and Apple iOS clients that used the SVM client app at some point during the event. This includes devices that never tuned to a channel to watch video. The fact that the SVM client was launched, and briefly ran in the foreground, is sufficient for that client to be recorded. Hence the client demographic count is likely to be higher than that shown for the same event on the 'Unique Video Viewers' season.

Example:

1. A group of 20 Apple iOS clients (A) watch the in-house channel during the first half.
2. A group of 15 Google Android clients (B) watch the in-house channel during the second half.
3. A group of 10 Apple iOS clients (C) use the SVM enabled app for in seat ordering only. They never tune to any of the video channels.
4. A group of 5 Google Android clients (D) use the SVM enabled app for way finding only. They never tune to any of the video channels.

As a result the event report shows 30 unique Apple iOS clients and 20 unique Google Android clients. The season report also shows 30 Apple iOS and 20 Google Android clients for this event.

Concurrent SVM Clients

The event report shows the number of SVM clients that were active at the same time (concurrent) over the course of the event. This includes clients that are not tuned to a video channel. The fact that the SVM client is launched, and running in the foreground, is sufficient for that client to be recorded. Hence the concurrent SVM client count reported here is likely to be higher than that shown for the same event on the 'Peak Video Viewers' season report.

Example:

1. A group of 20 clients (A) were watching the in-house channel at 5:13 PM.
2. A group of 10 clients (B) were using the SVM enabled app for in seat ordering at 5:13 PM. Hence it is a given that they were not also watching video at that time.
3. The time of peak SVM activity is at 6:03 PM, when there are a total of 100 concurrently active SVM clients, including groups A and B.

As a result the event report shows 30 active clients at 5:13 PM. The season report captures the peak value of the event chart, which in this case is 100 concurrent clients.

Maintenance Window

Reports for an event begin generation at 3:00 a.m. by default. If an event occurs at 10:00 p.m., the reports will be available after the 3:00 a.m. generation cycle.



Note

The Cisco StadiumVision Mobile Reporter performs maintenance from 3:00 a.m. to 6:00 a.m. Do not schedule events to run during the maintenance window.

Marketing Reports Navigation and Showing Detail

[Figure 2](#) depicts the navigation path for the various reports on the Cisco StadiumVision Mobile Reporter. Reports are organized into three categories: Live Reports, Historical Reports, and the Season Reports.

- Live Reports—Real-Time reports
- Event Reports—Reports for a specific event
- Season Reports—Cumulative reports over a span of time

