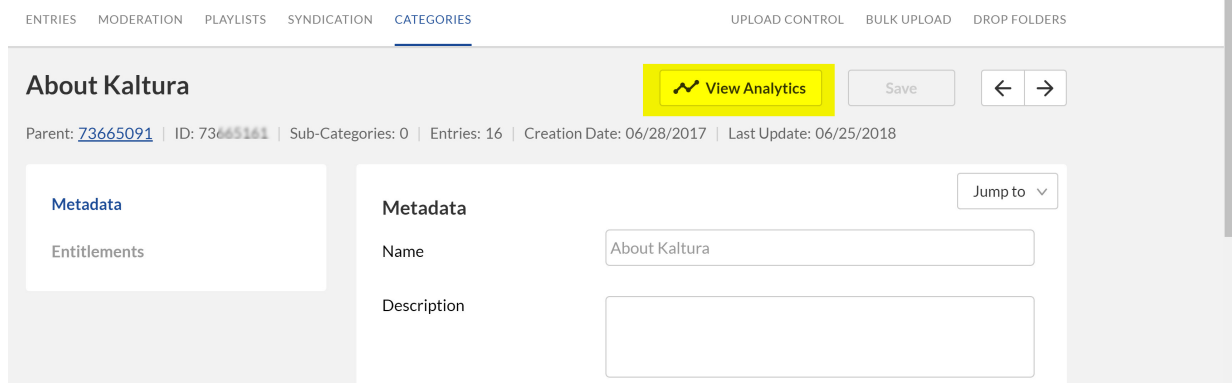


Category Analytics

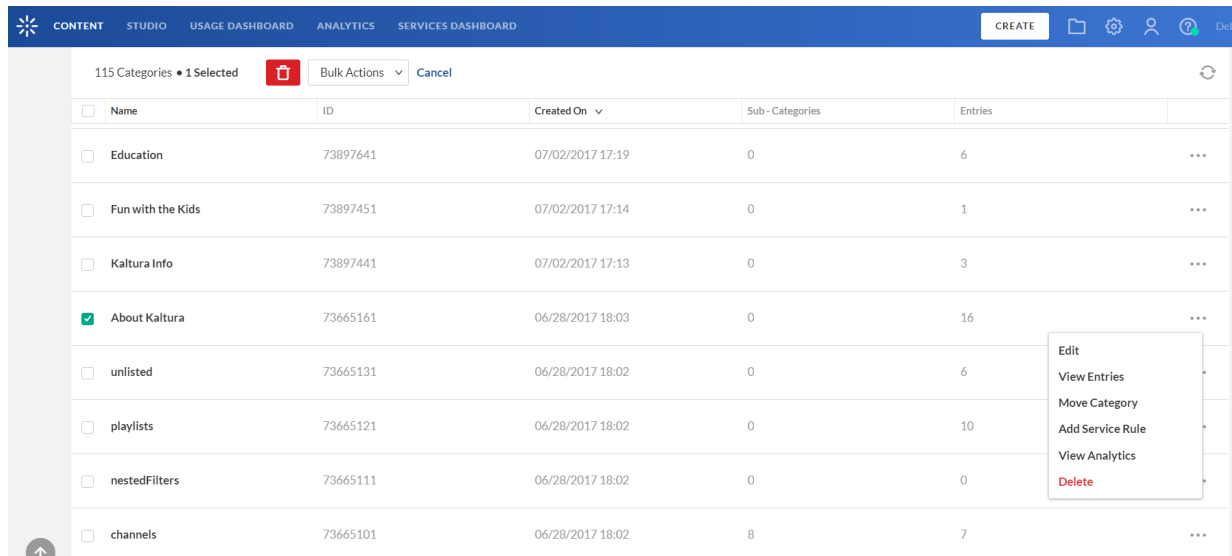
Accessing the Category Analytics Dashboard

1. Login to the KMC and select the Categories Tab from the Content Menu.
2. In the Categories table, you have two options:

Option 1: Click on a Category Name and then select View Analytics.

