Geo location dashboard in Rich Media CMS

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This article is designated for administrators.

About

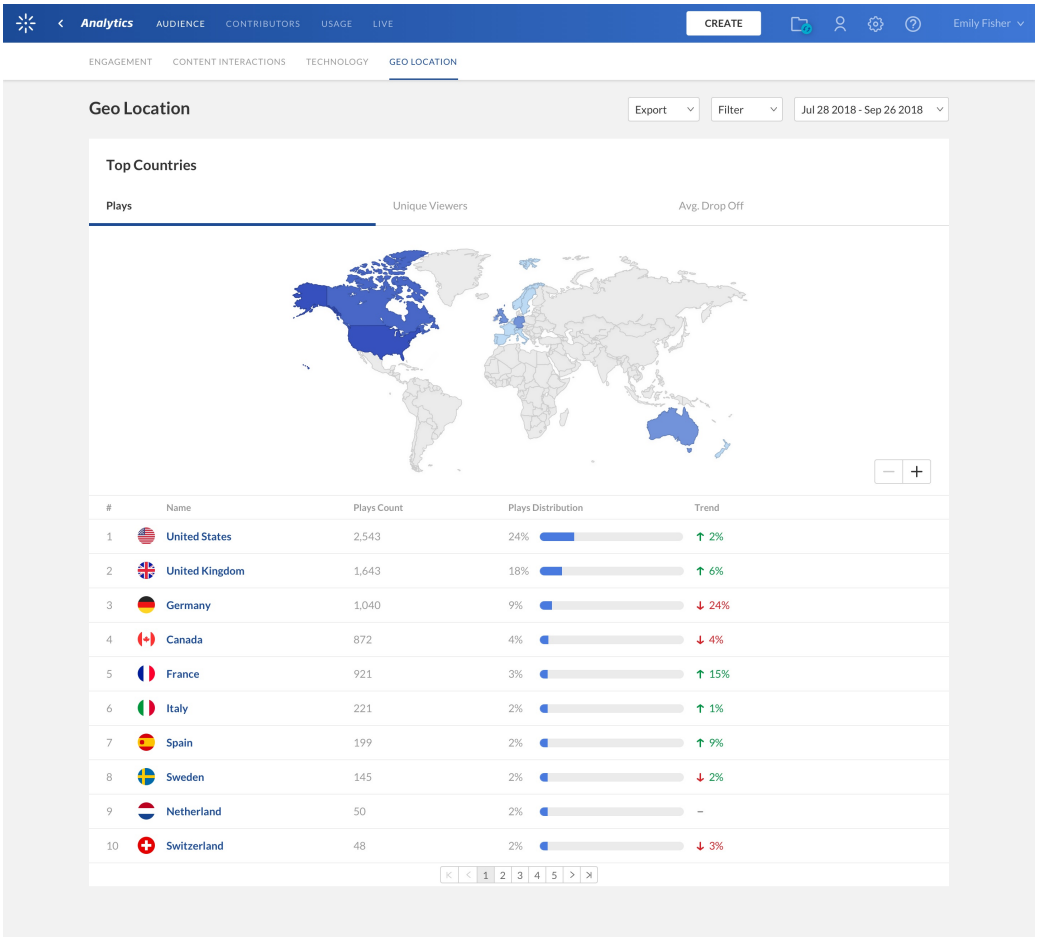
The Geo location dashboard in Rich Media CMS helps you understand where viewers are watching your content. You can explore engagement by geographical location and identify the countries, regions, and cities where your content is viewed.

Use the dashboard to:

- View geographical engagement on a world map.
- Compare engagement metrics across locations.
- Drill down from countries to regions and cities.
- Select different time periods.
- Filter the data by categories, tags, and other parameters.

- To learn more about filtering and changing the timeframe, see Working with the Geo location dashboard.
- For definitions of analytics metrics, see Kaltura analytics terminology.

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Explore engagement by location

The map provides a visual overview of viewer engagement around the world. Darker shades indicate higher values for the selected metric. For example, when viewing plays, a darker shade indicates that more plays occurred in that location.

