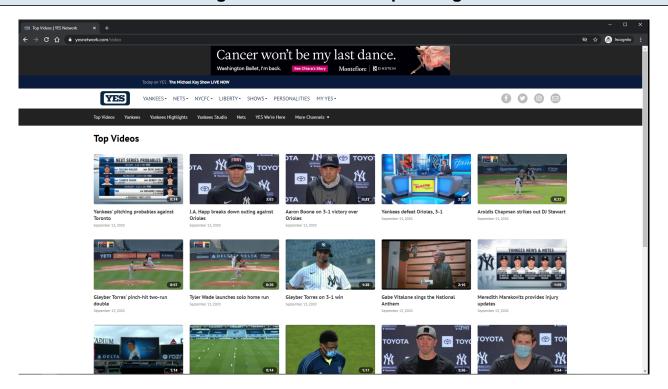
YES Network Video Page

By: Zack Honig

Date: September 19, 2020

The Yankee Entertainment and Sports Network (YES) is an American pay television regional sports network that is owned by Yankee Global Enterprises (the largest shareholder with 26%), Sinclair Broadcast Group (which owns 20%), Amazon (which owns 15%), and The Blackstone Group, RedBird Capital and Mubadala Investment Company, which each own 13%.[2][3] Primarily serving New York City, New York and the surrounding metropolitan area, it broadcasts a variety of sports events, as well as magazine, documentary and discussion programs; however, its main emphasis is focused on games and team-related programs involving the New York Yankees of Major League Baseball (owned by minority partner Yankee Global), the NBA's Brooklyn Nets, the WNBA's New York Liberty and New York City FC of Major League Soccer. YES Network's offices are based at the Chrysler Building in Midtown Manhattan. YES programs, including Yankees and Nets pre- and post-game shows, are produced in studios that are located in Stamford, Connecticut.[4] The channel is available on cable and IPTV providers in New York, New Jersey, Connecticut and parts of Pennsylvania; it is available nationally on some cable systems (as part of a designated sports tier), via satellite on DirecTV, and regionally on Frontier, AT&T U-verse, Verizon Fios, and Cox Communications.

YES Network Home Video Page - Default View - Top Of Page - LG/XL



URL:

https://www.yesnetwork.com/video

Home Page Tracking:

Track page load

Default Topic:

Latest Video

Video Card Items:

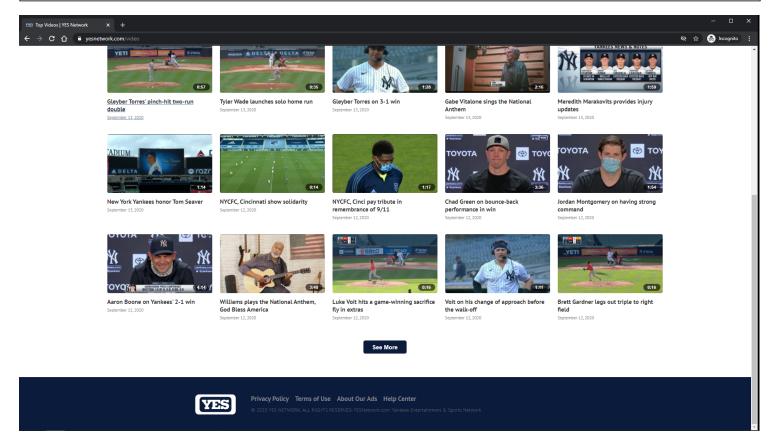
Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

Clicking Video Card item

YES Network Baseball Home Video Page - Default View - Bottom Of Page - LG/XL



URL:

https://www.yesnetwork.com/video

Home Page Tracking:

Track page load

Default Topic:

Latest Video

Video Card Items:

Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

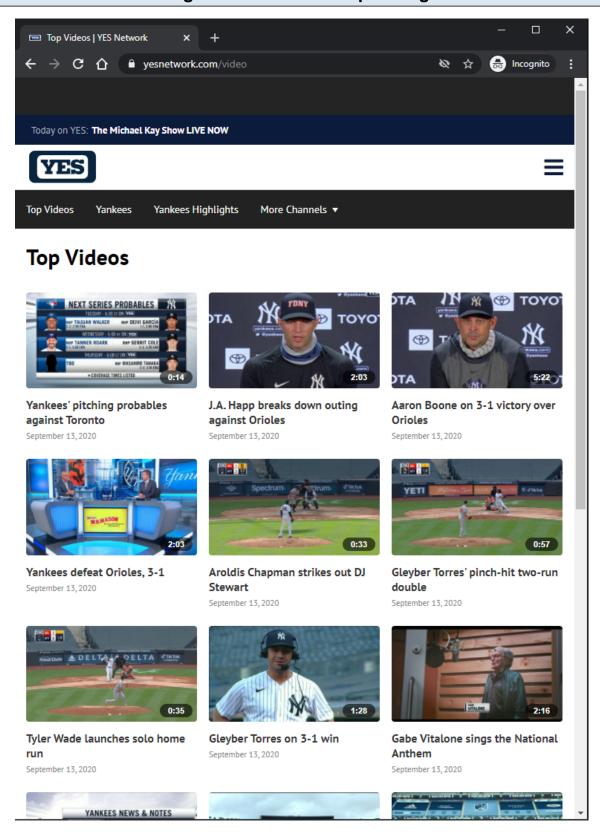
Clicking Video Card item

See More Button:

Clicking the <u>See More</u> button will load more <u>Video Card</u> items if they are available. If no more items are available, then the <u>See More</u> button is not displayed.

See More Button Tracking:

YES Network Home Video Page - Default View - Top Of Page - MD



URL:

https://www.yesnetwork.com/video

Home Page Tracking:

Default Topic:

Latest Video

Video Card Items:

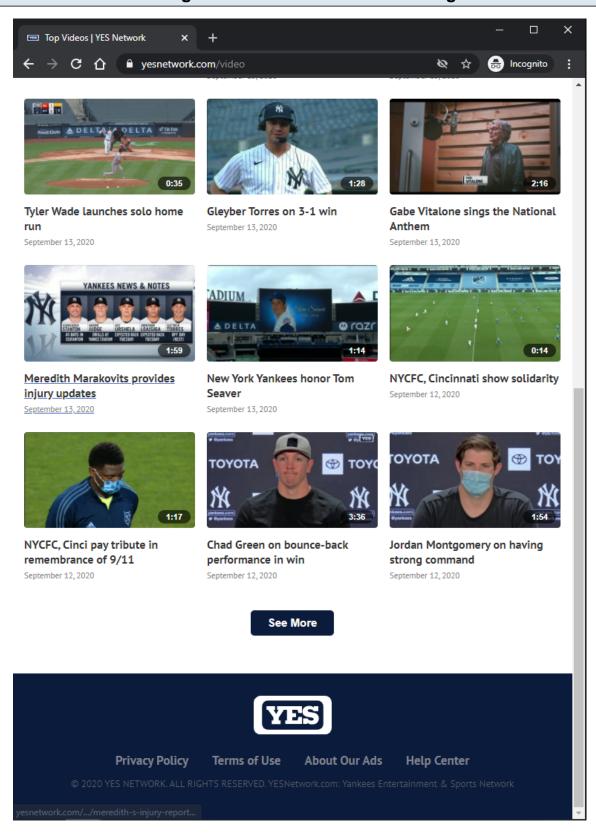
Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

Clicking Video Card item

YES Network Home Video Page - Default View - Bottom Of Page - MD



URL:

https://www.yesnetwork.com/video

Home Page Tracking:

Default Topic:

Latest Video

Video Card Items:

Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

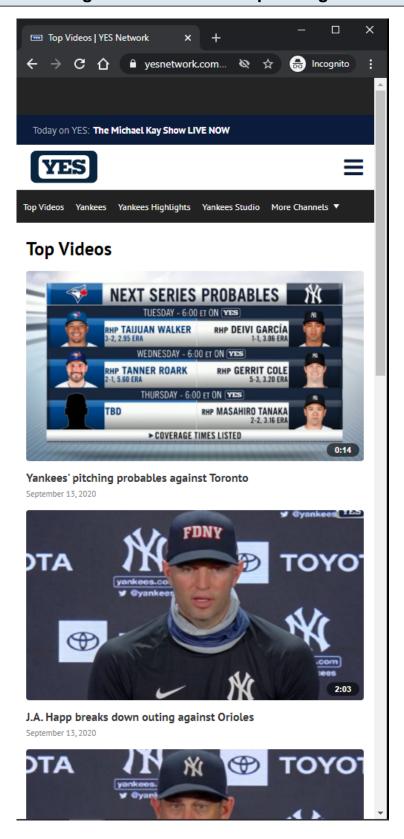
Clicking Video Card item

See More Button:

Clicking the <u>See More</u> button will load more <u>Video Card</u> items if they are available. If no more items are available, then the <u>See More</u> button is not displayed.

See More Button Tracking:

YES Network Home Video Page - Default View - Top Of Page - XS/SM



URL:

https://www.yesnetwork.com/video

Home Page Tracking:

Default Topic:

Latest Video

Video Card Items:

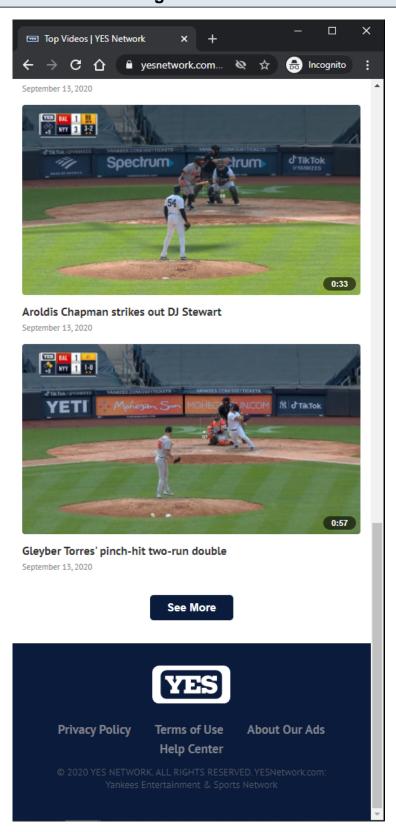
Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

Clicking Video Card item

YES Network Baseball Home Video Page - Default View - Bottom Of Page - XS/SM



URL:

https://www.yesnetwork.com/video

Home Page Tracking:

Default Topic:

Latest Video

Video Card Items:

Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

Clicking Video Card item

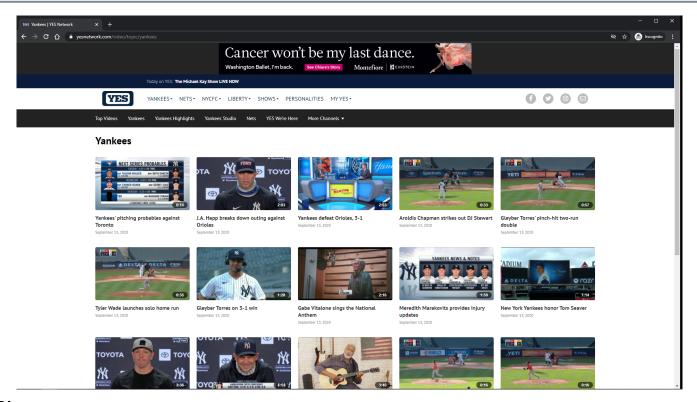
See More Button:

Clicking the <u>See More</u> button will load more <u>Video Card</u> items if they are available. If no more items are available, then the <u>See More</u> button is not displayed.

See More Button Tracking:

Clicking See More Button

YES Network Topic Video Page - Default View - Top Of Page - LG/XL



URL:

https://www.yesnetwork.com/video/topic/yankees

Topic Page Tracking:

Video Card Items:

Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

Clicking Video Card item

Banner Ad:

Clicking opens Ad in new browser tab.

Other Topic Pages Examples:

https://www.yesnetwork.com/video/topic/top-videos

https://www.yesnetwork.com/video/topic/yankees-highlights

https://www.yesnetwork.com/video/topic/yankees-studio

https://www.yesnetwork.com/video/topic/nets

https://www.yesnetwork.com/video/topic/yes-were-here

https://www.yesnetwork.com/video/topic/yankees-magazine

https://www.yesnetwork.com/video/topic/nets-magazine

https://www.yesnetwork.com/video/topic/forbes-sportsmoney

https://www.yesnetwork.com/video/topic/centerstage

https://www.yesnetwork.com/video/topic/yankees-post-game-plus

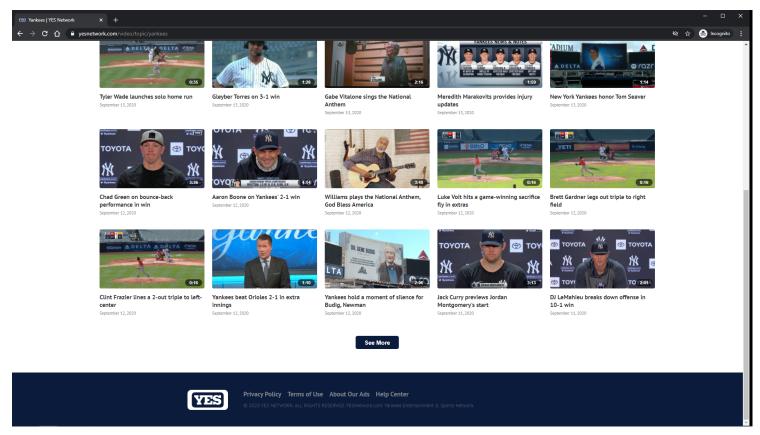
https://www.yesnetwork.com/video/topic/nets-postgame-show

https://www.yesnetwork.com/video/topic/michael-kay-show

https://www.yesnetwork.com/video/topic/new-york-city-fc

https://www.yesnetwork.com/video/topic/new-york-liberty

YES Network Topic Video Page - Default View - Bottom Of Page - LG/XL



URL:

https://www.yesnetwork.com/video/topic/yankees

Topic Page Tracking:

Track page load

Video Card Items:

Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

Clicking Video Card item

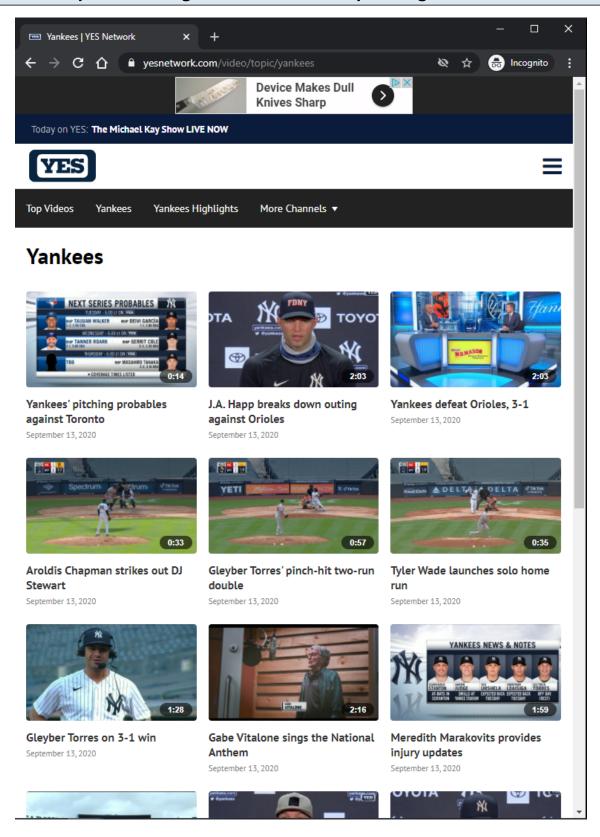
See More Button:

Clicking the <u>See More</u> button will load more <u>Video Card</u> items if they are available.

