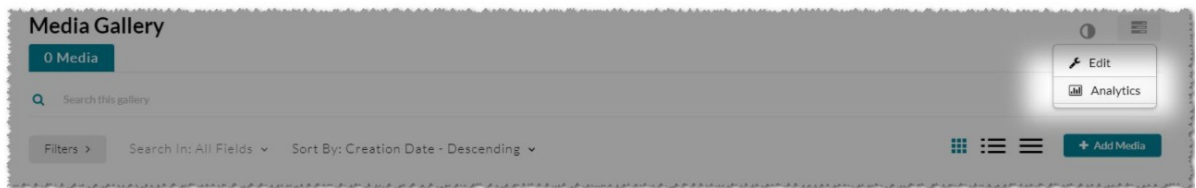


Media Gallery Analytics

Media Gallery managers can measure and analyze the user engagement and contribution to the Media Gallery. These contextual analytics allow Media Gallery managers to answer important questions such as: What are the most popular videos? Who are the members that watch the most videos and what is their drop off rate? Who are the members that contribute the most media? All analytics tabs have the option to Export to a CSV or print your information.

☰ To display Media Gallery Analytics

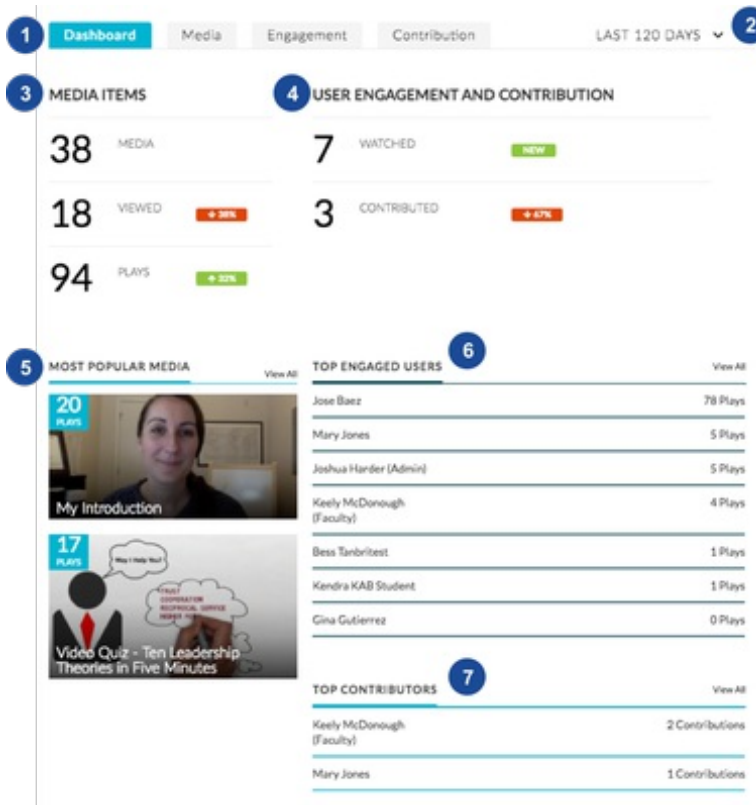
- In the Media Gallery, select Analytics from the Edit menu.



The Analytics Dashboard is displayed.



Analytics Dashboard



The Dashboard presents a summary of the available analytics.

The legend is as follows:

1. Active tab (Dashboard)

2. Date range

- Options: Last 7 days, Last 30 days, Last 120 days, Last 365 days, Custom. Analytics update every 24 hours.

3. Media Items

- Media: Tooltip says "number of media in this media gallery"
- Viewed: Tooltip says "number of media that were loaded, but not necessarily played, in this media gallery"
- Plays: Tooltip says "number of plays counted across the viewed ones, in this media gallery. So, number of unique plays across all viewed media for that date range"
- Trends: shows the change from the previous period selected in the time range.

4. User Engagement and Contribution

- Watched: Tooltip says "number of users that viewed media pages in this channel".
- Contributed: Tooltip says "number of users that contributed media to this media gallery."