The following metrics are available:

- **Plays** - Number of times viewers played the content.
- **Unique viewers** - Number of authenticated viewers. Anonymous viewers are counted as a single viewer.
- **Avg. Completion Rate** - Average percentage of a video watched by viewers.

Click a country on the map to view data by region. Click a region to view data by city.

View location data in the table

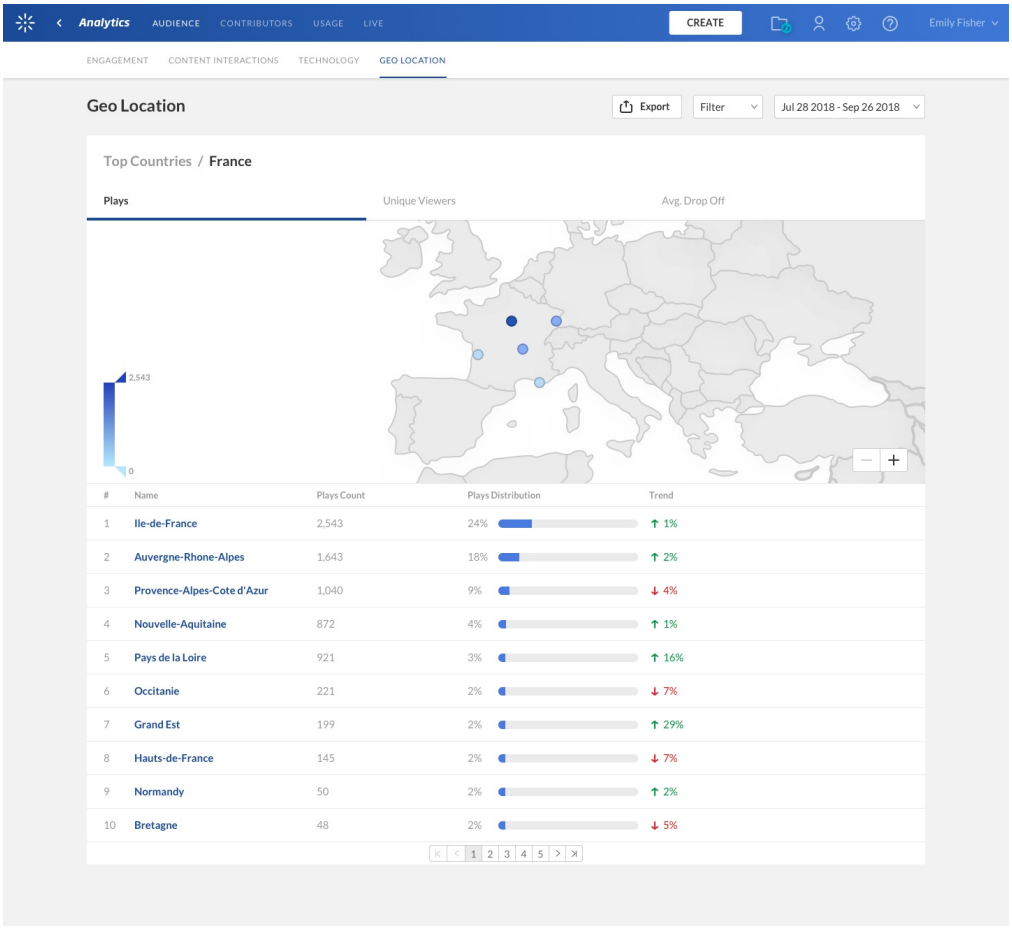
The table ranks geographical locations by the number of plays during the selected timeframe.

The following metrics are available:

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- **Plays** - Number of times viewers played the content.
- **Plays distribution** - Percentage of total plays that occurred in the location. Calculated as the number of plays in the location divided by the total number of plays in the selected timeframe.
- **Trend** - Change in the number of plays compared to the previous period. Hover over the trend to see additional details.

Select a country in the table to view its regions. Select a region to view its cities.



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