Working with the engagement dashboard in Rich Media CMS

Last Modified on 08/12/2026 5:36 pm IDT

This article is designated for administrators.

About

The Engagement dashboard in Rich Media CMS helps you understand how viewers engage with content in your account. To learn more, see Engagement Dashboard.

You can use filtering and comparison options to explore your data and understand content engagement trends.

You can:

- change the time frame for the dashboard
- compare different time periods
- filter the data
- export reports to a CSV file

The filters are automatically applied to all elements of the dashboard.

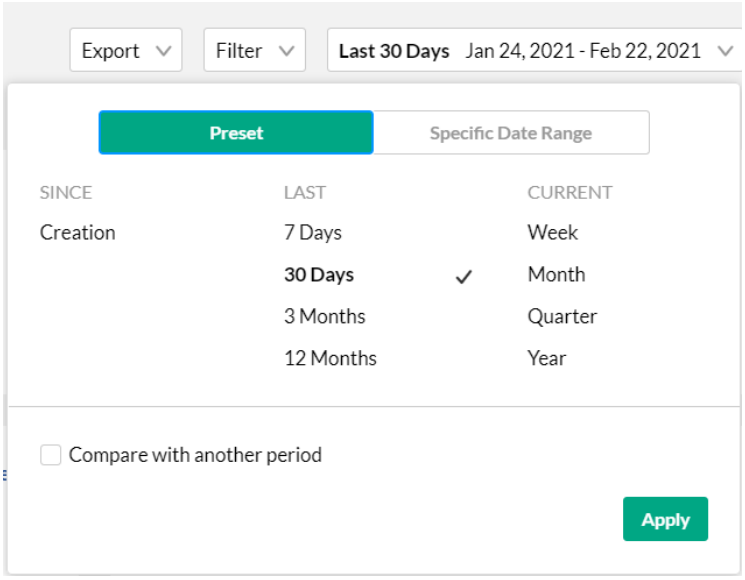
Change dashboard timeframe

Use the date picker at the top of the dashboard to change the timeframe and view data across different periods. You can select preset time periods or choose specific dates.

Preset time periods

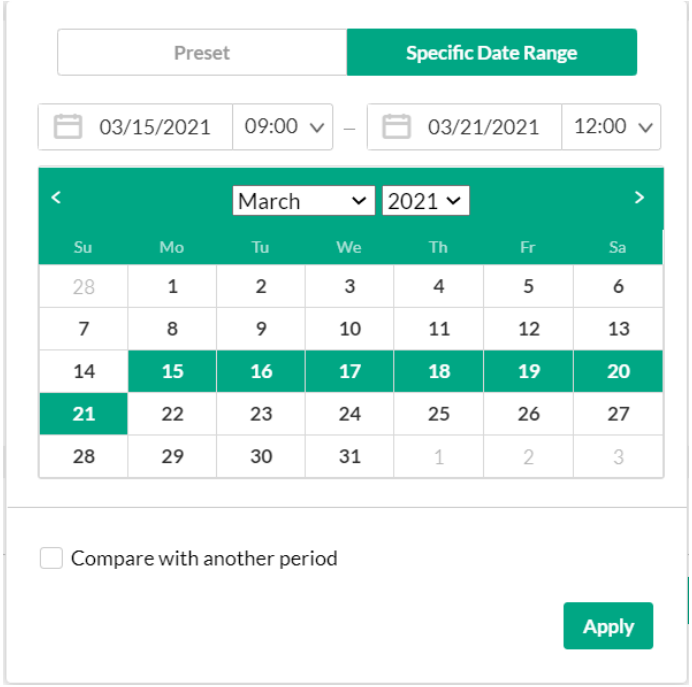
Preset time periods are a quick way of looking at recent data, such as the last week or the last month. You can also select time periods such as current year or quarter.

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Selecting a custom timeframe

1. Click on the date picker and choose the Specific Date Range tab.
2. Navigate to the first date of the timeframe and click on the date in the calendar.
3. Navigate to the last date of the timeframe and click on the date in the calendar. The timeframe will appear marked on the calendar.
4. Select the hours filter to fine tune your filtering to specific hours. Note: if you want to select until midnight, please enter 23:59 as the hour.
5. Click Apply to view the dashboard data for the selected custom time period.