5. Most Popular Media

- Media that has the highest total number of Plays in the selected time period.
- Shows thumbnails for the Top 2.
- Clicking "View All" takes you to the full media list in the Media tab which is also organized from highest to lowest views.

6. Top Engaged Users

- Users who have interacted with media, listed highest to lowest in order of total number of plays (across any media in that context) for the selected time period.
- Shows the Top Ten.
- Clicking "View All" takes you to the full user list in the Engagement tab which is also organized from highest to lowest number of plays.

7. Top Contributors

- Users who have published content.
- Shows the Top Ten.
- Contributor names are pulled from the Administrative Owner field for the entry – so even if you published it, the original owner will appear as the Contributor in this report.

Media Analytics Report

The media analytics report lists all the content available in My Media. For each media entry, the number of plays is displayed, total view time, average view time and the average drop-off rate.

The Media tab presents information about who is watching specific information.

The screenshot shows the Media Analytics Report interface. At the top, there are navigation tabs: Dashboard (1), Media (active), Engagement, and Contribution. A date range selector shows 'LAST 120 DAYS' (2). Below the tabs are two buttons: 'Export to CSV' (3) and 'Printable Version'. A search bar (4) is located to the right. The main table (5) has columns: Media Title (5), Contributed By (6), Plays in Channel (7), Total Plays (8), Trend (9), Total View Time (10), Avg. View Time (11), and Avg. Drop-Off (12). The table contains three rows of data. Below the main table is a sub-table (13) titled 'User' and 'Maximum Play-Through' with four rows of user data. To the right of this sub-table are two buttons: 'Export to CSV' (14) and 'Printable Version'. At the bottom of the screenshot, there is a partial view of another row in the main table.

Media Title	Contributed By	Plays in Channel	Total Plays	Trend	Total View Time	Avg. View Time	Avg. Drop-Off
My Introduction	Keely McDonough (Faculty)	20	147	↘	00:05:46	00:00:17	53%
Video Quiz - Ten Leadership Theories in Five Minutes	Jose Baez	17	114	↔	00:38:00	00:02:14	44%
What is Leadership?	Keely McDonough (Faculty)	13	160	↘	00:11:45	00:00:54	35%

User	Maximum Play-Through
Jose Baez	50%
Joshua Harder (Admin)	100%
Keely McDonough (Faculty)	75%

▶ Data Visualization	Aion Finkelstein	8	36	↔	00:03:30	00:00:26	22%
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The legend is as follows:

1. Active tab (Media)
2. Date range
 - Options: Last 7 days, Last 30 days, Last 120 days, Last 365 days, Custom. Analytics update every 24 hours.
3. Export table to CSV. Print table to PDF

- See Export to CSV for details

4. Search

5. Media Title

- Title of the media

6. Contributed by

- Administrative owner of the media
- Shows administrative owner's name regardless of who actually published it

7. Plays in Channel

- Total number of plays in that context (includes Media Gallery and BSE in KAF).

8. Total Plays

- Shows all plays of the entry regardless of the context.
- This will show the channel manager the ratio between channel plays and general plays of the entry.

9. Trend

- Last 7 days' plays for each entry (number of plays of this entry in the channel)

10. Total View Time

- Total number of minutes spent viewing that video
- This is accumulative – if you watched the same 4-minute video twice, this would show 00:08:00. If you hit Replay it won't count you twice, but if you watch it two separate times it will count twice.

11. Avg. View Time

- Total time / number of plays

12. Avg. Drop-Off

- Average drop off rate is calculated as follows: (total time reached 25% play-through + total time reached 50% play-through + total time reached 75% play-through + total time reached 100% play-through) / 4 / total plays

13. User Maximum Play-Through

- The farthest the user got through the video, in quartiles. Results in “Maximum play-through” column will only be one of the following: 0%, 25%, 50%, 75%, 100%.
- The scrubber must have passed one of those milestones in order for it to be logged.
- For example - in an 8-minute video, watching to 1:52 will result in Maximum play-through being logged as 0%. Watching to 7:52 will result in Maximum play-through being logged as 75%.