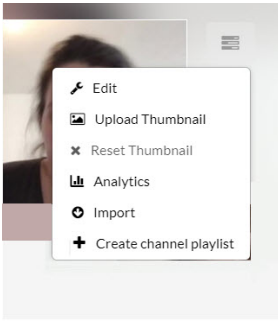


Option 2: Select a category and then select View Analytics from the Actions drop down menu.



To Access the Category Analytics dashboard through KMS and Kaltura Application Framework Applications

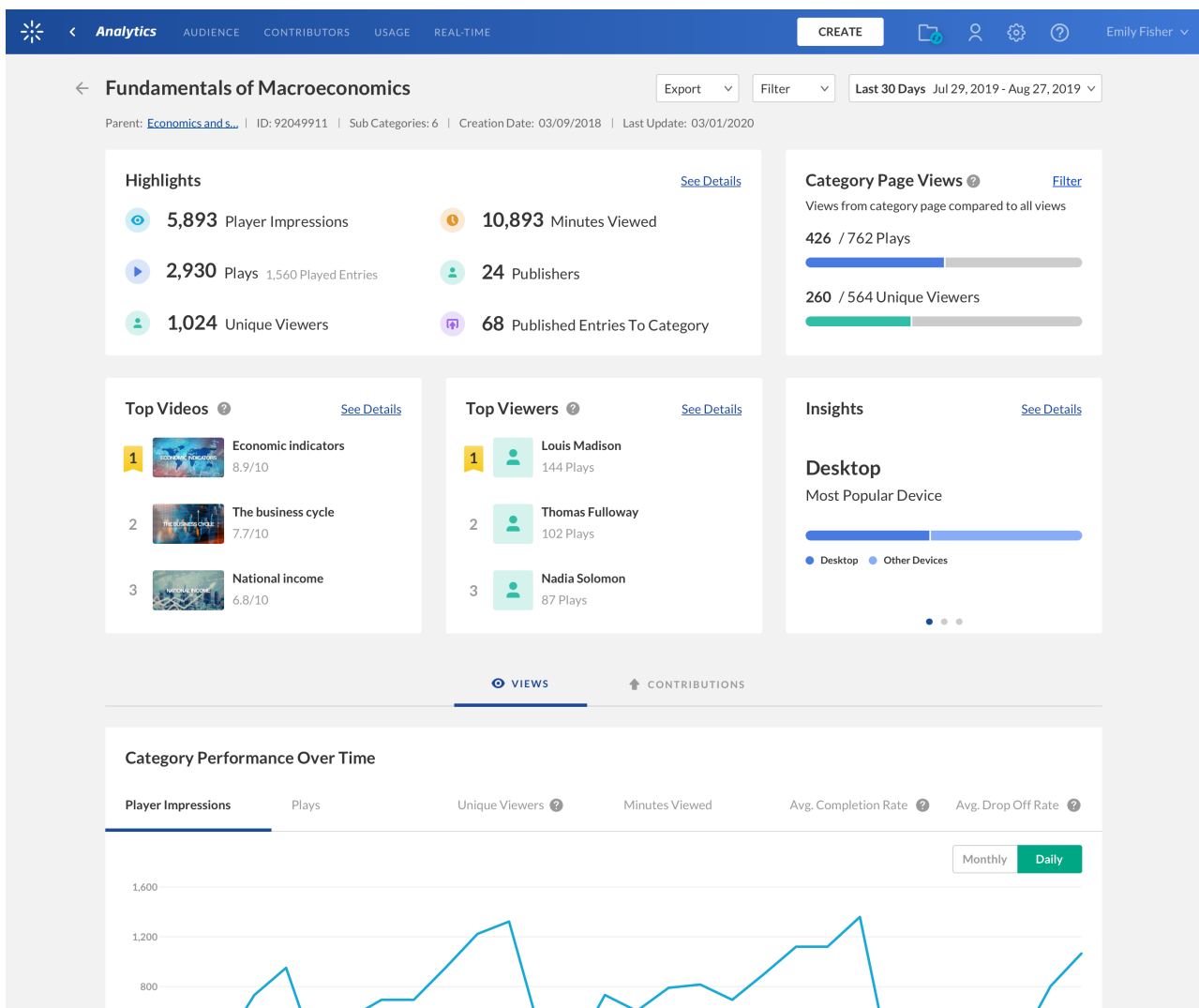
In the Channel/Media Gallery, select Analytics from the hamburger menu.



