

Kaltura analytics

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 This article is designated for administrators.

About

Rich Media CMS analytics dashboards provide admins with detailed dashboards, showing in-depth, granular data and actionable insights, on their audience engagement and video usage. Admins can use these dashboards to optimize their video content and performance and ensure their KPIs are met.



Analytics are updated up to 24 – 48 hours from the activity's execution time.

Access the analytics dashboards

1. Login to your Rich Media Content Management System.
2. On the top navigation menu, click **Analytics**.



The tabs for the various analytics dashboards are displayed.



3. Select the dashboard you want to view.
You can also access the analytics dashboards from the entry, playlist or category pages.

Dashboards

The Analytics tab in Rich Media CMS includes the following dashboards:

- [Audience Analytics](#) - How users consume and engage with content?
- [Contributors](#) - Who are the users that are creating content? and with what tools?
- [Usage](#) - System reports including BW, storage and transcoding consumption.
- [Real-time Analytics](#) - Dashboard of analytics for live events in the past 7 days.
- [Entry Level Analytics](#) - Dashboard analyzing a specific entry.
- [User Analytics](#) - Dashboard providing a view of a user's activities, including

highlights, insights, and details of engagement and contribution.

- [Engagement Analytics](#) - How users engage with your content, so you can track and optimize your content.
- [Content Interactions](#)- How users are interacting with the player,
- [Technology Dashboard](#) - Provides data on the technology that is used by your users.
- [Geo-Location](#) - provides the ranking of the geographical distribution of your users, whether by plays, views or drop-off rate.
- [Playlist Analytics](#) - Discover all the activities pertaining to a specific playlist.
- [Category Analytics](#) - Dashboard containing data analysis about a category.
- [Webcasting Entry Level Analytics](#) - Dashboard about how users engage with a specific Webcasting entry.
- [VOD Analytics](#) - Dashboard analyzing a specific VOD entry.

Admins can use these dashboards to understand how users are viewing and creating video across their organization. Each dashboard includes tools for filtering and slicing the data, to identify trends and seasonality.

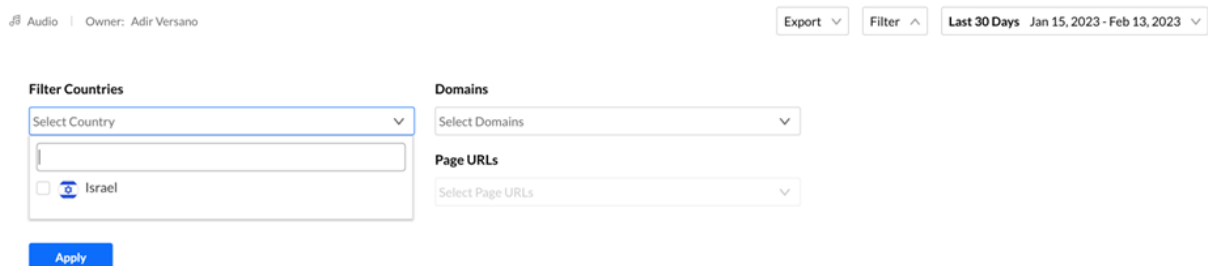
As a reference for analytics terms and definitions, please see the [Kaltura Analytics Terminology](#) article.

Analytics for multi-account

Analytics are also available for multi-account organizations with a parent partner ID and child partner IDs. To read more about the multi-account management feature see [Multi Account Management](#). When logged in to the parent partner ID Rich Media CMS, an option to toggle between Parent Only and All Accounts will be available when viewing the analytics dashboards.

Analytics accessibility

When trying to reach the analytics filters via TAB, there will not be a focus visible, but they are reachable via TAB and will be read by any screen reader as expected. In addition, the dropdown menu items are reachable with a SPACE key and not via the arrow keys as some screen readers might suggest.



The screenshot shows a user interface for filtering analytics data. At the top left, it displays 'Audio' and 'Owner: Adir Versano'. On the top right, there are buttons for 'Export', 'Filter', and a date range selector set to 'Last 30 Days Jan 15, 2023 - Feb 13, 2023'. Below these are three filter sections: 'Filter Countries' with a 'Select Country' dropdown and a search input field containing 'Israel'; 'Domains' with a 'Select Domains' dropdown; and 'Page URLs' with a 'Select Page URLs' dropdown. An 'Apply' button is located at the bottom left of the filter sections.

The field “[metric] compare to” is reachable with the TAB key and no focus will be visible.

In addition, the dropdown menu items are reachable when clicking on the SPACE key and then with the arrow keys.

Video performance over time

Player Impressions

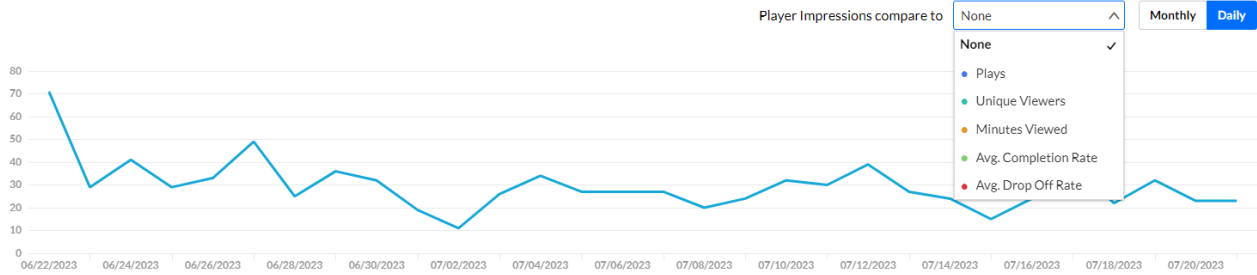
Plays

Unique Viewers

Minutes Viewed

Avg. Completion Rate

Avg. Drop Off Rate



[View Details](#)



Privacy and Ad-blocking software might stop the playback of some Kaltura media and stop the collection of Kaltura analytics. To address this, we recommend allowing Kaltura domains or disabling the software for Kaltura sites.

To learn about the firewall filters for whitelisting, see [What URLs does the KES access?](#)