

# Webcasting Entry Level Analytics

## **Overview of Webcasting Entry Level Analytics**

The Webcasting Entry Level analytics dashboard enables you to discover how your users engage with a specific Webcasting entry, where they watched it from and with what devices, so you can track and optimize your live events. You can also filter based the analytics based on a variety of parameters, including location and category. To learn more, see Working with the Entry Level Analytics Dashboard.

As a reference for analytics terms and definitions, please see the Advanced Analytics Terminology article.

#### To access Entry Level analytics in KMC

- 1. Select the Content menu and then select Entries.
- 2. Click on the desired Webcasting entry.
- 3. Click View Analytics.

Analytics are also available for image files.

The top panel of the Webcasting Entry Level dashboard provides an overview with highlights and details on the specific webcast entry.

#### Details



- Entry Type
- Entry owner
- Created On
- (KMC) Link to the Entry Details page

#### Summary

Displays a snapshot of the important metrics for the selected time-frame.

Highlights	Engagement	Quality
<b>719</b> Plays	<ul><li>70% @</li></ul>	0.2% Avg. Buffering Rate
427 Known Viewers	9.1% VOD Avg. completion rate @	1,924.8 Kbps Avg. Bitrate
0 34,889 Minutes Viewed 97.97% Live	22 Users asked 38 questions View	<b>0 105</b> Last Broadcast Duration (Min.)
21 Countries	O Users registered	

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Highlights

- Plays the number of times the player started to play,
- **Known Users** the total number of viewers that saw the webcast. This number is especially interesting if the content is opened for non logged in viewers.
- **Minutes Viewed** total number of minutes that all the viewers have watched, in the details you can find how much of the total time viewed was during the live broadcast as apposed to the VOD recording of the webcast.
- **Countries** total number of countries that all the viewers came from.

#### Engagement

- Live Engagement Rate The rate of the time that viewers watched the broadcast either in full screen or with the tab in focus and the player's sound on.
- VOD Avg. Completion Rate How much of the VOD recording was watched,
- Q&A The rate of viewers that asked questions and the total number of questions. In addition, you can also view all the questions that were submitted by clicking on the view link and from there export all the questions.

Viewership Highlights   12,881 Payer impression   Voo   11,281 Pays   Voo   12 there a Q&A session at the end of the presentation?   13 the presentation will be recorded?   04/05/20 4:30PM   15 the presentation will be recorded?   04/05/20 4:30PM   16 the presentation will be recorded?   04/05/20 4:30PM   17 the of the presentation will be recorded?   04/05/20 4:30PM   18 the presentation will be recorded?   04/05/20 4:30PM   19 the presentation will be recorded?   04/05/20 4:30PM   10 the presentation will be recorde?   04/05/20 4:30PM   10 the presentation will be recorde?   04/05/20 4:30PM   10 the presentation will be recorde?   04/05/				
Viewership Highing   12,881   12,881   12,881   12,881   12,881   11,281   Pays   11,281   Live   Voo     13 the live event started?   04/05/20 4:30PM   14 thear anything   04/05/20 4:30PM   15 the presentation will be recorded?   04/05/20 4:30PM   16 the presentation will be recorded?   04/05/20 4:30PM   17 questions View   18 the presentation will be recorded?   04/05/20 4:30PM   19 54 Likes   10 4   10 4   10 5   10 5		Users' Questions		
12,881 Player Impressions       Is the live event started?       04/05/20 4:30PM       completion rate       completion	ights	5% Users asked 121 questions	Export	lights
Live Is the live event started? 04/05/20.4:30PM   11,281 Plays   Live Is the resentation? 04/05/20.4:30PM   Live Can't hear anything 04/05/20.4:30PM   Is the presentation will be recorded? 04/05/20.4:30PM   Is	er Impressions	I can't hear the sound.	04/05/20 4:30PM	rement time (2)
11,281 Plays   Live   Live Engagement Time Breakdor   Not Engagement I 01%   Fair Engagement I 01%   Close   10%   Close   10%    10%   10%    10%    10%    10%    10%    10%    10%    10%    10%    10%    10%    10%   10%   10%   10%   10%   10%  <		Is the live event started?	04/05/20 4:30PM	
Live       Can't hear anything       04/05/20 4:30PM       Fring Rate         Is the presentation will be recorded?       04/05/20 4:30PM       Social         Live Engagement Time Breakdor       Is the presentation will be recorded?       04/05/20 4:30PM         Not Engaged       10%       54 Likes         Fair Engagement       10%       Close       44 Comments         Fair Engagement       10%       3 Shares	5.5	Is there a Q&A session at the end of the presentation?	04/05/20 4:30PM	
Live Engagement Time Breakdo Not Engaged	_	Can't hear anything	04/05/20 4:30PM	
Live Engagement Time Breakdo Not Engaged  10% Low Engagement 10% Fair Engagement 10% Social Social Social 44 Comments 44 Comments 44 Comments 43 Shares		Is the presentation will be recorded?	04/05/20 4:30PM	
Not Engaged     10%       Low Engagement     10%       Fair Engagement     10%         Close         44 Comments       3 Shares	Time Breakdo	Is the presentation will be recorded?	04/05/20 4:30PM	Social
Fair Engagement  10% 3 Shares		Is the presentation will be recorded?	04/05/20 4:30PM	9 54 Likes
Fair Engagement  10% 3 Shares	10%			44 comments
	10%	Close		