Category Analytics Dashboard

The Category Analytics dashboard (shown in KMC below) enables you to discover all the activities pertaining to a specific category. The dashboard can be used to explore category usage in different time periods and even compare between different periods. You can also filter based on a variety of parameters, including tags and media type. To learn more see [Working with the Category Analytics Dashboard](#).

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





Users

564 Users

Name	Player Impressions	Plays	Minutes Viewed	Avg. Drop Off Rate	Avg. Completion Rate
Louis Madison	561	344	1,516	75%	34%
Thomas Falloway	781	344	1,776	78%	34%
Nadia Solomon	491	344	988	80%	34%
Mia Cooper	862	344	3,334	52%	34%
Celine Guerini	127	344	3,023	35%	34%
Annabelle Morris	790	344	4,334	76%	34%
Erica Lorimer	415	344	5,445	40%	34%
sam Donner	345	344	4,995	56%	34%
Evan Fisherman	612	344	4,122	80%	34%
Danny Koop	180	344	2,334	75%	34%

Top Videos

	Name	Plays	Unique Viewers	Avg. Completion Rate	Score
1	Economic indicators	344	300	56%	8.9/10
2	The business cycle	198	194	56%	7.7/10
3	National income	160	100	56%	6.8/10
4	Financial Sector	101	77	56%	6.2/10
5	Introduction	97	51	56%	5.4/10