If no more items are available, then the <u>See More</u> button is not displayed.

See More Button Tracking:

YES Network Topic Video Page - Default View - Top Of Page - MD



URL:

https://www.yesnetwork.com/video/topic/yankees

Topic Page Tracking:

Video Card Items:

Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

Clicking Video Card item

Banner Ad:

Clicking opens Ad in new browser tab.

Other Topic Pages Examples:

https://www.yesnetwork.com/video/topic/top-videos

https://www.yesnetwork.com/video/topic/yankees-highlights

https://www.yesnetwork.com/video/topic/yankees-studio

https://www.yesnetwork.com/video/topic/nets

https://www.yesnetwork.com/video/topic/yes-were-here

https://www.yesnetwork.com/video/topic/yankees-magazine

https://www.yesnetwork.com/video/topic/nets-magazine

https://www.yesnetwork.com/video/topic/forbes-sportsmoney

https://www.yesnetwork.com/video/topic/centerstage

https://www.yesnetwork.com/video/topic/yankees-post-game-plus

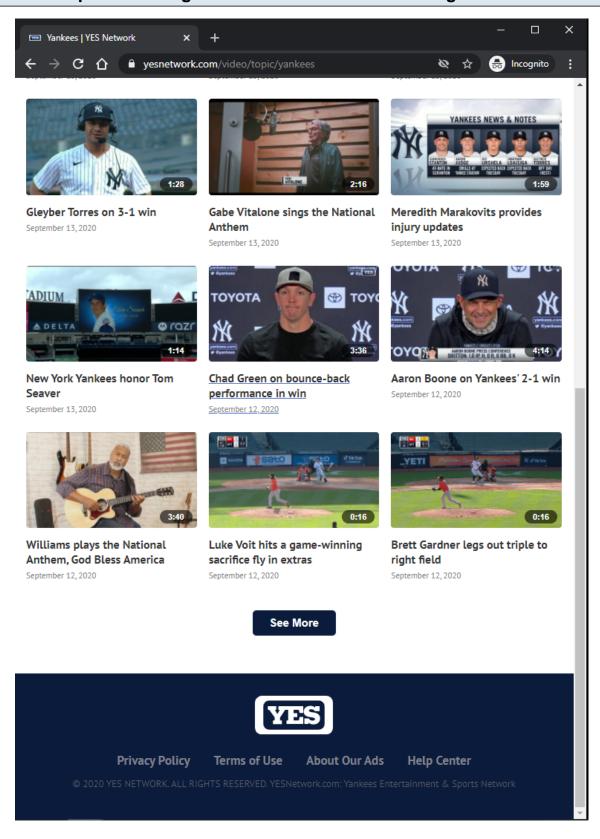
https://www.yesnetwork.com/video/topic/nets-postgame-show

https://www.yesnetwork.com/video/topic/michael-kay-show

https://www.yesnetwork.com/video/topic/new-york-city-fc

https://www.yesnetwork.com/video/topic/new-york-liberty

YES Network Topic Video Page - Default View - Bottom Of Page - MD



URL:

https://www.yesnetwork.com/video/topic/yankees

Topic Page Tracking:

Video Card Items:

Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

Clicking Video Card item

See More Button:

Clicking the $\underline{\text{See More}}$ button will load more $\underline{\text{Video Card}}$ items if they are available.

If no more items are available, then the <u>See More</u> button is not displayed.

See More Button Tracking:

YES Network Topic Video Page - Default View - Top Of Page - XS/SM



URL:

https://www.yesnetwork.com/video/topic/yankees

Topic Page Tracking:

Video Card Items:

Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

Clicking Video Card item

Banner Ad:

Clicking opens Ad in new browser tab.

Other Topic Pages Examples:

https://www.yesnetwork.com/video/topic/top-videos

https://www.yesnetwork.com/video/topic/yankees-highlights

https://www.yesnetwork.com/video/topic/yankees-studio

https://www.yesnetwork.com/video/topic/nets

https://www.yesnetwork.com/video/topic/yes-were-here

https://www.yesnetwork.com/video/topic/yankees-magazine

https://www.yesnetwork.com/video/topic/nets-magazine

https://www.yesnetwork.com/video/topic/forbes-sportsmoney

https://www.yesnetwork.com/video/topic/centerstage

https://www.yesnetwork.com/video/topic/yankees-post-game-plus

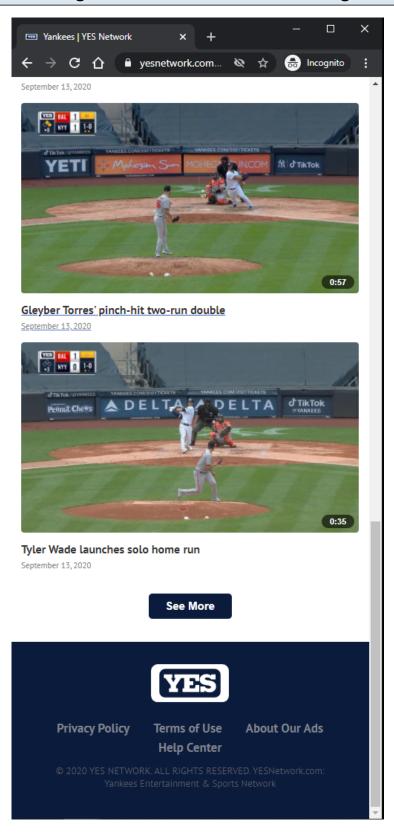
https://www.yesnetwork.com/video/topic/nets-postgame-show

https://www.yesnetwork.com/video/topic/michael-kay-show

https://www.yesnetwork.com/video/topic/new-york-city-fc

https://www.yesnetwork.com/video/topic/new-york-liberty

YES Network Topic Video Page - Default View - Bottom Of Page - XS/SM



URL:

https://www.yesnetwork.com/video/topic/yankees

Topic Page Tracking:

Video Card Items:

Each Video Card item is clickable.

On click, the user is redirected to the YES Network Playback Video Page.

Video Card Items Tracking:

Clicking Video Card item

See More Button:

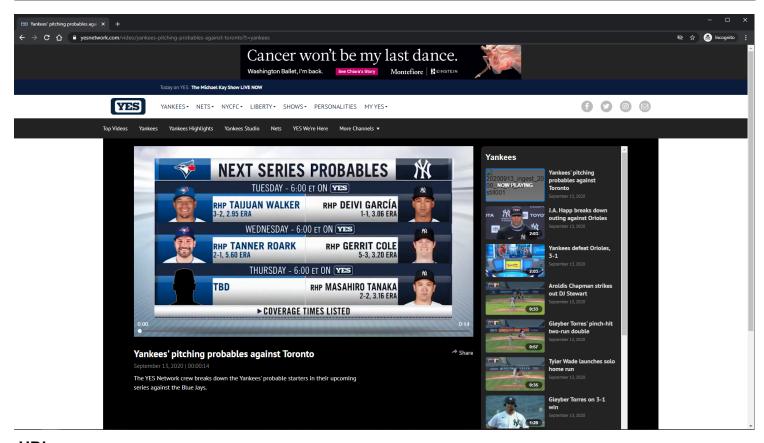
Clicking the <u>See More</u> button will load more <u>Video Card</u> items if they are available.

