

Interactive Video Paths analytics

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 This article is designated for administrators.

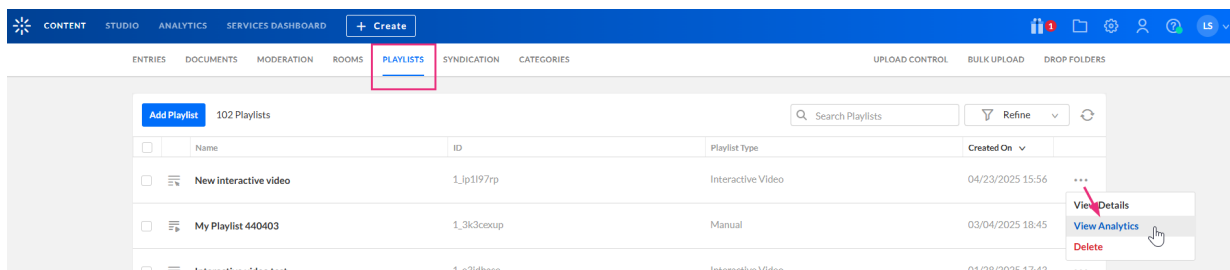
About

Interactive Video Paths include built-in analytics to help you understand how viewers interact with your branching videos. You can access data in both the Kaltura Video Portal (KMS) and the Rich Media Content Management System (Rich Media CMS). For an overview of available analytics, see [Introduction to video paths analytics](#).

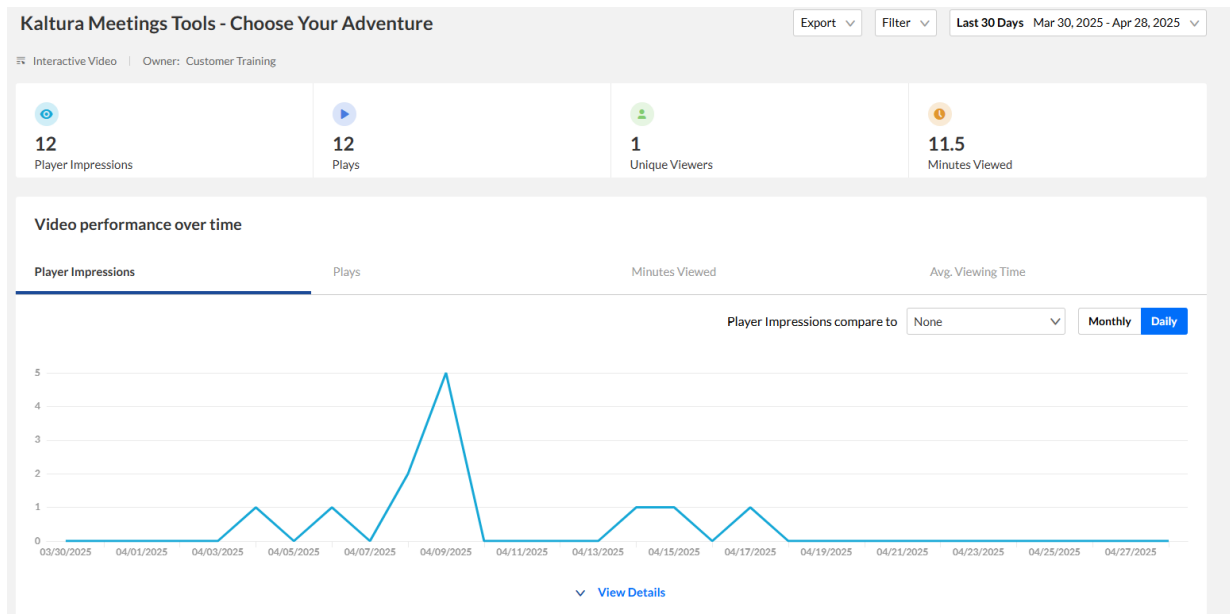
For step-by-step dashboard features, see [Working with the Interactive Video Paths Analytics Dashboard](#).

Access the analytics

1. Log into the Rich Media CMS and select the **Playlists** tab.
2. Click the **three dots** to the right of the the interactive video that you would like to see the analytics for and then click **View Analytics**.