Compare time periods

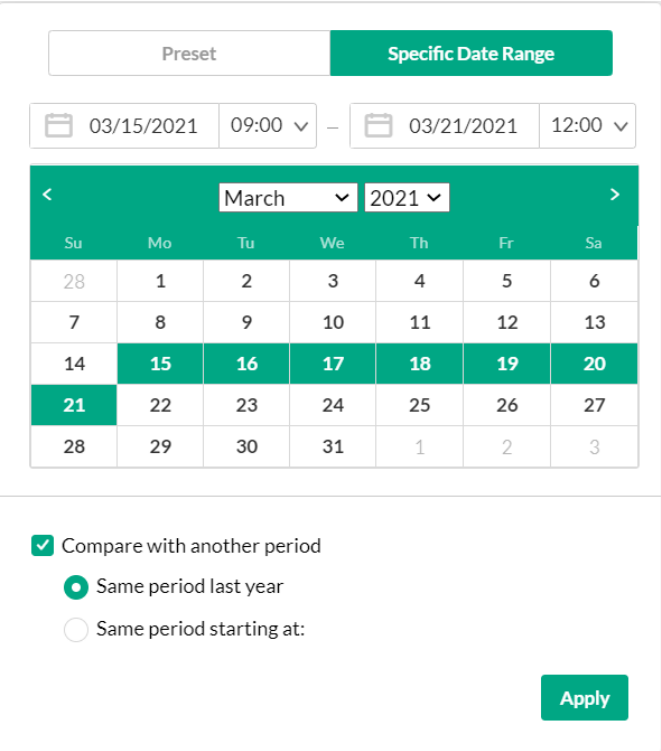
You can compare different time periods to better understand your data considering

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seasonality and changes in usage following adoption of new tools and capabilities. You can choose to compare between the same period last year or pick a specific date and compare the timeframe starting from this date. You can also use the hours filter to fine tune your analytics for specific hours.

To compare time periods

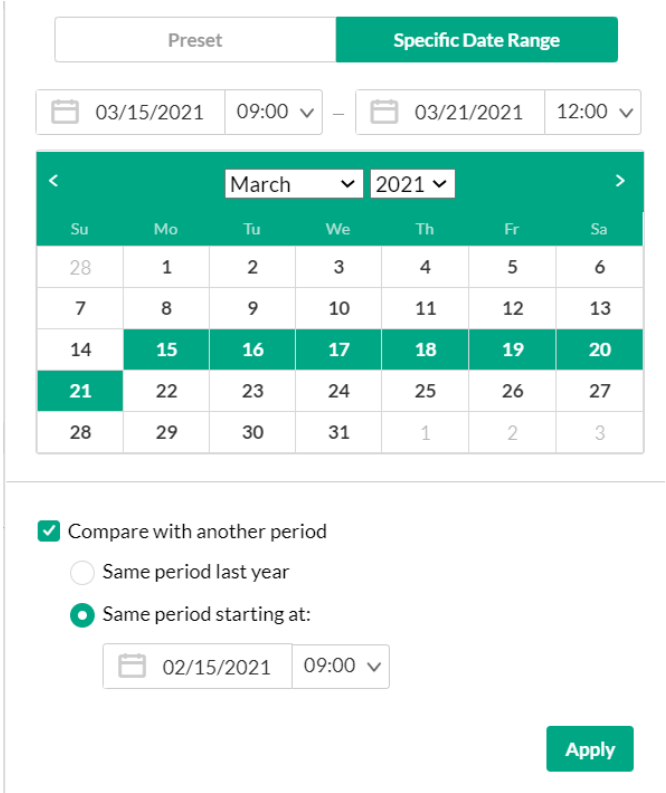
1. Click on the date picker and choose the Specific Date Range tab.
2. Select the first time period you would like to explore.
3. Check the box to Compare with Another Period.
4. Choose the second time period you would like to compare with:



- Choose **Same Period as Last Year** to compare the exact same time period the year before. For example, if the first selected time period is March 15, 2021 to March 21, 2021, the comparison will be performed to the time period of March 15, 2020 to March 21, 2020.
- Choose **Same Period Starting At** to compare with a specific time period of the same duration. You may also select to filter the analytics for the hours for a specific time range. For example, if you would like to compare analytics for March to February, select the first selected time period as March 15, 2021 to March 21, 2021. Enter the hours specific hours you want to produce the analytics for. In the following screen, analytics for 9 AM to 12PM have been chosen for rendering. Then select the Same Period Starting At and mark the starting date as February 15, 2021. The comparison will be performed for the time period of February 15, 2021 to February

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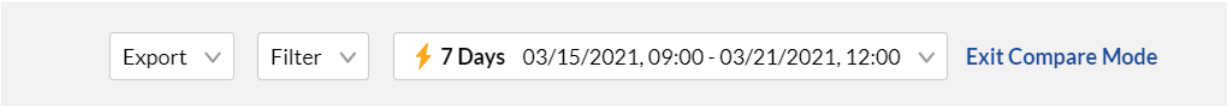
21, 2021.