If no more items are available, then the <u>See More</u> button is not displayed.

See More Button Tracking:

Clicking See More Button

YES Network Playback Video Page - Default View - Top Of Page - LG/XL



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Playback Page Tracking:

Track page load

Video Player:

The Video Player attempts to autoplay with sound when the user arrives at page. If autoplay with sound is not allowed, then the video attempts to autoplay muted. If autoplay is not allowed, then the video defaults to click-to-play behavior.

Video Player Tracking:

Video Start

Video Resume

Video Pause

Video 25% complete

Video 50% complete

Video 75% complete

Video complete

Video Player Controls

Rewind 15 seconds

Play/Pause

Fast-forward 15 seconds

Mute/Unmute

Volume Slider

Closed-Captions

Full-Screen/Exit Full-Screen

Native controls used on mobile devices

Banner Ad:

Clicking opens Ad in new browser tab.

Playlist Items:

Each Playlist item is clickable.

On click, the playback page's metadata and video player source is updated.

On click, a Now Playing label overlays the selected Playlist item.

On click, the window scrolls to the top.

Playlist Items Tracking:

Clicking Playlist item

Share Button:

If the user clicks the **Share** button, then a share modal is displayed to the user.

Share Button Tracking:

Clicking Share Button

Other Playback Pages Examples:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=top-videos

https://www.yesnetwork.com/video/aroldis-chapman-strikes-out-dj-stewart?t=yankees-highlights

https://www.yesnetwork.com/video/yankees-beat-orioles-2-1?t=yankees-studio

https://www.yesnetwork.com/video/nash-on-coaching-kyrie-kd?t=nets

https://www.yesnetwork.com/video/aaron-judge-on-opening-day?t=yes-were-here

https://www.yesnetwork.com/video/mantle-ford-on-ny-rivalry?t=yankees-magazine

https://www.yesnetwork.com/video/nets-magazine-carter-s-career-c33000008053?t=nets-magazine

https://www.yesnetwork.com/video/forbes-sports-money-jordan?t=forbes-sportsmoney

https://www.yesnetwork.com/video/yankees-recall-the-subway-series?t=centerstage

https://www.yesnetwork.com/video/yankees-post-game-plus-nyy-tex-c33000004037?t=yankees-post-game-plus

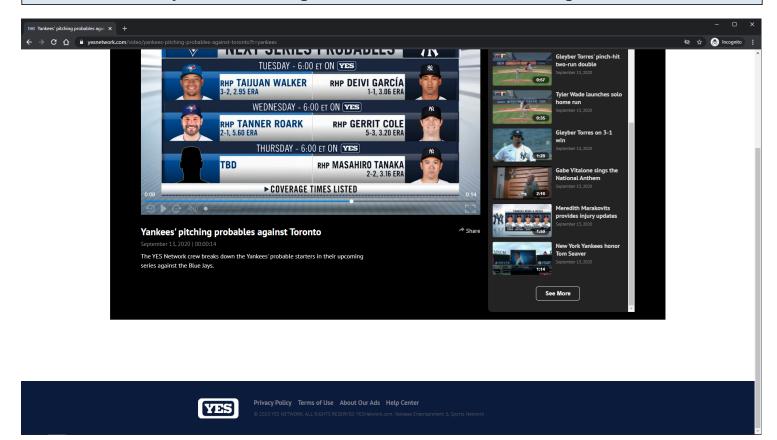
https://www.yesnetwork.com/video/aaron-boone-on-3-1-victory-over-orioles?t=nets-postgame-show

https://www.yesnetwork.com/video/tmks-stephania-bell?t=michael-kay-show

https://www.yesnetwork.com/video/nycfc-pregame-solidarity?t=new-york-city-fc

https://www.yesnetwork.com/video/shearn-chats-with-zahui-and-jones?t=new-york-liberty

YES Network Playback Video Page - Default View - Bottom Of Page - LG/XL



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Playback Page Tracking:

Playlist Items:

Each Playlist item is clickable.

On click, the playback page's metadata and video player source is updated.

On click, a Now Playing label overlays the selected Playlist item.

On click, the window scrolls to the top.

Playlist Items Tracking:

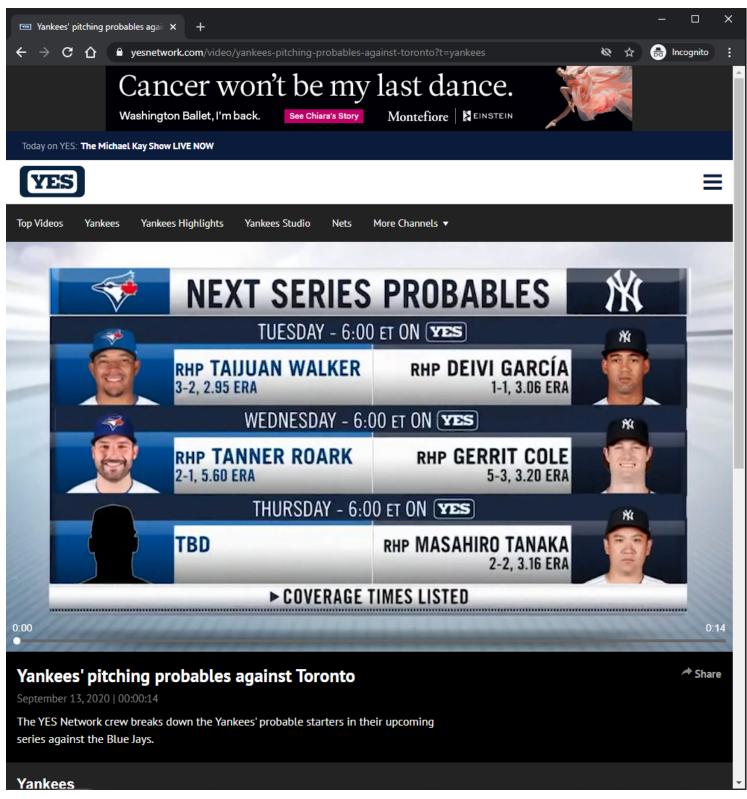
Clicking Playlist item

See More Button:

Clicking the <u>See More</u> button will load more <u>Playlist</u> items if they are available. If no more items are available, then the <u>See More</u> button is not displayed.

See More Button Tracking:

YES Network Playback Video Page - Default View - Top Of Page - MD



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Playback Page Tracking:

Track page load

Video Player:

The Video Player attempts to autoplay with sound when the user arrives at page. If autoplay with sound is not allowed, then the video attempts to autoplay muted. If autoplay is not allowed, then the video defaults to click-to-play behavior.

Video Player Tracking:

Video Start

Video Resume

Video Pause

Video 25% complete

Video 50% complete

Video 75% complete

Video complete

Video Player Controls

Rewind 15 seconds

Play/Pause

Fast-forward 15 seconds

Mute/Unmute

Volume Slider

Closed-Captions

Full-Screen/Exit Full-Screen

Native controls used on mobile devices

Banner Ad:

Clicking opens Ad in new browser tab.

Playlist Items:

Each Playlist item is clickable.

On click, the playback page's metadata and video player source is updated.

On click, a Now Playing label overlays the selected Playlist item.