Figure 2 Marketing Reports Navigation

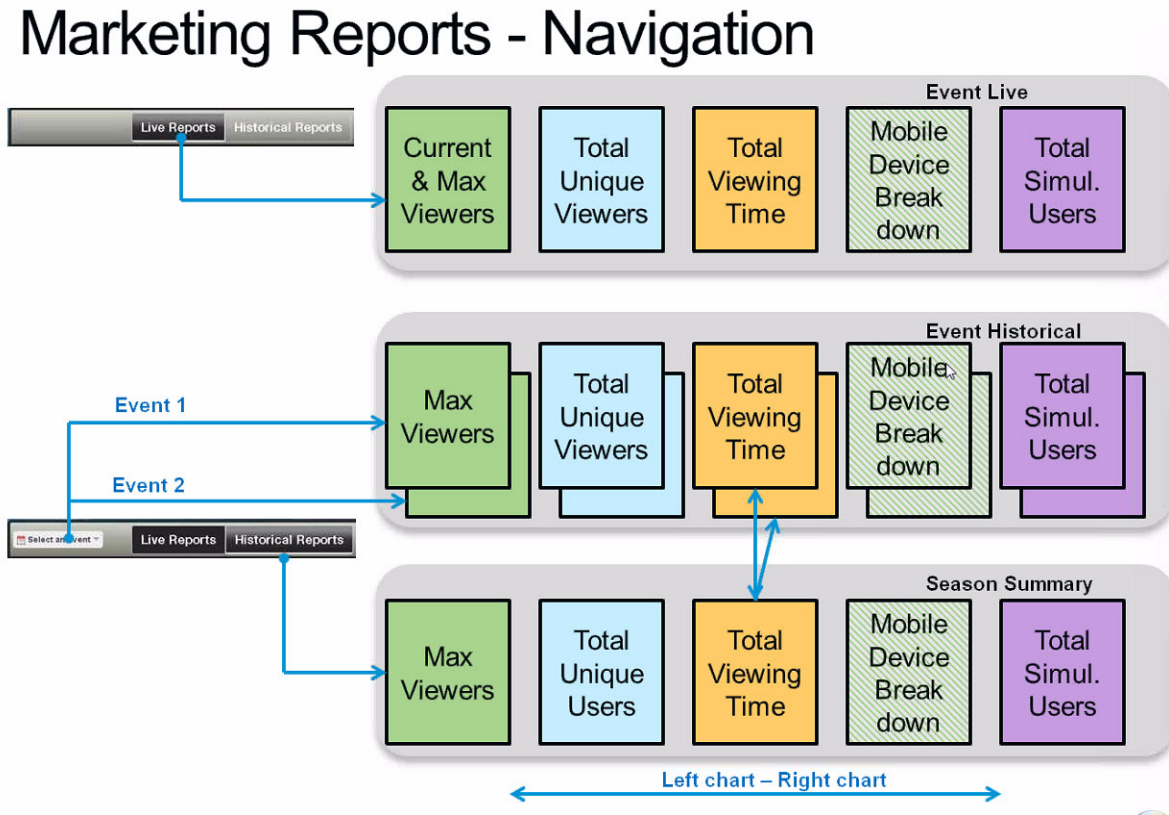


Figure 3 displays a sample Event Scorecard report, showing the right and left navigation arrows to scroll through the reports, as well as the Live Report and Historical Report buttons to select a report type. The Select an Event drop-down menu shown in Figure 3.

Samples of all marketing reports follow:

- [Event Scorecard Report](#)
- [Peak Concurrent Video Viewers Report](#)
- [Unique Video Viewers Report](#)
- [Client Demographic Report](#)
- [Concurrent Clients Report](#)
- [Total Video Viewing Time](#)