- Click **Apply** to view the dashboard data and compare the information from both periods.

To return to viewing a single time period

- Click on the **Exit Compare Mode** link next to the Date Picker.

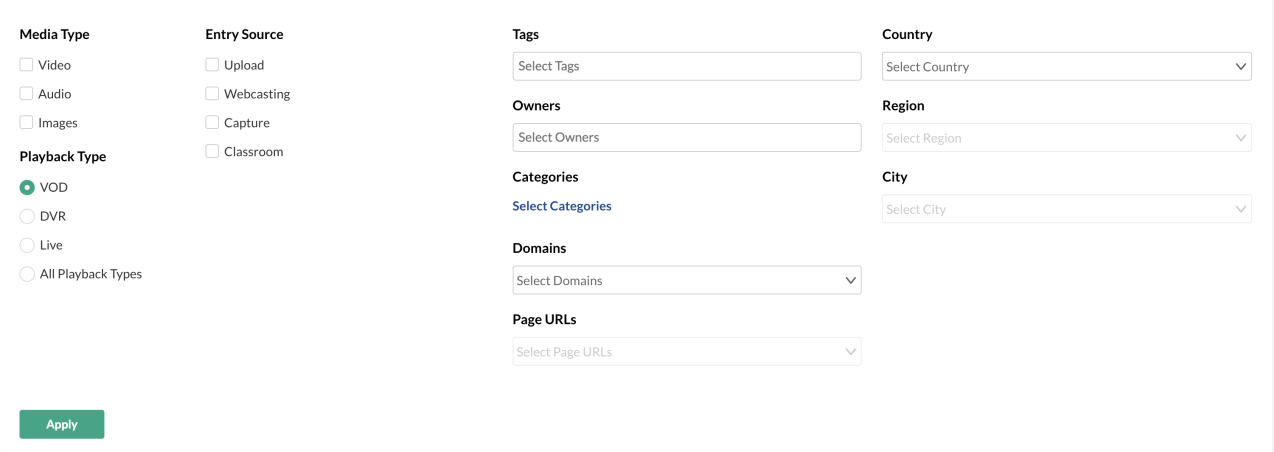


Filter the data

You can filter dashboard data by location, tags, categories, and other dimensions.

1. Click **Filter** to open the Filters pane.
2. Fill in the relevant filters you would like to use.
3. Click **Apply** to display the filtered data.

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The following filtering options are available:

- **Media Type(s)** - video, Audio, and/or Images
- **Entry Source** - the source of the content ingested to the system. Content can be uploaded, created via Kaltura's Capture Suite, live streamed, or created in many other ways.
- **Playback Type(s)** - VOD, DVR, Live and All Media Types.
- **Tags** - the tags on the content
- **Owners** - the owners of the content
- **Categories** - click **Select Categories** to select from the list of categories.
- **Domains/ URL Pages** - domains and URLs pages where the video was viewed
- **Country/Region/City** - location where the created video was viewed

Download report

Click **Download Report** to download a PDF version of the dashboard.

Export report to email

You can export analytics data to CSV files and receive them by email.

1. Click **Export**.
2. Select the data you want to export from the dropdown list. You can select one or more options.
3. Select the **Descriptive Headers** checkbox to use descriptive report headers instead of system report headers.
4. Click **Export Reports**.
   You receive notification that you are about to export and email the report(s) to yourself.
5. Click **Export via email**.

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You'll receive an email with a link to download the file or files. The download links expire after seven days.

If you applied filters to the dashboard, the exported report includes the filtered data.

Exports are limited to **60,000** records and are also subject to execution time limits. If you receive an error, use a shorter timeframe or apply filters to reduce the report size. If the issue continues, contact your Kaltura representative or Support.

Please see Top videos and User engagement reports for definitions of each metric, along with its method of calculation.

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