On click, the window scrolls to the top.

Playlist Items Tracking:

Clicking Playlist item

Share Button:

If the user clicks the **Share** button, then a share modal is displayed to the user.

Share Button Tracking:

Clicking Share Button

Other Playback Pages Examples:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=top-videos

https://www.yesnetwork.com/video/aroldis-chapman-strikes-out-dj-stewart?t=yankees-highlights

https://www.yesnetwork.com/video/yankees-beat-orioles-2-1?t=yankees-studio

https://www.yesnetwork.com/video/nash-on-coaching-kyrie-kd?t=nets

https://www.yesnetwork.com/video/aaron-judge-on-opening-day?t=yes-were-here

https://www.yesnetwork.com/video/mantle-ford-on-ny-rivalry?t=yankees-magazine

https://www.yesnetwork.com/video/nets-magazine-carter-s-career-c33000008053?t=nets-magazine

https://www.yesnetwork.com/video/forbes-sports-money-jordan?t=forbes-sportsmoney

https://www.yesnetwork.com/video/yankees-recall-the-subway-series?t=centerstage

https://www.yesnetwork.com/video/yankees-post-game-plus-nyy-tex-c33000004037?t=yankees-post-game-plus

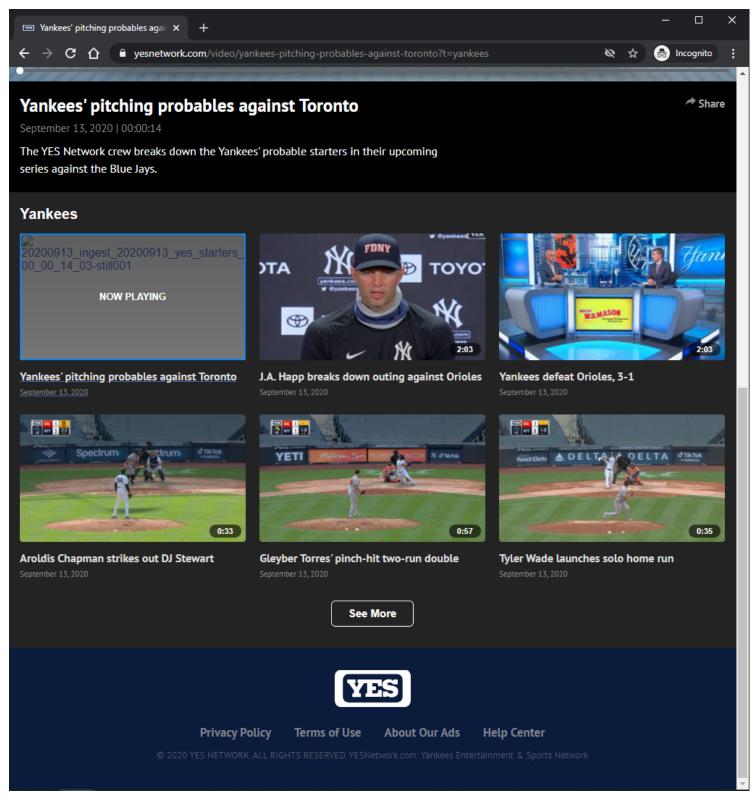
https://www.yesnetwork.com/video/aaron-boone-on-3-1-victory-over-orioles?t=nets-postgame-show

https://www.yesnetwork.com/video/tmks-stephania-bell?t=michael-kay-show

https://www.yesnetwork.com/video/nycfc-pregame-solidarity?t=new-york-city-fc

https://www.yesnetwork.com/video/shearn-chats-with-zahui-and-jones?t=new-york-liberty

YES Network Playback Video Page - Default View - Bottom Of Page - MD



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Playback Page Tracking:

Track page load

Playlist Items:

Each Playlist item is clickable.

On click, the playback page's metadata and video player source is updated.

On click, a Now Playing label overlays the selected Playlist item.

On click, the window scrolls to the top.

Playlist Items Tracking:

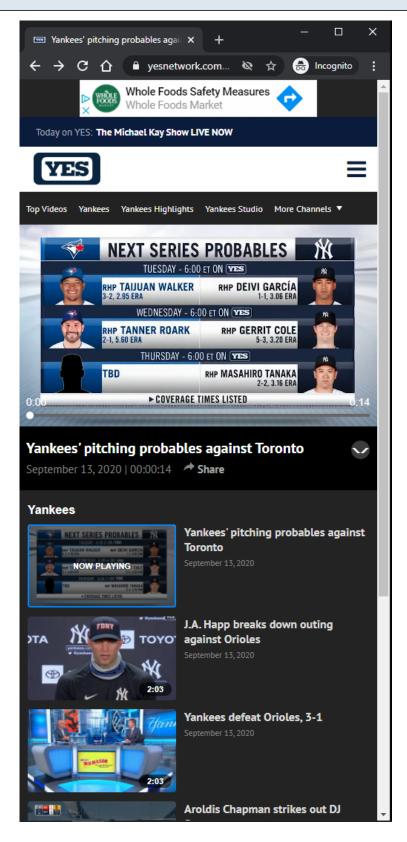
Clicking Playlist item

See More Button:

Clicking the <u>See More</u> button will load more <u>Playlist</u> items if they are available. If no more items are available, then the <u>See More</u> button is not displayed.

See More Button Tracking:

YES Network Playback Video Page - Default View - Top Of Page - Collapsed Metadata - XS/SM



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Playback Page Tracking:

Track page load

Video Player:

The Video Player attempts to autoplay with sound when the user arrives at page. If autoplay with sound is not allowed, then the video attempts to autoplay muted. If autoplay is not allowed, then the video defaults to click-to-play behavior.

Video Player Tracking:

Video Start

Video Resume

Video Pause

Video 25% complete

Video 50% complete

Video 75% complete

Video complete

Video Player Controls

Rewind 15 seconds

Play/Pause

Fast-forward 15 seconds

Mute/Unmute

Volume Slider

Closed-Captions

Full-Screen/Exit Full-Screen

Native controls used on mobile devices

Banner Ad:

Clicking opens Ad in new browser tab.

Playlist Items:

Each Playlist item is clickable.

On click, the playback page's metadata and video player source is updated.

On click, a Now Playing label overlays the selected Playlist item.

On click, the window scrolls to the top.

Playlist Items Tracking:

Clicking Playlist item

Share Button:

If the user clicks the **Share** button, then a share modal is displayed to the user.

Share Button Tracking:

Clicking Share Button

Expand/Collapse Button:

Expands/Collapses Video Metadata.

Button is only displayed in XS/SM Screen Sizes.