14. Export item to CSV. Print item to PDF

See the following [examples](#) for details.

Examples of CSV and Printable Versions of the Table in the Media Tab

The screenshot shows a dashboard with tabs for Dashboard, Media, Engagement, and Contribution. The Media tab is active, displaying a table of media items. A red arrow points from the 'Export to CSV' button to the table, and another red arrow points from the 'Printable Version' button to a report below the table.

Media Item	Channel ID	User ID	User	Plays in Med	Total Plays	Total View Time	Avg. view time	Avg. drop-off percent
My Introduction	1_2r12bc**	keely.mcdonough	Keely McDonough (Faculty)	20	147	00:05:46	00:00:17	53%
Video Quiz - Ten Leadership Theories in Five Minutes	1_08c7c5**	teacher2	Jose Baez	17	114	00:38:00	00:02:14	44%
What is Leadership?	1_0dono**	keely.mcdonough	Keely McDonough (Faculty)	13	160	00:11:45	00:00:54	35%
Student Assignment Submission - Project Overview	1_05eodp**	student1	Bess Tanbriest	8	24	00:09:05	00:01:08	13%
Data Visualization	1_3cvuu**	AlonF	Alon Finkelstein	8	36	00:03:30	00:00:26	22%
Frisbee Toss (360 Video)	0_055k**	Kaltura F1	kaltura F1	7	83	00:03:54	00:00:33	14%
Steve Jobs talks about managing people	1_11agor**	teacher1	Mary Jones	5	12	00:04:15	00:00:51	35%
WHERE GOOD IDEAS COME FROM by Steven Johnson	1_5w49j**	jacksharon	Jack Sharon	4	48	00:01:01	00:00:15	6%
Mapping Business Vectors	1_509jw**	AlonF	Alon Finkelstein	3	34	00:02:30	00:00:49	42%
360-degree Classroom Tour	1_9r1tuk**	keely.battle@kaltura.com	Keely Battle	3	98	00:01:22	00:00:27	50%
What's Holding You Back	0_8tyht**	alonkaltura@mailinator.com	alonkaltura@mailinator.com	1	17	00:10:16	00:10:16	100%
An Introduction to Vectors, Part 1 - Quiz	1_0taxp**	keely.mcdonough	Keely McDonough (Faculty)	1	16	00:00:00	00:00:00	0%
360 degree video Step Inside the Large Hadron Collider	1_rdrvst**	kaltura.teacher	Teacher Professor	0	7	00:00:00	00:00:00	0%

Media Items Report | For Media Gallery
 Aug 21,2017 - Dec 19,2017
[print](#)

Media Title	Contributed By	Plays in Channel	Total Plays	Trend	Total View Time	Avg. View Time	Avg. Drop Off
My Introduction	Teacher Professor	20	147		00:05:46	00:00:17	53%
Video Quiz - Ten Leadership Theories in Five Minutes	Jose Baez	17	114		00:38:00	00:02:14	44%
What is Leadership?	Teacher Professor	13	160		00:11:45	00:00:54	35%
Student Assignment Submission - Project Overview	Bess Tanbriest	8	24		00:09:05	00:01:08	13%
Data Visualization	Keely McDonough (Faculty)	8	36		00:03:30	00:00:26	22%
Frisbee Toss (360 Video)	kaltura F1	7	83		00:03:54	00:00:33	14%
Steve Jobs talks about managing people	Mary Jones	5	12		00:04:15	00:00:51	35%
WHERE GOOD IDEAS COME FROM by Steven Johnson	Jack Sharon	4	48		00:01:01	00:00:15	6%
Mapping Business Vectors	Keely McDonough (Faculty)	3	34		00:02:30	00:00:49	42%
360-degree Classroom Tour	Teacher Professor	3	98		00:01:22	00:00:27	50%
What's Holding You Back	Kaltura Teacher3	1	17		00:10:16	00:10:16	100%
An Introduction to Vectors, Part 1 - Quiz	Keely McDonough (Faculty)	1	16		00:00:00	00:00:00	0%
360 degree video Step Inside the Large Hadron Collider	Keely McDonough (Faculty)	0	7		00:00:00	00:00:00	0%