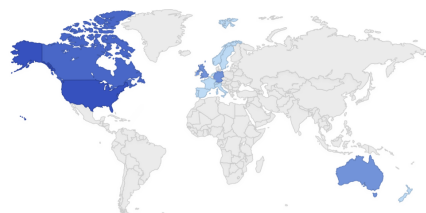
Subcategories

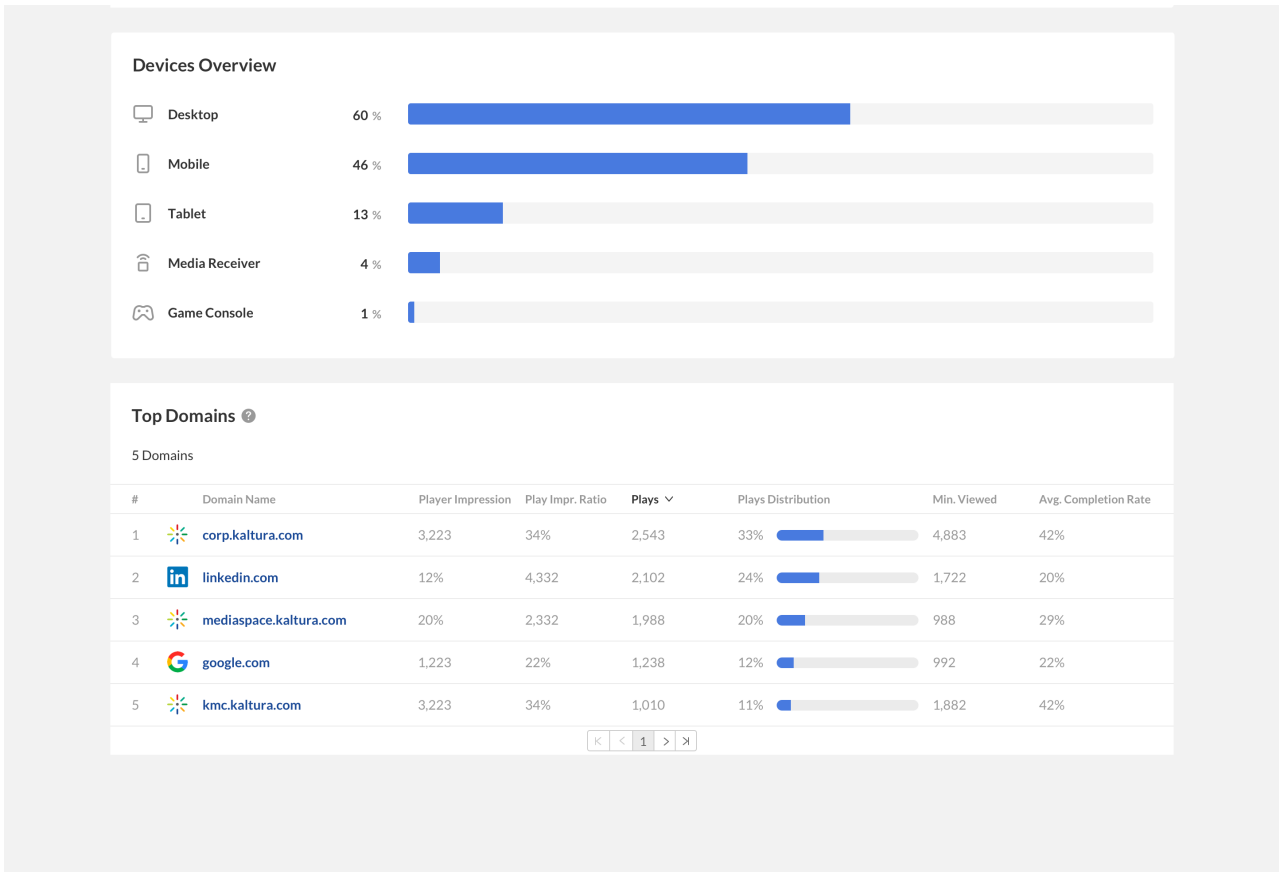
4 Subcategories

Name	Plays	Plays Distribution	Unique Viewers	Minutes Viewed
Assignments	454	76%	128	231
Introduction to Finance	311	55%	128	231
Live Sessions	122	76%	128	231
Discussion	90	76%	88	231

Top Countries

#	Name	Plays Count	Plays Distribution
1	United States	1,322	35%
2	United Kingdom	344	24%
3	Netherland	104	20%
4	Germany	78	12%
5	Canada	67	9%