Figure 3 Event Scorecard Report

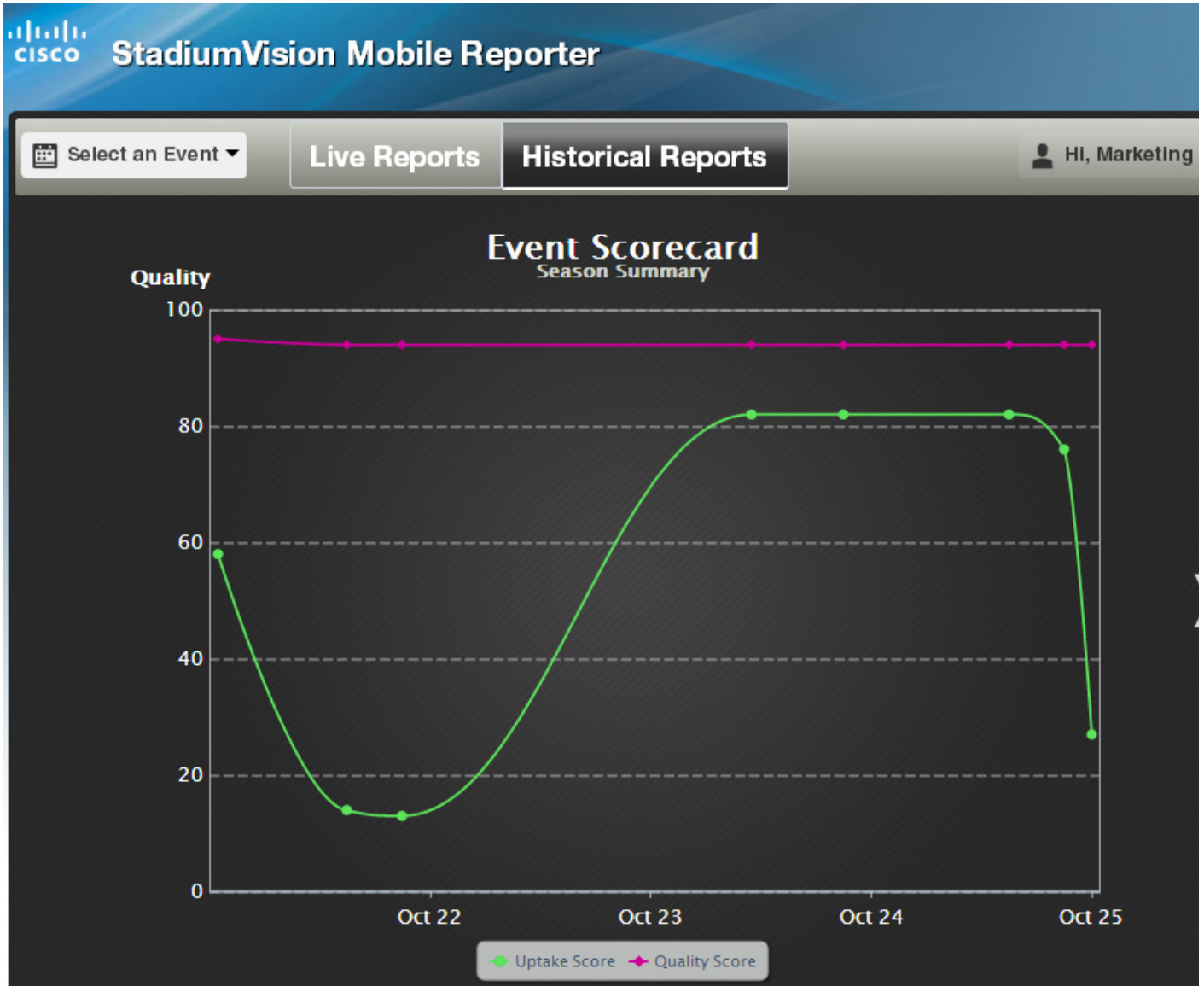


Figure 4 Peak Concurrent Video Viewers Report