• **Registration** - The total number of registered users. When analytics is viewed from within KMS, an option to download the Registration report is available.

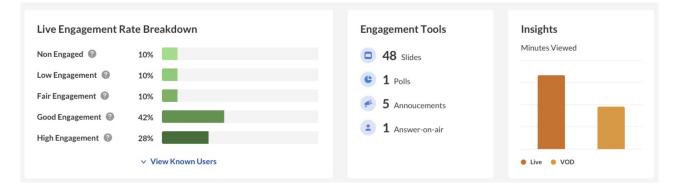
#### Quality

• **Avg. Buffer Rate** - The rate of buffering out of the total broadcast From the total amount of time viewed, the percent of time the player was buffering.



- **Avg. Bitrate** The average bitrate viewed by all the viewers. Indicates the quality of the video watched. Kaltura Player sends a beacon every 10 seconds with the viewed bitrate. The average bitrate is the average reported bitrate across all players. (sum of bitrate /number of view events with reported bitrate)
- Last Broadcast Duration The total broadcast time of only the last broadcast.

## Engagement



#### Live Engagement Rate Breakdown

- Non Engaged Tab is not in focus, Player is on Mute
- Low Engagement Tab is in focus, Player is on Mute
- Fair Engagement Tab is not in focus, Sound is On
- Good Engagement Tab is in focus and Sound is On
- High Engagement Tab is in focus, Player is in full screen mode, Sound is On.

Clicking on **View Known Users** will auto scroll and focus the browser to the users list sorted by the engagement rate.

#### **Engagement Tools**

Displays (per tool) how many times the tool was used during the webcast.

#### Insights

Displays the minutes viewed broken down to Live vs VOD recording.

#### **Views on Playback**

In this section you can see the number of <u>VOD views</u> and <u>Live Engagement</u> over the duration of the entry per minute. Through this parameter you can understand which sections of the video generated interest and when you lost your audience.

A Note: When using DVR, the Live engagement rate will not show data or it will show flat line.



Because this is a live entry, Views on Playback will react to the Webcast's state. The webcast has the following states:

• Live

The webcast is cu	rroutly live
Once the webcast ends, refresh the pag will be availab	ge and the webcast recording ble
► •()	
3,000	100%
2,250	75%
1,500	50%
750	25%
00:00	23:45 48:22
Views Live Engagement Rate	
✓ View Known Users I	Breakdown

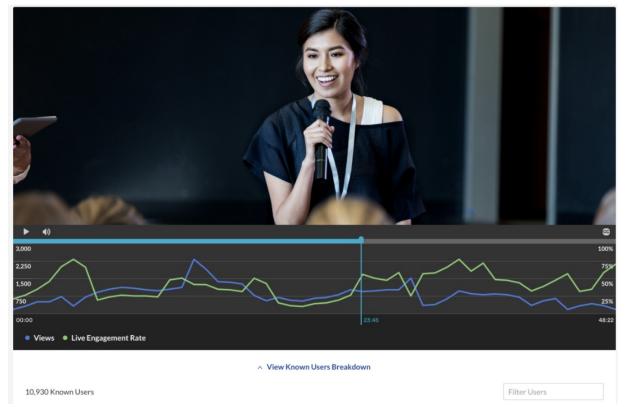
• **Offline with no recording** - Either the recording has never been broadcasted, or the recording has been disabled for the entry.

	No Recording Four This webcast doesn't have a recording associate recording was archived or the entry was new	
► 4»		©
3,000		100%
2,250		75%
1,500		50%
750		25%
00:00		23:45 48:22
Views Elive Engagement Rate		
	<ul> <li>View Known Users Breakdo</li> </ul>	wn

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#### • Offline with recording



## **User Engagement**

Click "**View Known Users Breakdown**" under the player graph to see an in-depth analysis of all users that viewed this entry.