Expand/Collapse Button Tracking:

Clicking Expand/Collapse Button

Other Playback Pages Examples:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=top-videos

https://www.yesnetwork.com/video/aroldis-chapman-strikes-out-dj-stewart?t=yankees-highlights

https://www.yesnetwork.com/video/yankees-beat-orioles-2-1?t=yankees-studio

https://www.yesnetwork.com/video/nash-on-coaching-kyrie-kd?t=nets

https://www.yesnetwork.com/video/aaron-judge-on-opening-day?t=yes-were-here

https://www.yesnetwork.com/video/mantle-ford-on-ny-rivalry?t=yankees-magazine

https://www.yesnetwork.com/video/nets-magazine-carter-s-career-c33000008053?t=nets-magazine

https://www.yesnetwork.com/video/forbes-sports-money-jordan?t=forbes-sportsmoney

https://www.yesnetwork.com/video/yankees-recall-the-subway-series?t=centerstage

https://www.yesnetwork.com/video/yankees-post-game-plus-nyy-tex-c33000004037?t=yankees-post-game-plus

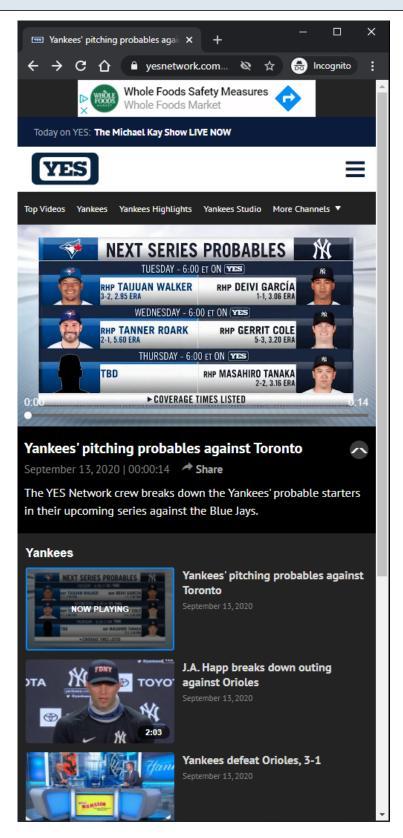
https://www.yesnetwork.com/video/aaron-boone-on-3-1-victory-over-orioles?t=nets-postgame-show

https://www.yesnetwork.com/video/tmks-stephania-bell?t=michael-kay-show

https://www.yesnetwork.com/video/nycfc-pregame-solidarity?t=new-york-city-fc

https://www.yesnetwork.com/video/shearn-chats-with-zahui-and-jones?t=new-york-liberty

YES Network Playback Video Page - Default View - Top Of Page - Expanded Metadata - XS/SM

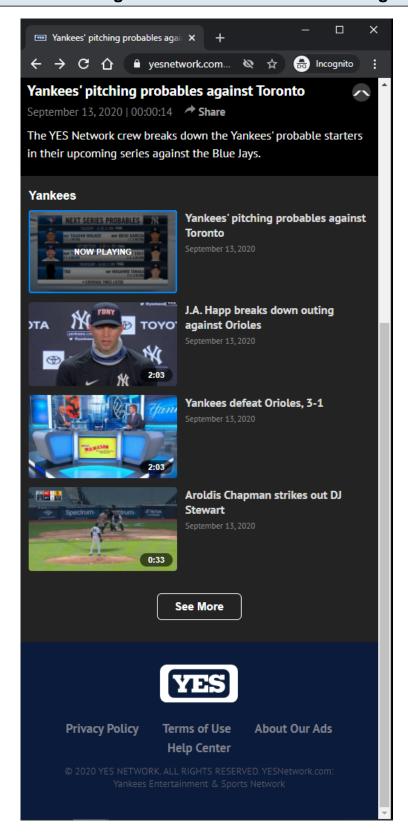


URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Playback Page with Expanded Metadata: This view is similar to the VES Network Playback Video Page. Default. Ten Of Page. Colleged
This view is simialr to the <u>YES Network Playback Video Page - Default - Top Of Page - Collapsed Metadata</u> slides.
This view is slightly different because the video's metadata is displayed.

YES Network Playback Video Page - Default View - Bottom Of Page - XS/SM



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Playback Page Tracking:

Playlist Items:

Each Playlist item is clickable.

On click, the playback page's metadata and video player source is updated.

On click, a Now Playing label overlays the selected Playlist item.

On click, the window scrolls to the top.

Playlist Items Tracking:

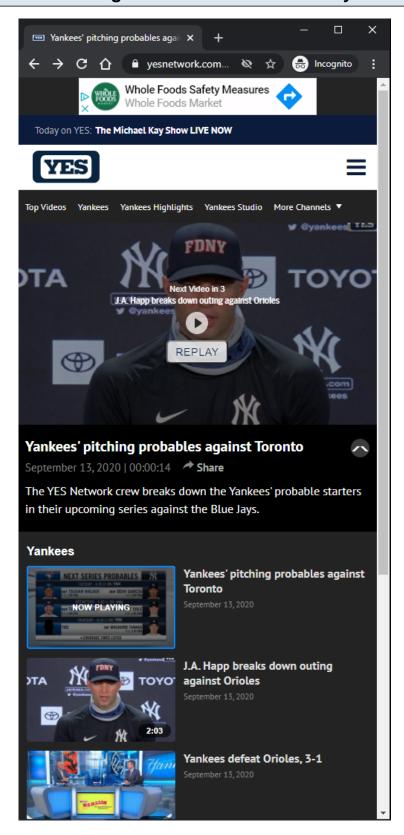
Clicking Playlist item

See More Button:

Clicking the <u>See More</u> button will load more <u>Playlist</u> items if they are available. If no more items are available, then the <u>See More</u> button is not displayed.

See More Button Tracking:

YES Network Playback Video Page - Default View - Video Player Leave-Behind



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Video Player Leave-Behind:

After video is finished playing, a leave-behind view is displayed to the user.

If the user does nothing, then the next video on the playlist automatically plays after 3 seconds. The countdown time to play the next video is configurable.

If the user clicks the REPLAY button, then the video is replayed.

If the user clicks the <u>PLAY</u> button, then the next video on the playlist is played.

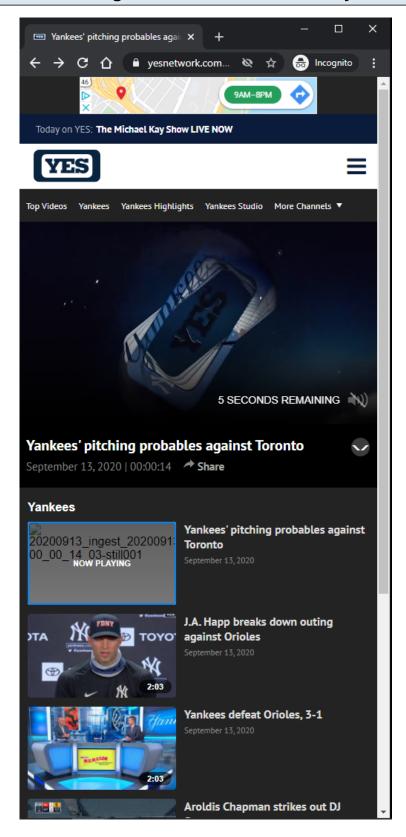
Video Player Leave-Behind Tracking:

Next video plays without any action.

PLAY button is clicked

REPLAY button is clicked

YES Network Playback Video Page - Default View - Video Player Pre-Roll Ad



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Video Player Pre-Roll Ad:

Video player plays a pre-roll ad before playing MP4/HLS content.

Pre-roll ad is served by server if Browser AdBlock extension is enabled.

Clicking the pre-roll ad opens up the ad url in a new browser tab.