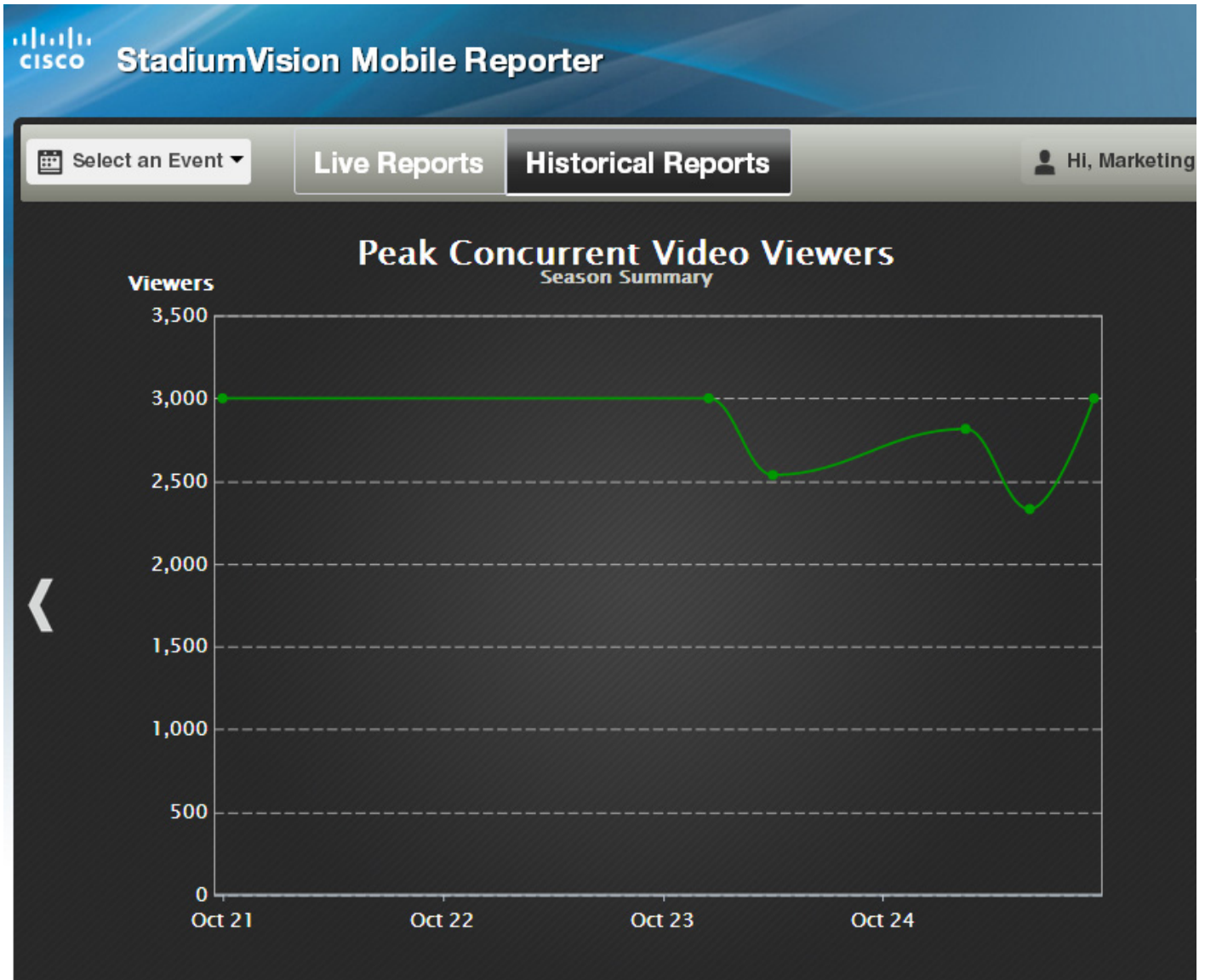


Figure 5 Unique Video Viewers Report

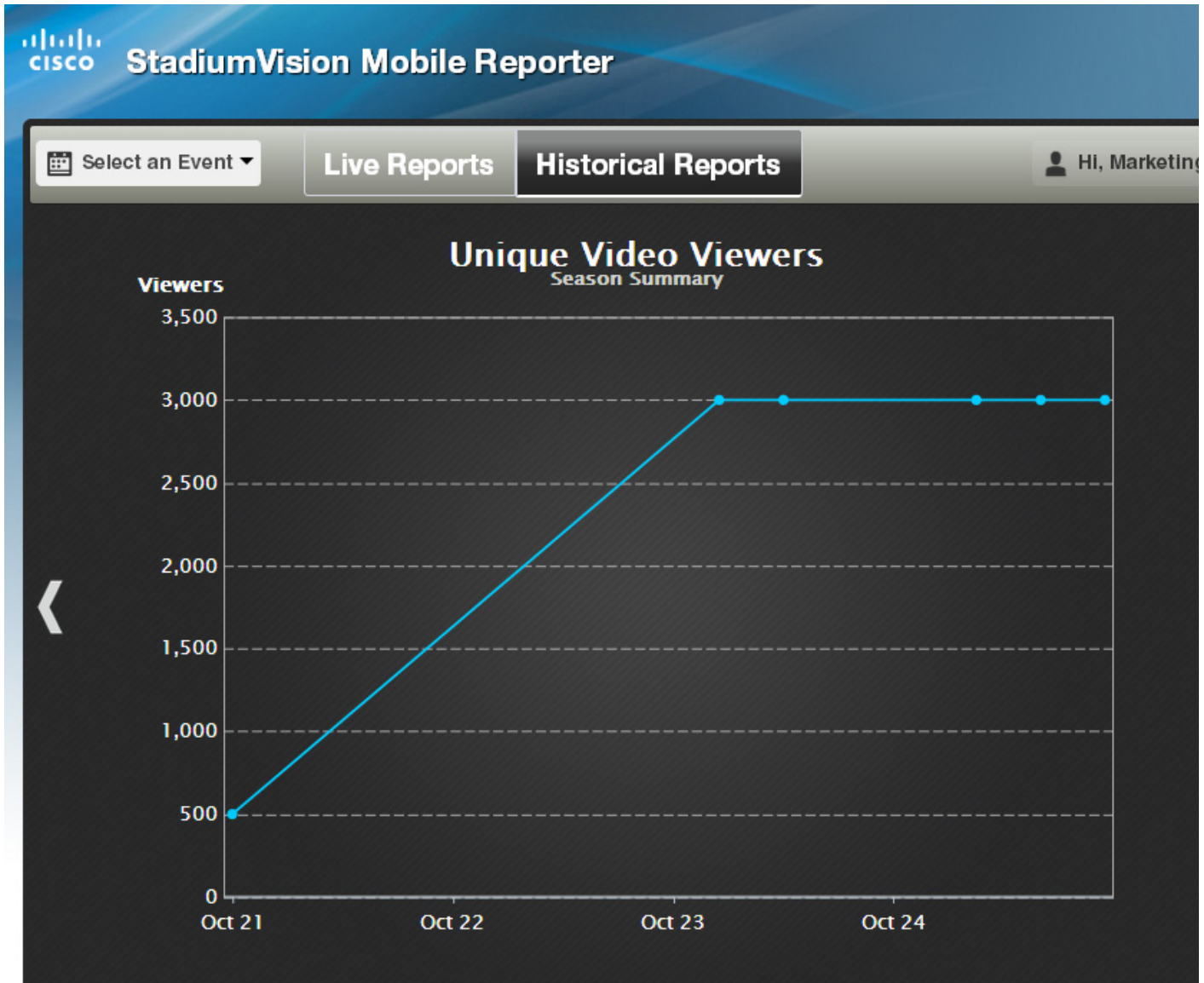