[print](#)

Examples of CSV and Printable Versions of Individual Entries in the Media Tab

User	Maximum Play-Through
Jose Baez	50%
Joshua Harder (Admin)	100%
Keely McDonough (Faculty)	75%

	A	B
1	User	View Drop-Off
2	Jose Baez	50
3	Joshua Harder	100
4	Keely McDonough	75

User Content Dropoff Report | For channel "LDR-101", entry: "What is Leadership?"

Aug 21,2017 - Dec 19,2017

[print](#)

User	Maximum Play-Through
Jose Baez	50%
Joshua Harder (Admin)	100%
Keely McDonough (Faculty)	75%

[print](#)

Engagement Analytics Report

The Engagement tab presents information about what a specific user is watching. The column with a graph of last 7 days' plays for each user indicated the number of plays of this user in the channel.

The screenshot shows the Engagement Analytics Report interface. It includes a navigation bar with tabs for Dashboard, Media, Engagement (active), and Contribution. A dropdown menu is set to 'LAST 120 DAYS'. Below the navigation bar are buttons for 'Export to CSV' and 'Printable Version', and a search bar. The main table displays user engagement data with columns for User, Unique Videos, Watched, Trend, Total View Time, Avg. View Time, Avg. Drop-Off, Loads, and Loads to Plays Ratio. A secondary table below shows 'Media Title' and 'View Drop-Off' for various videos, with a 'View Drop-Off' column and a 'View Drop-Off' icon.

The legend is as follows:

1. Active tab (Engagement)

2. Date range

- Options: Last 7 days, Last 30 days, Last 120 days, Last 365 days, Custom.
- Analytics update every 24 hours

3. Export Table to CSV. Print table to PDF

- See the Example section for details.

4. Search

5. User

- First and last name of User who watched the media
- If user does not have firstname/lastname in KMS/KAF user management then userID is shown. If changes are made to the information in the User Management screen, user name information is updated upon their next login OR upon KMS/KAF Admin cache refresh

6. Unique videos

- Number of unique Videos the user played within that context.

7. Watched

- The total number of Plays that user had across those unique videos

8. Trend

- Last 7 days' plays for each user (number of plays by this user in this context)

9. Total View Time

- Total number of minutes spent viewing all videos
- This total is accumulative – if you watched the same 4-minute video twice, this would show 00:08:00. If you hit Replay it won't count you twice, but if you watch it two separate times it will count twice.

10.

Avg. View Time

- $\text{Total View Time} / \text{Total number of plays}$

11. Avg. Drop-Off

- Calculated as follows: (total time reached 25% play-through + total time reached 50% play-through + total time reached 75% play-through + total time reached 100% play-through) / 4 / total plays

12. Loads

13. Loads to Plays Ratio

14. View Drop-off

- Average dropoff rate across all views of that single media item for that user.

15. Export item to CSV. Print item to PDF

- See the following [examples](#) for details.

Examples of CSV and Printable Versions of the Table in the Engagement Tab

The screenshot shows a web interface with tabs for Dashboard, Media, Engagement (selected), and Contribution. Below the tabs are buttons for 'Export to CSV' and 'Printable Version', and a search bar. The main content area displays a 'User Engagement Report | For Media Gallery' for the period 'Aug 22, 2017 - Dec 20, 2017'. A red arrow points from the 'Printable Version' button to the report. The report includes a table with columns: User, Unique Videos, Watched, Total View Time, Avg. View Time, Avg. Drop-off, Loads, and Loads to Plays Ratio. The data in the report matches the table shown below.

