

# 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 Kaltura Management Console (KMC). 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 KMC 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**.

CONTENT STUDIO ANALYTICS SERVICES DASHBOARD + Create			îi•	<b>□ ∅ ♀ @ □</b>
ENTRIES DOCUMENTS MODERATION ROOMS PLAYLISTS	SYNDICATION CATEGORIES	UPLOAD CONTROL	BULK UPLOAD DRO	FOLDERS
Add Playlist 102 Playlists		Q Search Playlists	☐ ☐ Refine ∨	) <b>o</b>
Name	ID	Playlist Type	Created On 🗸	
Ex     New interactive video	1_ip1197rp	Interactive Video	04/23/2025 15:56	
□ = . My Playlist 440403	1_3k3cexup	Manual	03/04/2025 18:45	View Analytics
Interactive video test	1 e3ldbase	Interactive Video	01/28/2025 17:43	

The analytics dashboard displays.



Kaltura Meetings Tools - Choose Ye	Export 🗸 F	liter v Last 30 Days Mar 30, 2025 - Apr 28, 2025 v	
The Interactive Video Owner: Customer Training			
12 Player Impressions	Plays	1 Unique Viewers	11.5 Minutes Viewed
Video performance over time			
Player Impressions	Plays	Minutes Viewed	Avg. Viewing Time
		Player Impressions compare t	o None V Monthly Daily
5 4 3 2 1 0 0 03/30/2025 <sup>+</sup> 04/01/2025 <sup>+</sup> 04/03/2025 <sup>+</sup> 04/05/202			21/2025 04/23/2025 04/25/2025 04/27/2025
	~ V	iew Details	

### 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



Player Impressions	Plays	Minutes Vie	ewed	Avg. Vie	wing Time
		Player Impressions compare to	None	$\checkmark$	Monthly Daily
5	/				
3					
2					
	$\wedge$		$\wedge$		

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

17 VIGEOS					
# ^		Name	Plays	Unique Viewers	
1	kellurs meetings Interactive Taoli	Danny Intro 🏫	12	1	
2	koltura	Whiteboard	7	1	
2	*	Record	3	1	
2		Webcast	2	1	
2	Braktor to pr Live Sestion	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



		Video Library Recording Udeo Library Live Broadcast	s
			4
			3
			2
			1
0:00			00-09
<ul> <li>Views</li> <li>Unique Authenticated Views</li> </ul>			
3 Interactions			
Name	Destination		Clicks v
▶ 🛱 No name	⁰l₀ Danny Breakout		1
▶ 🛱 No name	⁰t₀ Webcast		1
▶ 👸 No name	°h∎ Record		1
	K < 1 > X		