Figure 6 Client Demographic Report

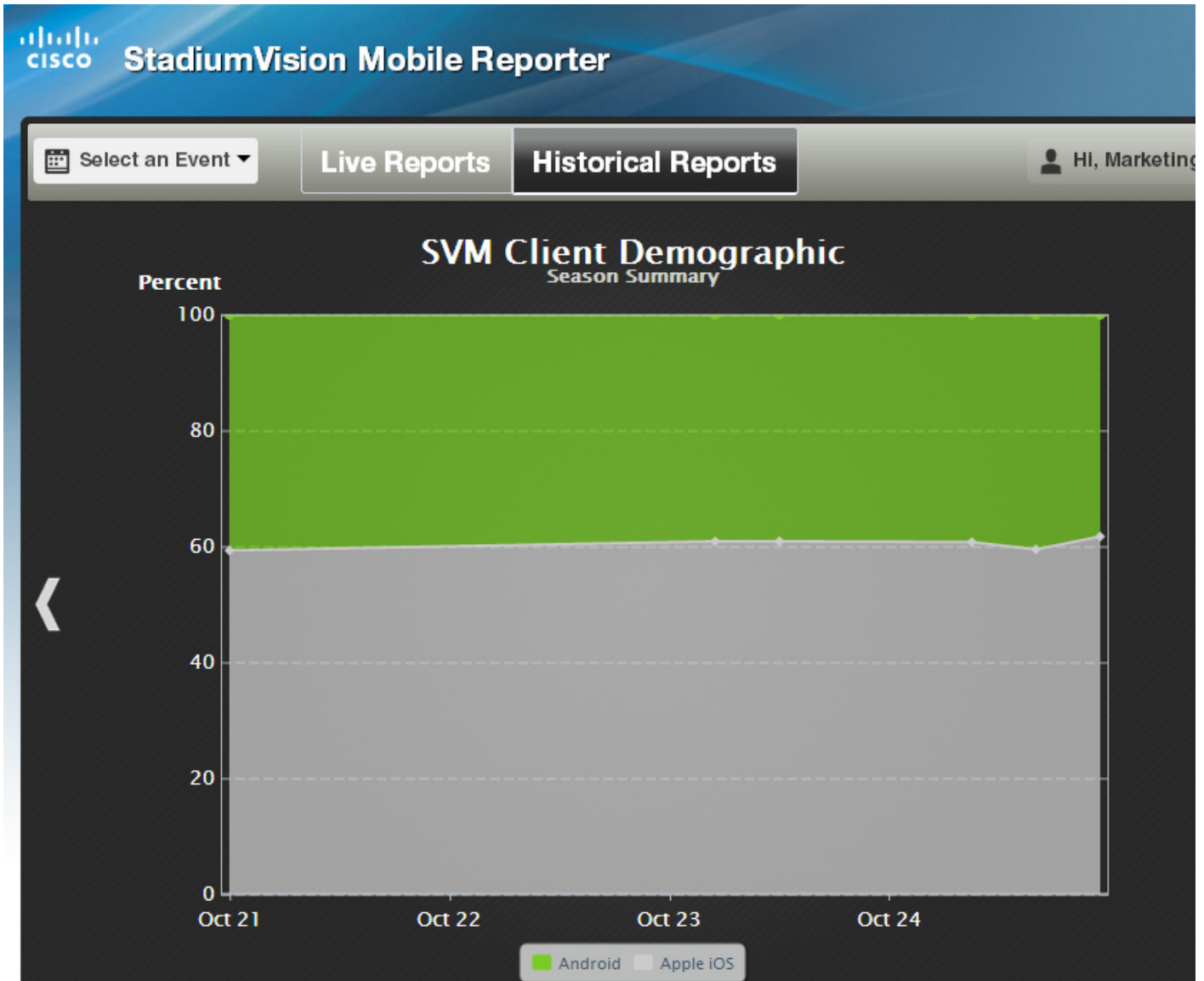


Figure 7 Concurrent Clients Report