The analytics dashboard displays.



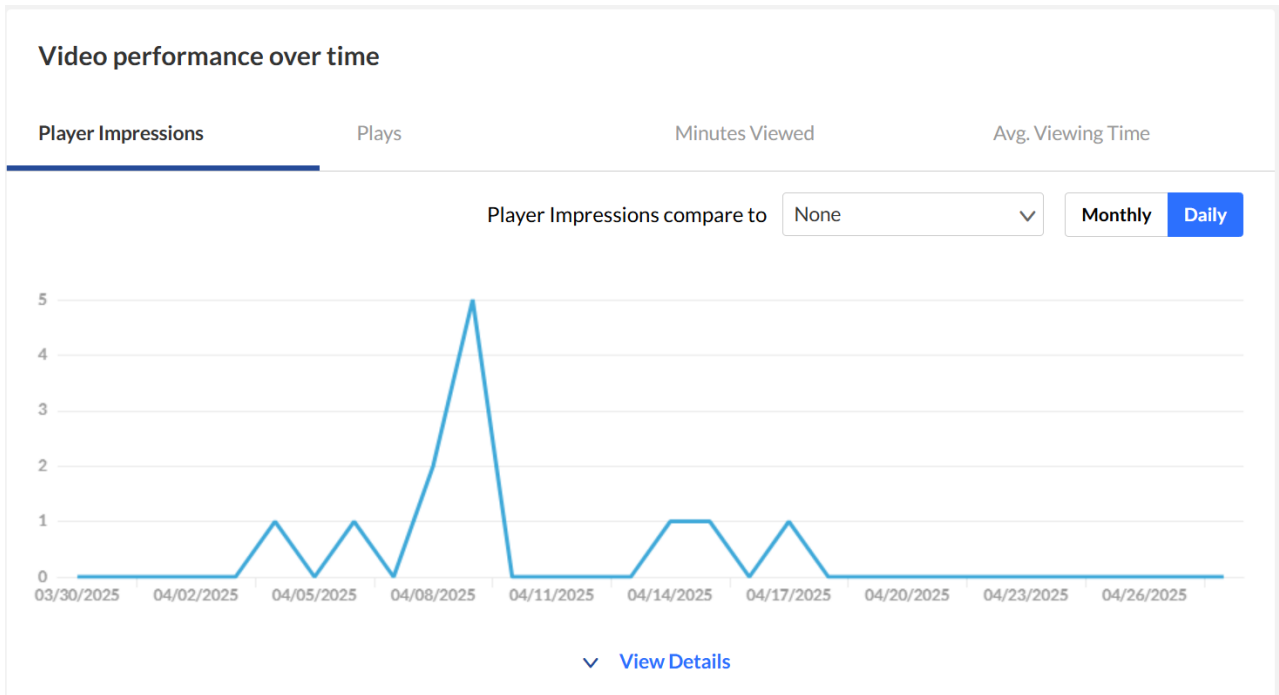
Dashboard overview

The dashboard includes several key panels:

Top metrics

- **Player Impressions** - A player impression event is counted each time the player is loaded on the page
- **Plays** - Number of times users clicked play to watch a video
- **Unique viewers** - number of authenticated viewers, all anonymous viewers will be counted as a single viewer
- **Minutes viewed** - Total duration of video watched by viewers

Video performance over time



Use the chart to explore trends in impressions, plays, and viewing time.

You can:







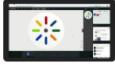
- View data by day or month
- Hover for detailed values
- Use filters to narrow the data
- Compare different time periods side-by-side

Click **View Details** to see a breakdown table for all metrics over time.

Videos overview

Videos Overview

17 Videos

# ^	Name	Plays	Unique Viewers
1	 Danny Intro 	12	1
2	 Whiteboard	7	1
2	 Record	3	1
2	 Webcast	2	1
2	 Danny Breakout	1	1
2	 Quizzes	1	1

This section shows a list of video nodes within your interactive video, with metrics for each one:

- Video name
- Plays
- Unique views

Click a video to see the video node performance, where you can explore:

1. **Hotspot name** – As defined in the editor
2. **Destination** – Either another node or an external link
3. **Number of clicks**
4. **Node level** – Its place in the branching structure