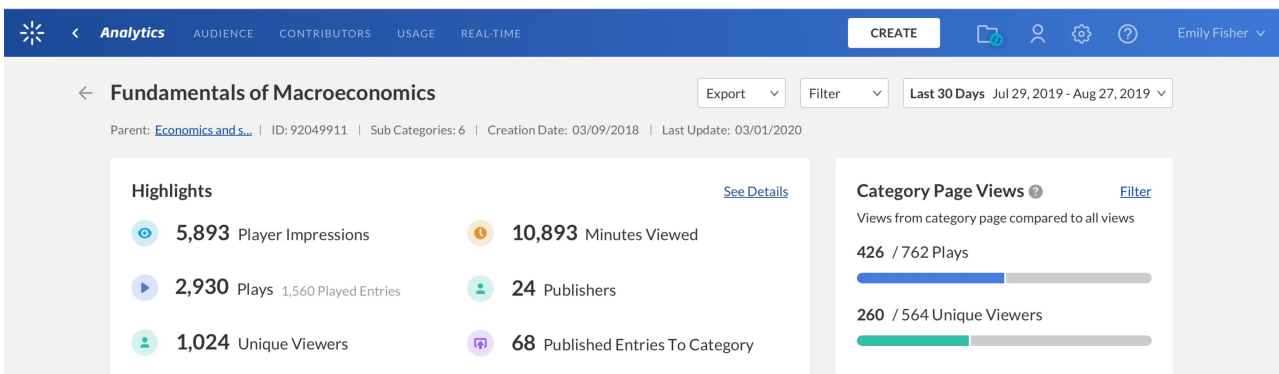




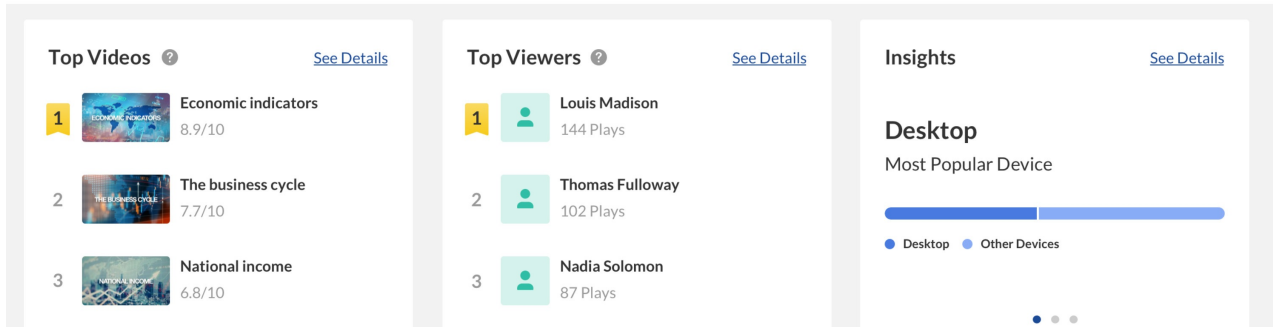
Top Panel

The top panel of the Category Analytics dashboard provides an overview with highlights and insights about the categories in your account.

- Details - Parent Category, Category ID, Number of Sub-Categories, Creation Date and Last Update.
- Highlights - Displays a snapshot of the important metrics for the selected time frame
- Category Page Views - Displays the views from the Category Page compared to all views. See Category Page Views




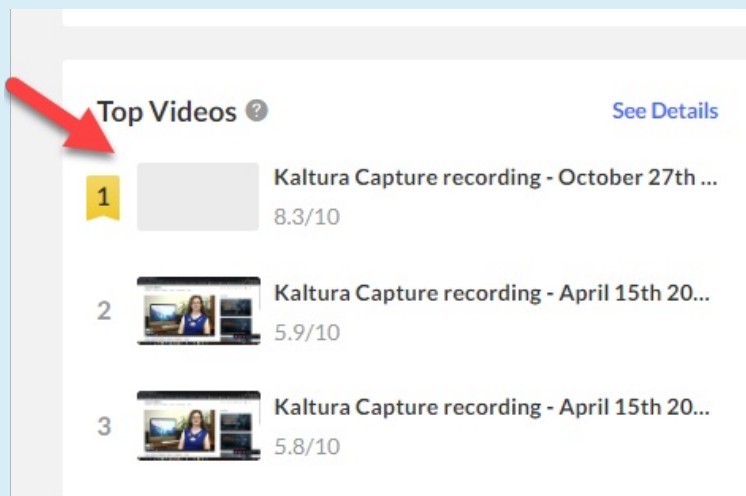
Category Metrics Over Time



Top Videos

The top videos are selected based on a unique algorithm that takes into consideration parameters such as the amount of plays, unique viewers, and average view period and scores them in comparison to other videos in the account. In addition to the categories score, you can also see the number of plays, unique viewers and average view period for each video. You can see how successful these videos have been through the video score or based on specific metrics. Click “See Details” to display the “Top Videos” graph.

 **Note** that deleted videos will still show up in the Analytics but without thumbnails. Here is an example of the Top Videos dashboard showing only a blank thumbnail



Clicking on **See Details** will jump to the Top Videos List where you can see that this is a Deleted entry.