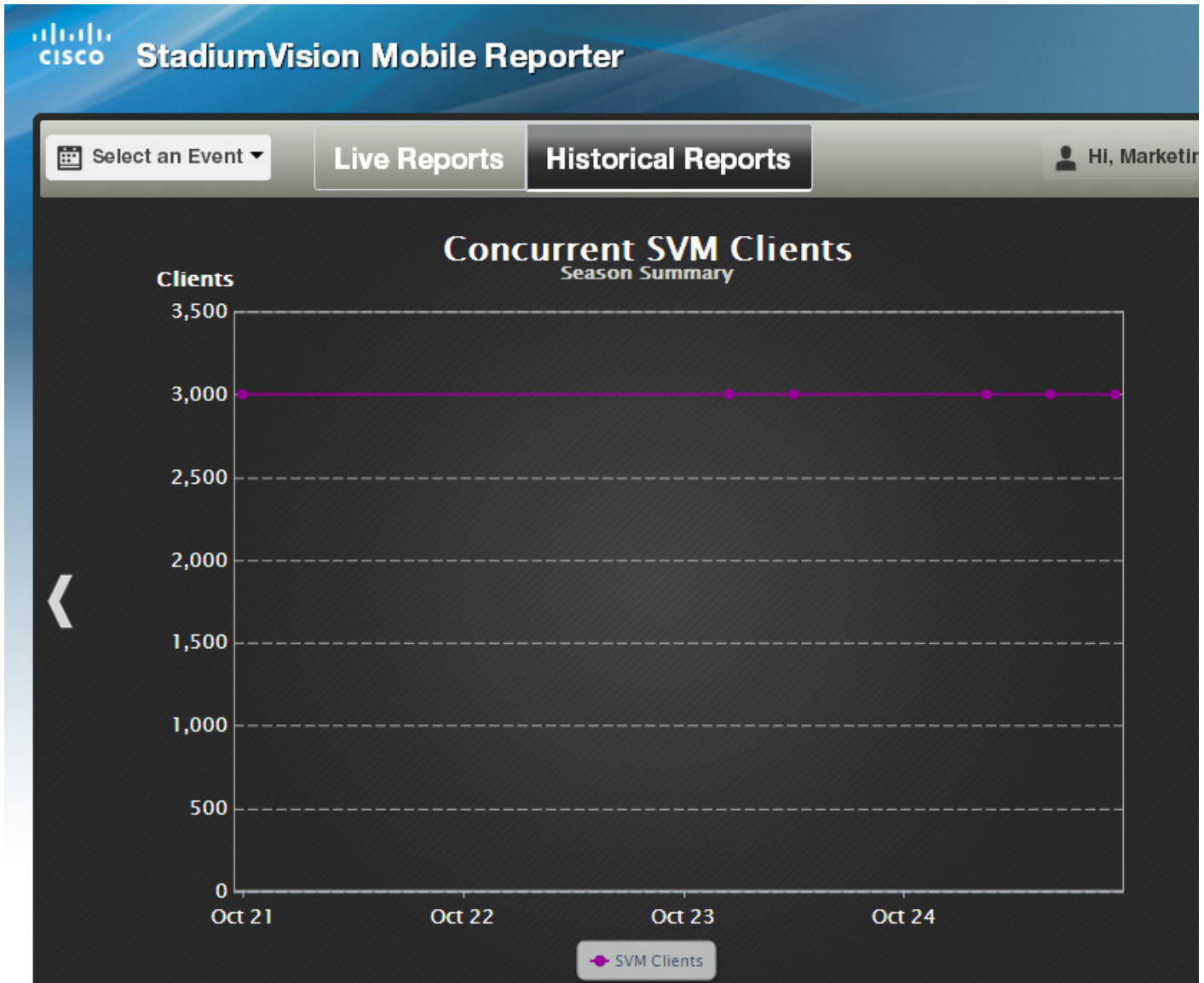


Figure 8 Total Video Viewing Time

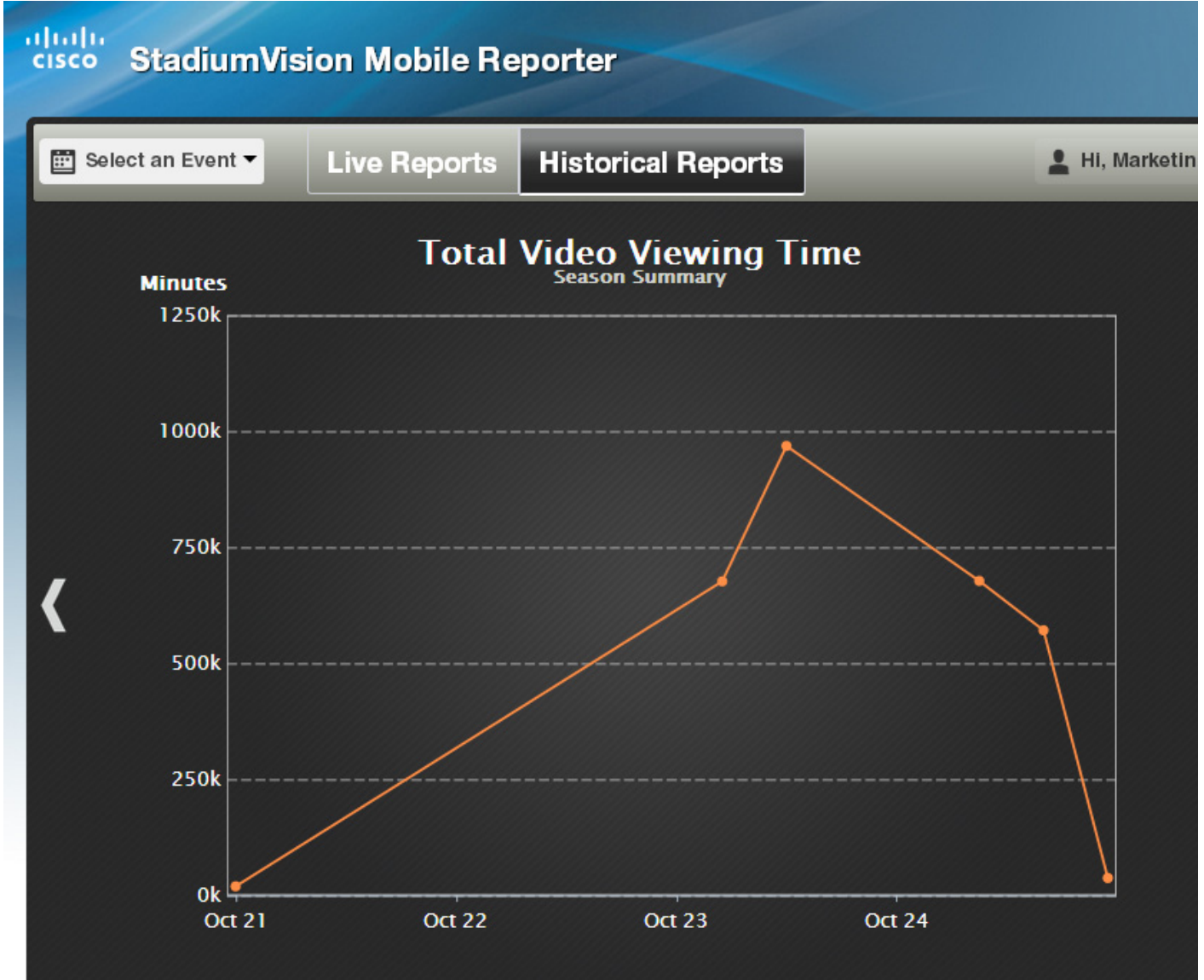
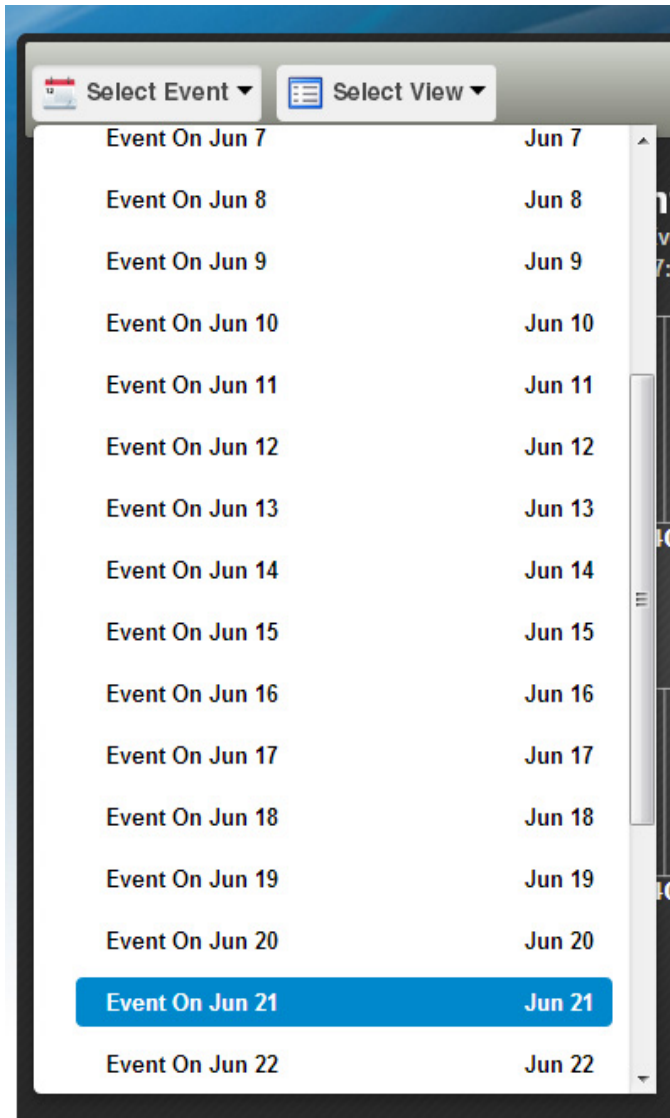


Figure 9 *Choosing an Event*



Several reports offer additional details for an event by clicking on the data point in the chart, and clicking **show details**, as shown in [Figure 10](#).

Figure 10 Sample Report Time Point Detail

