

Kaltura Analytics - Metrics Lexicon

Last Modified on 10/02/2019 2:53 am IDT

Name	ID	Description
Play Impression	playImpression	The number of times the video player was loaded.
Play Requested	playRequested	<p>The number of times that the "Play" button is triggered either manually or automatically.</p> <p>The requested content could be ad content or the actual video content.</p> <p>A plays requested is counted regardless of which type of content is requested to play.</p> <p>Plays requested will not include the Replay event.</p>
Play	play	<p>The number of times that actual non-ad video content starts playing.</p> <p>If the user initiates the playback experience and only watches a pre-roll ad without continuing on to the actual video content, a Plays Requested event is reported, but not a Play.</p> <p>Video Starts is only recorded if the user waits until the actual video starts playing back.</p>
Estimated Minutes Watched	estimatedMinutesWatched	The sum of minutes that actual video content were watched across all the users viewing this content across the different platforms.
Average View Duration	averageViewDuration	<p>The average time watched across all the users viewing this content across the different platforms.</p> <p>Computed by: $\text{estimatedMinutesWatched}/60/\text{plays}$</p>
Play-through 25%	playThrough25	The number of video plays for the selected video assets that reached the state of 25% of completion.
Play-through 50%	playThrough50	The number of video plays for the selected video assets that reached the state of 50% of completion.
Play-through 75%	playThrough75	The number of video plays for the selected video assets that reached the state of 75% of completion.
Play-through	playThrough100	The number of video plays for the selected video assets that reached the state of 100% of completion.

Name	ID	Description
100% Play Ratio	playRatio	The number of Plays divided by the number of Player Impressions
Average View Drop-Off	averageViewDropOff	The viewing drop percentage to consider, relatively, 25%, 50%, 75% play-through weights. $(0.25 * \text{playThrough25} + 0.25 * \text{playThrough50} + 0.25 * \text{playThrough75} + 0.25 * \text{playThrough100}) / \text{Plays}$
Segments Watched	segmentsWatched	The number of times each segment of a piece of video content is watched. 1 segment is defined as 2.5% of video length.
Percentage Watched	percentageWatched	$\text{segmentsWatched} * 2.5$
Unique Known Users	uniqueKnownUsers	Sum of unique users, for which a user ID was passed to player by application/publisher
Unique Player Session ID	uniquePlayerSessionId	Sum of unique session ids generated by Kaltura player that had at least 1 player impression or 1 play in the given timeframe, refreshing the embedding page will generate a new ID.
Unique Videos	uniqueVideos	Sum of unique entries that had at least 1 player impression or 1 play in the given timeframe
View	view	The number of people that are watching right now a broadcast / live event or viewing on-demand content
DVR View	dvrView	The number of people that are watching right now a digital video recording of a broadcast / live streaming event
Peak View	peakView	The maximum number of real-time viewers watched a broadcast / live event or viewing on-demand content in any given minute to this moment.
Peak DVR View	peakDvrView	The maximum number of real-time viewers watched a digital video recording of a broadcast / live streaming event in any given minute to this moment.
Buffering Time	bufferingTime	Measures the average time, in seconds, that viewers experienced buffering
Average Actual Bitrate	averageActualBitrate	The average bitrate (kbps) all viewers through all devices, consumed content during the event.
Load To Play Time	loadToPlayTime	The average time it took a watcher to retrieve playback of a given entry