The following information is displayed for each user:

- Registration
- Impressions
- Plays
- Min Viewed
- Live Minutes Viewed
- Live Avg. Buffer Rate
- Live Engagement Rate
- VOD Total Comp. Rate

You can also filter by specific users, using the Filter Users field on the top right.



				View Known	Users Breakdown			
10,930 Known Users							Filter U	Jsers
Name	Registration	Impressions	Plays	Min. View 🗸	Live Minutes Ratio	Live Avg. Buffer Rate	Live Engagement Rate	VOD Total Comp. Rate
All Known Users	$\checkmark$	10,980	10,221	55,439	86%	0.2%	88%	45%
Jack Sanders	~	1	1	98	100%	0.4%	56%	0
Mia Reynold	~	1	1	68	10%	20%	56%	88%
Debbie Schneiderman	~	2	2	60	100%	0.4%	56%	0
Eric Grant	~	2	2	56	50%	0.4%	78%	0
Jessica Fisher	~	1	1	45	100%	0.4%	89%	0
Timothy Harrelson	~	1	2	45	100%	0.4%	24%	0
Dennis Norman	$\checkmark$	1	1	45	100%	0.4%	12%	0
Carry Logan	~	1	1	45	100%	0.4%	56%	0
Ella Farrow	~	1	1	45	100%	0.4%	56%	0
Amie Harrold	~	1	1	45	100%	0.4%	56%	0
				K < 1 2	3 4 5 > >			Show Rows 25 $\vee$

## **Top Countries**

The Top Countries panel ranks the geographical distribution by plays. The heatmap shows the countries, the darker the shade, the more plays for that country. The table displays the following metrics:

- Plays
- Plays distribution
- Known Users
- Minutes Viewed
- Live Avg. Buffer Rate
- Live Engagement Rate
- VOD Avg. Comp. Rate

You can drill down to region by selecting a country on the map or from the table. Select a region to drill down to cities.

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Top Co	ountries v 44 cou	ntries						
Top Co	Name v 44 cou	ntries Plays ∨	Plays Distribution	Known Users	Minutes Viewed	Live Avg. Buffer Rate	Live Engage. Rate	VOD Avg. Comp. R.
			Plays Distribution	Known Users 10,930	Minutes Viewed	Live Avg. Buffer Rate 0.2%	Live Engage. Rate	VOD Avg. Comp. R. 78%
	Name Worldwide	Plays ∨	Plays Distribution					
4	Name Worldwide	Plays ∨ 11,455		10,930	56,210	0.2%	70%	78%
	Name Worldwide United States	Plays ∨ 11,455 4,556	_	<b>10,930</b> 8,554	56,210 12,992	<b>0.2%</b>	<b>70%</b> 56%	<b>78%</b> 86%
4	Name Worldwide United States United Kingdom	Plays ∨ 11,455 4,556 2,881	-	<b>10,930</b> 8,554 8,554	56,210 12,992 12,992	0.2% 0.2% 0.2%	<b>70%</b> 56%	<b>78%</b> 86% 86%

## **Devices Overview**

The Devices Overview displays the viewers distribution of device usage for the following metrics:

- Plays
- Minutes Viewed
- Live Engagement Time
- VOD Avg. Completion Rate

Top Devices			
Plays	Minutes Viewed	Live Engagement Time	VOD Avg. Completion Rate
🖵 Desktop	5,604		
_ Mobile	4,322		
_ Tablet	819		
Live VOD			

## **Top Domains**

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Top domains are ordered by domains that had the most number of plays in the selected time frame. For each domain the following metrics are available:

- Plays
- Plays distribution number of plays divided by the total number of plays in the selected timeframe.
- Known Users
- Minutes viewed
- Live Engagement Rate
- VOD Avg. Comp. Rate

<b>Top Dor</b> 5 Domains	nains @							
#	Name	Plays $\lor$	Plays Distrib.	Known Users	Minutes Viewed	Live Avg. Buffering Rate	Live Engagement Rate	VOD Avg. Comp. Rate
	All Domains	11,455		10,930	56,210	o.2%	70%	65%
1 💥	corp.kaltura.com	8,544		4,200	12,556	0.2%	56%	56%
3 💥	kaltura.com	2,334		56	12,556	0.2%	56%	56%
5 🔆	kmc.kaltura.com	982	•	4	12,556	0.2%	56%	56%
				K	< 1 > X			

## **Minimum Requirements**

For all the data to be properly displayed, player versions must be higher than:

- V7.26 (V7 player)
- V2.84 (V2 player)

[template("cat-subscribe")]