Top Videos

	Video Details	Plays	Unique Viewers	Avg. Completion Rate	Score
1	Kaltura Capture recording - October 27th 2020, 11:37:17 am By Darwin Mitra	▶ 16	▶ 2	81.3%	Deleted Entry 8.3/10
2	Kaltura Capture recording - April 15th 2021, 3:54:11 pm By Darwin Mitra	▶ 11	▶ 1	72.7%	5.9/10
3	Kaltura Capture recording - April 15th 2021, 3:54:11 pm By Darwin Mitra	▶ 14	▶ 1	33.2%	5.8/10
4	Rec- May 5, 2021 11:24 AM - Breakout Room of room 106939 zcm078.mp4 By Darwin Mitra	▶ 4	▶ 2	0%	Deleted Entry 3.8/10
5	Rec- Jan 28, 2021 2:56 PM - CC NA Troubleshooting.mp4 By Darwin Mitra	▶ 3	▶ 1	33.3%	Deleted Entry 3/10

Top Countries

Top Viewers

Top viewers displays the users sorted by plays count. Click See Details to open the Top Viewers metrics. You can change the metrics to display top viewers by the following parameters:

- users (default) - displays impressions, plays, min viewed, avg. drop down, avg completion rate
- entries - displays impressions, plays, min viewed, unique viewers, avg. drop down, avg completion rate
- dates - displays impressions, plays, min viewed, unique viewers, avg. drop down, avg completion rate,

Insights

Under Insights, you can find information about the user's habits, such as what days the user is most active on, on what websites they usually watch videos, and their favorite tools for creation.

Category Performance Over Time

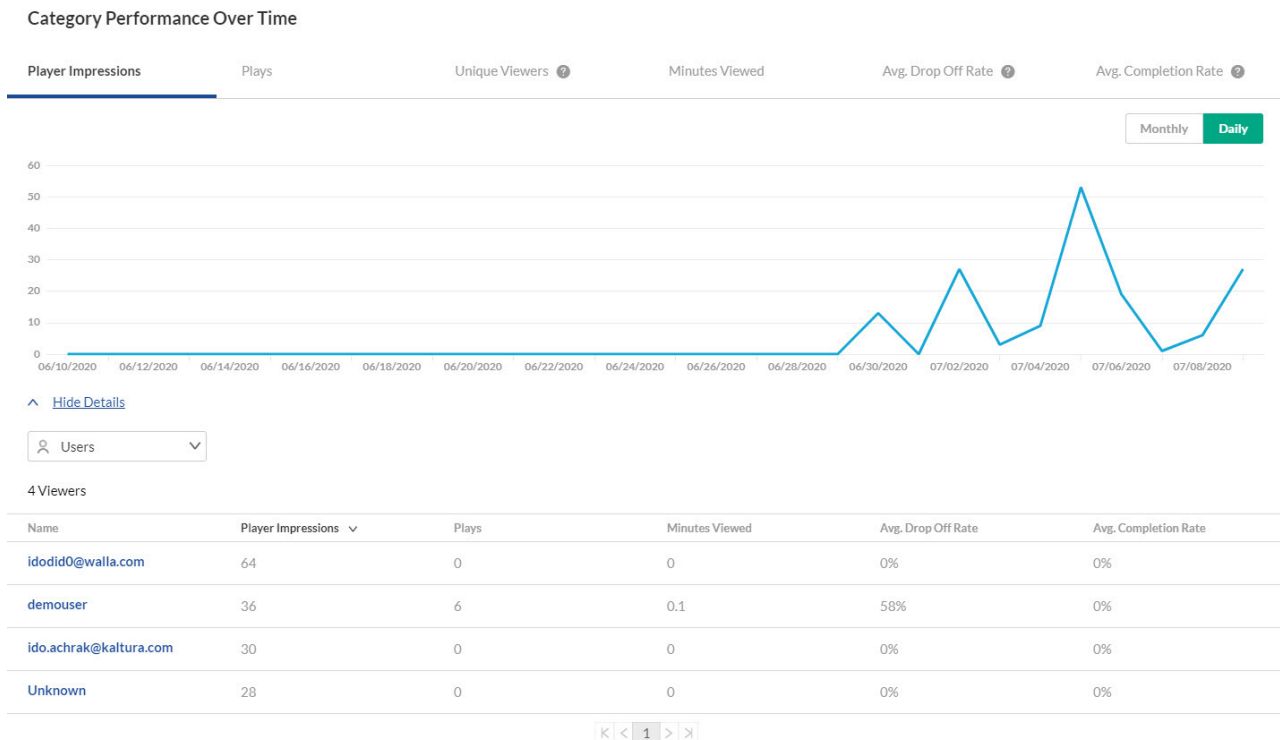
To explore the category's trends over time, use the graph to review key metrics:


- Number of player impressions
- Number of plays
- Number of Unique Viewers
- Number of Minutes Viewed
- Average completion rate - how much of the video was watched
- Average Drop Off Rate

You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. You can also compare to another metric by selecting another metric from the drop down list.

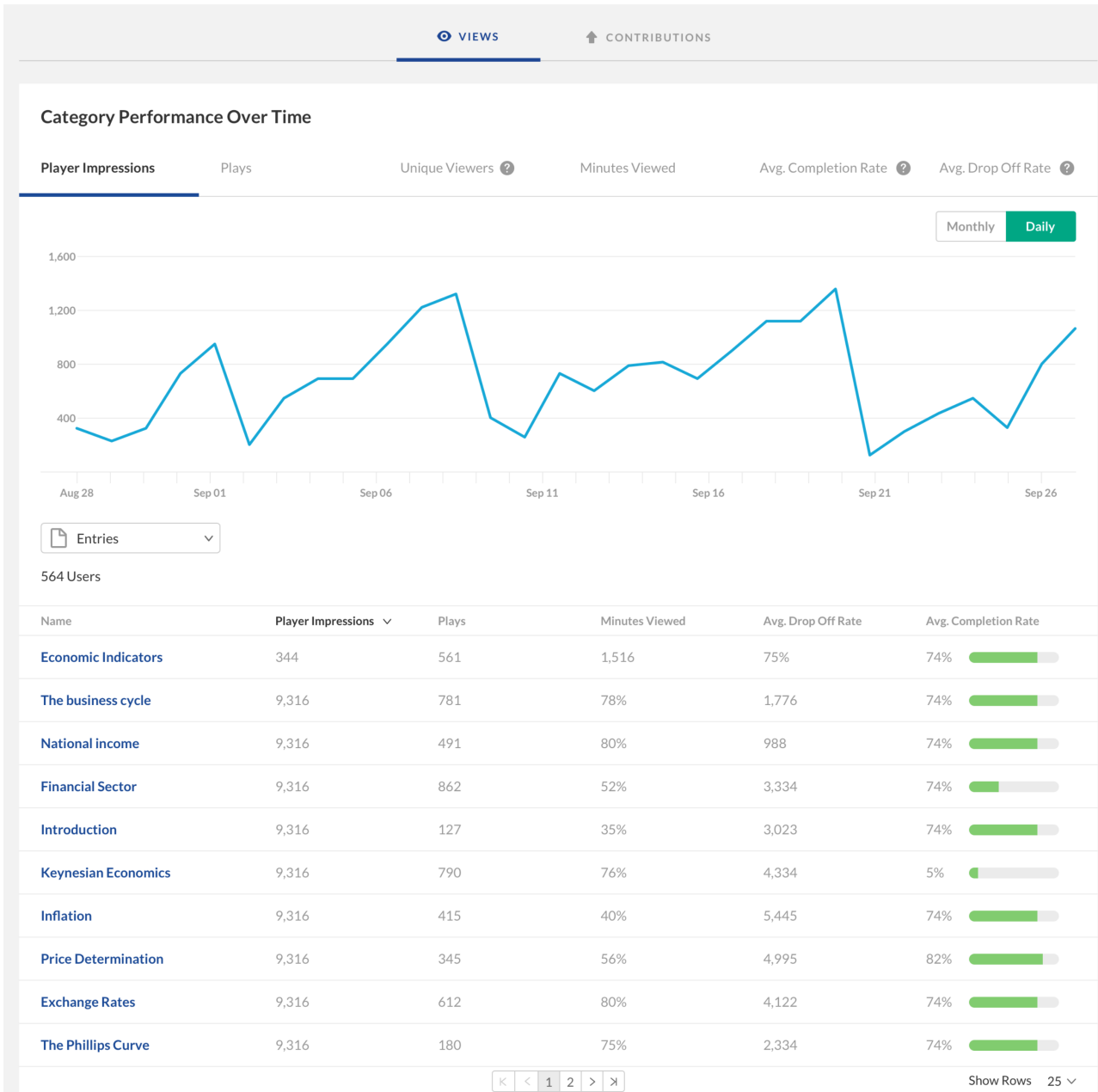
To change the time period or filter the data, use the date picker and filter panel at the top of the dashboard. You can also compare data from different time periods. For more information, see [Working with the Category Analytics Dashboard](#).