User	Unique Videos	Watched	Total View Time	Avg. View Time	Avg. Drop-off	Loads	Loads to Plays Ratio
Jose Baez	14	78	01:50:57	0:01:25	30%	91	0.8571
Mary Jones	4	5	0:01:51	0:00:22	30%	6	0.8333
Joshua Harder	5	5	0:17:26	0:03:29	100%	9	0.5556
Keely McDonough (Faculty)	6	4	0:03:14	0:00:48	69%	6	0.6667
Bess Tanbirtest	2	1	0:05:04	0:05:04	100%	2	0.5
Kendra Student KAB	1	1	0:03:47	0:03:47	75%	1	1
Gina Gutierrez	1	0	0:00:00	0:00:00	0%	1	0

Examples of CSV and Printable Versions of Individual Users in the Engagement Tab

User Media Content Drop Off | For channel "LDR-101", user: "Jose Baez"

Aug 22,2017 - Dec 20,2017

[print](#)

Media Title	View Drop-Off
Mapping Business Vectors	13%
Integrated Webcam - 2017 Oct 05 03:06:29 - Quiz	50%
Frisbee Toss (360 Video)	14%
Business Strategy	25%
Data Visualization	11%
Steve Jobs talks about managing people	31%
History 502 Lecture	0%
What is Leadership?	25%
My Introduction	48%
Student Assignment Submission - Project Overview	13%
WHERE GOOD IDEAS COME FROM by Steven Johnson	6%
History 502 Lecture	100%
Video Quiz - Ten Leadership Theories in Five Minutes	41%
360-degree Classroom Tour	63%

A	B
1	Media Title
2	Mapping Business Vectors
3	Integrated Webcam - 2017 Oct 05 03:06:29 - Quiz
4	Frisbee Toss (360 Video)
5	Business Strategy
6	Data Visualization
7	Steve Jobs talks about managing people
8	History 502 Lecture
9	What is Leadership?
10	My Introduction
11	Student Assignment Submission - Project Overview
12	WHERE GOOD IDEAS COME FROM by Steven Johnson
13	History 502 Lecture
14	Video Quiz - Ten Leadership Theories in Five Minutes
15	360-degree Classroom Tour
16	

[print](#)

User	Unique Videos	Watched	Trend	Total View Time
Jose Baez	14		→	01:50:57

Media Title	View Drop-Off
Mapping Business Vectors	13%
Integrated Webcam - 2017 Oct 05 03:06:29 - Quiz	50%

Contribution Analytics Report

The Contribution tab presents information about who is contributing to the channel.

Dashboard Media Engagement Contribution

LAST 30 DAYS ▾

Export to CSV Printable Version

Q

User	Contributed	Media Type
tzachi@guetta1.onmicrosoft.com	1	●

Legend

- Video
- Image
- Audio
- Other

LAST 7 DAYS
LAST 30 DAYS
LAST 120 DAYS
LAST 365 DAYS
CUSTOM

Terminology

Term **Definition**

Context	The space in which the viewer played the content. In MediaSpace, context is tracked according to Channel or Category. In KAF, context is tracked for content published to the Media Gallery and for content added to pages via Browse, Search, and Embed
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Term	Definition
Play	Counted the instant the play button is clicked.
View	= Player Impression
Player Impression	The viewer made it to a page where the video is available, but didn't necessarily hit Play
Drop-off	<p>Percentage that the viewer made it through a video (i.e. if viewer watched 2 minutes of an 8 minute video, the dropoff is 25%).</p> <p>Current analytics track dropoff by quartiles - 0%, 25%, 50%, 75%, 100%. The scrubber must pass one of those quartiles in order to be counted. (i.e. if a viewer watched 1:55 of an 8 minute video, the dropoff is 0%)</p> <p>**Note: this definition indicates that the drop-off can only be a specific number 0, 25, 50, 75, 100. In the Engagement Tab, the "View Drop-Off" column is actually an average of all of the views of that media item by that user. This is confusing and the title of that column should be changed.</p>