Video Player Pre-Roll Ad Tracking:

Ad Start

Ad Resume

Ad Pause

Ad complete

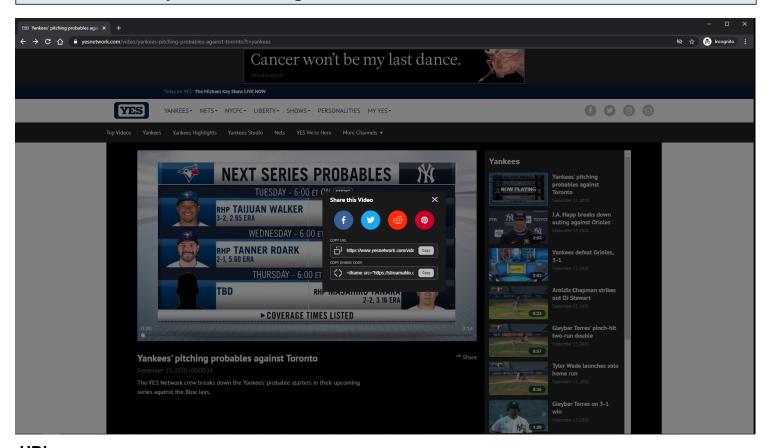
Video Player Pre-Roll Ad Controls:

Mute/Unmute

Skip Ad

Ad Countdown

YES Network Playback Video Page - Default View - Share Modal - MD/LG/XL



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

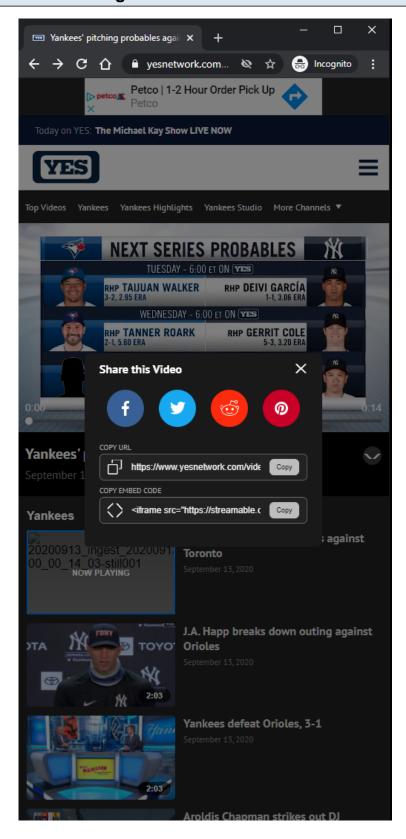
Share Modal:

Clicking the **Share** button will display the **Share** modal.

When Share modal is opened, video will be paused if it is playing on the page.

When <u>Share</u> modal is closed, video will be resumed if it was paused by the <u>Share</u> modal.
Share Modal Tracking: Clicking Share button. Clicking any of the Share icons/fields.
YES Network Video Page - 41

YES Network Playback Video Page - Default View - Share Modal - XS/SM



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Share Modal:

Clicking the **Share** button will display the **Share** modal.

When **Share** modal is opened, video will be paused if it is playing on the page.

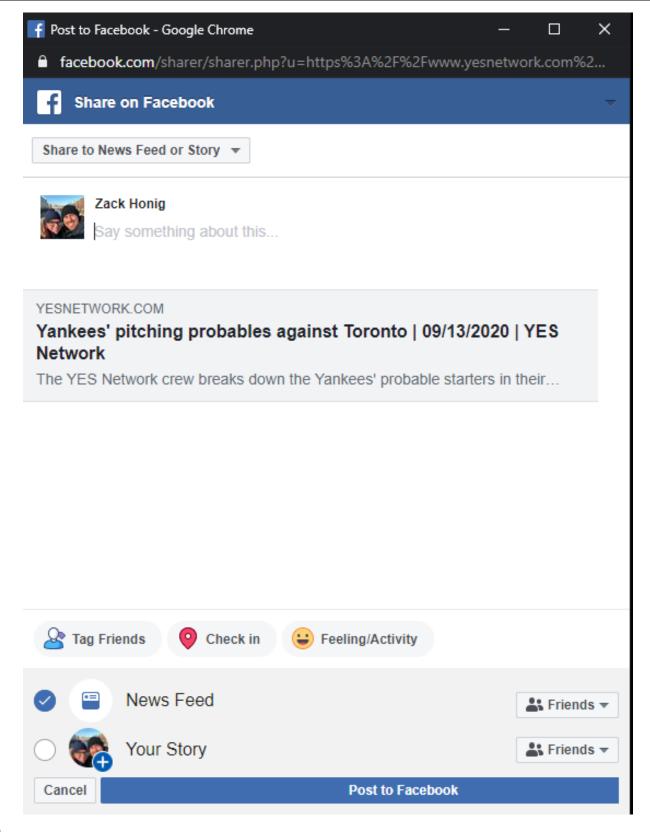
When Share modal is closed, video will be resumed if it was paused by the Share modal.

Share Modal Tracking:

Clicking **Share** button.

Clicking any of the Share icons/fields.

YES Network Playback Video Page - Default View - Share Modal - Facebook Share



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Facebook Share Button:

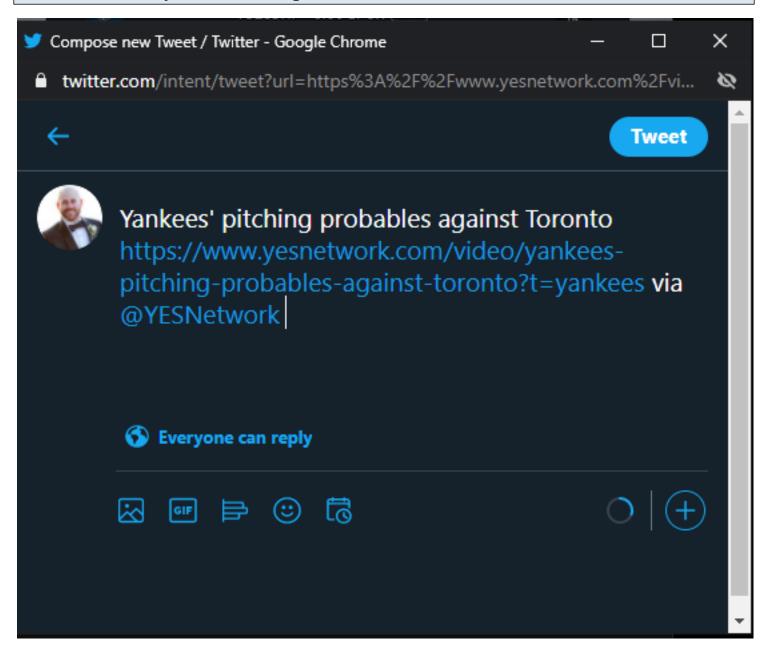
Clicking the <u>Facebook Share Button</u> in the Share modal will open a <u>Facebook share post</u> with the video information in a new window

If the user is not logged into Facebook, then he/she will be prompted to log in before the share post is displayed.

Facebook Share Button Tracking:

Clicking Facebook Share Button

YES Network Playback Video Page - Default View - Share Modal - Twitter Share



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Twitter Share Button:

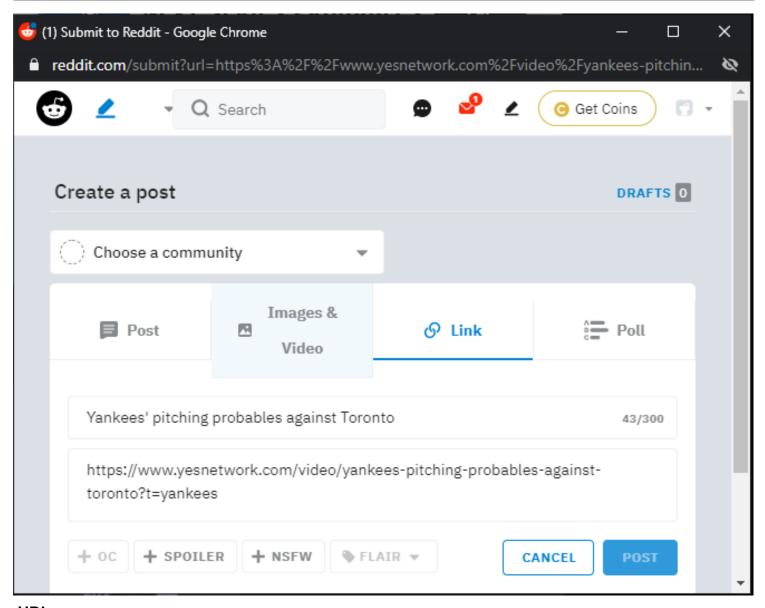
Clicking the <u>Twitter Share Button</u> in the Share modal will open a <u>Twitter share post</u> with the video information in a new window

If the user is not logged into Twitter, then he/she will be prompted to log in before the share post is displayed.

Twitter Share Button Tracking:

Clicking Twitter Share Button

YES Network Playback Video Page - Default View - Share Modal - Reddit Share



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Reddit Share Button:

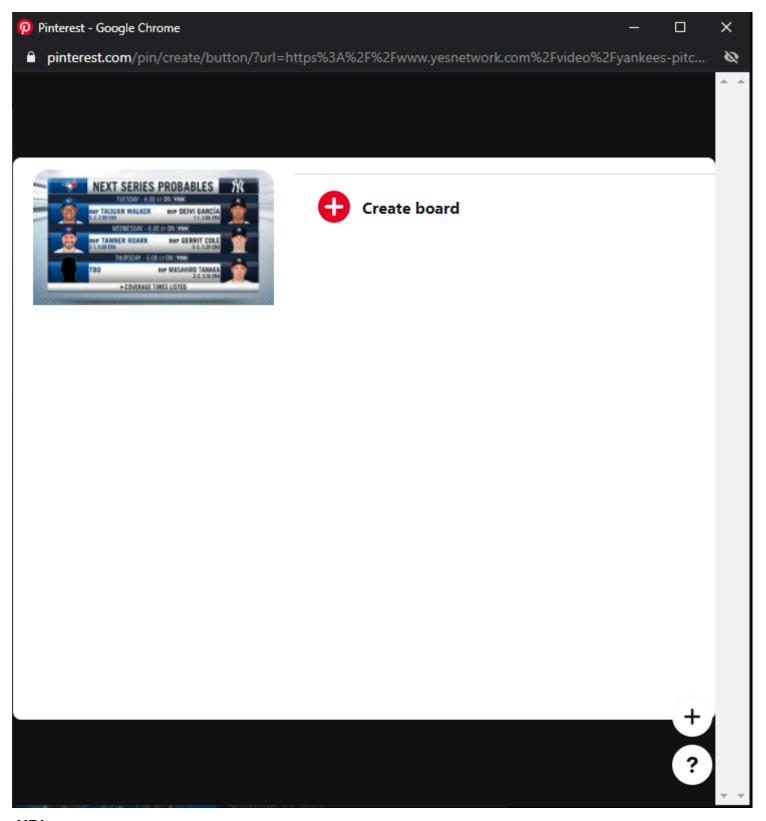
Clicking the <u>Reddit Share Button</u> in the Share modal will open a <u>Reddit share post</u> with the video information in a new window

If the user is not logged into Reddit, then he/she will be prompted to log in before the share post is displayed.

Reddit Share Button Tracking:

Clicking Reddit Share Button

YES Network Playback Video Page - Default View - Share Modal - Pinterest Share



URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Pinterest Share Button:

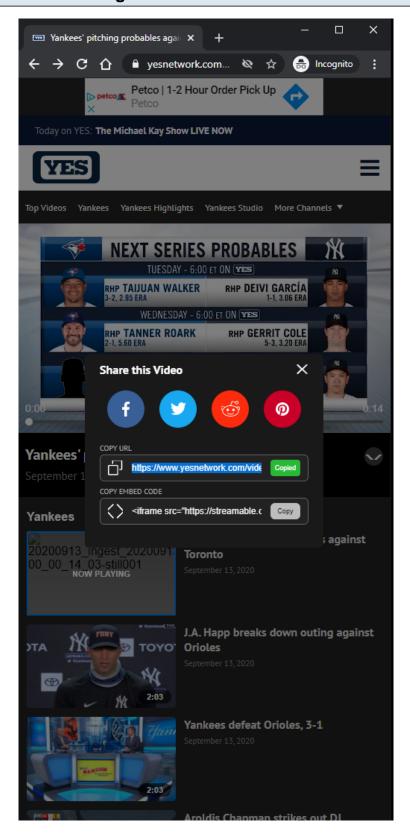
Clicking the Pinterest Share Button	in the Share	modal will	open a	<u>Pinterest</u>	share p	ost with	the v	ideo
information in a new window								

If the user is not logged into Pinterest, then he/she will be prompted to log in before the share post is displayed.

Pinterest Share Button Tracking:

Clicking Pinterest Share Button

YES Network Playback Video Page - Default View - Share Modal - Share URL



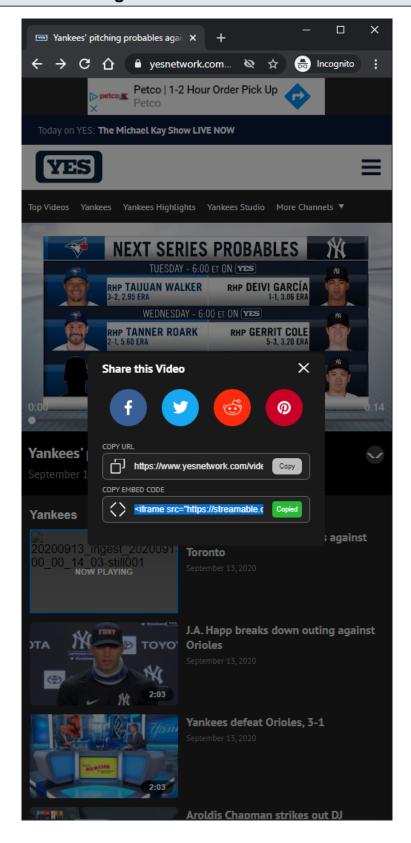
URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Share URL Field:

Clicking the Share URL field or the Copy button will copy the URL of the video. **Share URL Tracking:** Clicking the Share URL field Clicking the Copy button

YES Network Playback Video Page - Default View - Share Modal - Share Embed Code



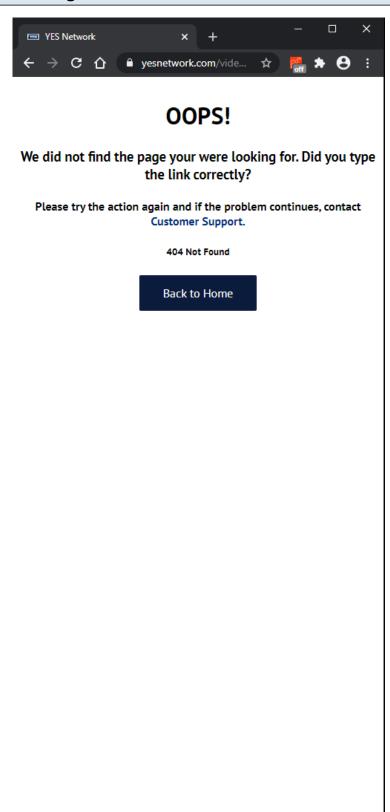
URL:

https://www.yesnetwork.com/video/yankees-pitching-probables-against-toronto?t=yankees

Share Embed Code Field:

Clicking the Share Embed Code field or the Copy button will copy the URL of the video. **Share Embed Code Tracking:** Clicking the Share Embed Code field Clicking the Copy button YES Network Video Page - 53

YES Network Server 404 Page



URL:

https://www.yesnetwork.com/video/topic/0

Server 404 View:

This view is displayed to the user if he/she visits a URL that does not exist.