Users View




 When accessing the Category Analytics dashboard through KMC, you can filter the Users View in the Category Performance Over Time section.

Entries View



⚠ When accessing the Category Analytics dashboard through KMC, you can filter the Entries View in the Category Performance Over Time section.

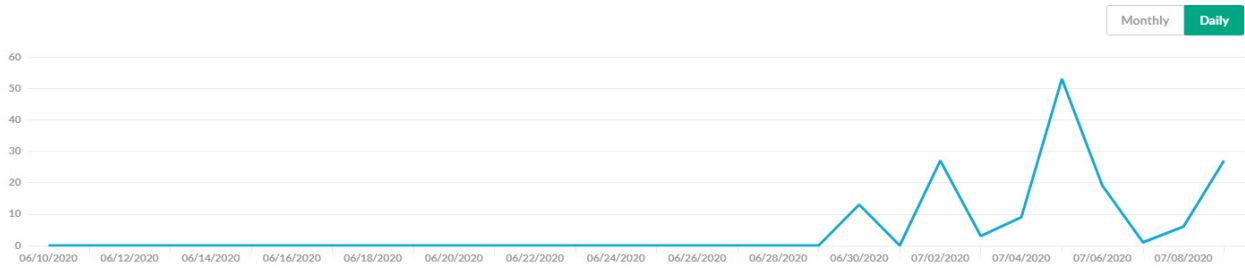
Dates View

You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. You can also compare to another metric by selecting another metric from the drop down list.

To change the time period or filter the data, use the date picker and filter panel at the top of the dashboard. You can also compare data from different time periods. For more information, see [Working with Category Analytics Dashboard](#).

Category Performance Over Time

[Player Impressions](#)
[Plays](#)
[Unique Viewers](#)
[Minutes Viewed](#)
[Avg. Drop Off Rate](#)
[Avg. Completion Rate](#)



[Hide Details](#)

Day ▼	Player Impressions	Plays	Minutes Viewed	Unique Viewers	Avg. Drop Off Rate	Avg. Completion Rate
06/10/2020	0	0	0	0	0%	0%
06/11/2020	0	0	0	0	0%	0%
06/12/2020	0	0	0	0	0%	0%
06/13/2020	0	0	0	0	0%	0%
06/14/2020	0	0	0	0	0%	0%
06/15/2020	0	0	0	0	0%	0%
06/16/2020	0	0	0	0	0%	0%
...	-	-	-	-

Top Videos






The Top Videos data is filtered on content from the category and their sub categories.

By clicking on "See Details" in the Top Videos section you can see an in-depth analysis of all the content that was viewed this category.

The following information is displayed for each category:

- Category Name
- Plays
- Unique Viewers
- Average Completion rate
- Score

Top Videos ?

	Name	Plays	Unique Viewers	Avg. Completion Rate	Score
1	 Economic indicators	344	300	56%	8.9/10
2	 The business cycle	198	194	56%	7.7/10
3	 National income	160	100	56%	6.8/10
4	 Financial Sector	101	77	56%	6.2/10
5	 Introduction	97	51	56%	5.4/10






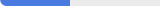

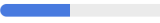
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Subcategories

The Subcategories section is only displayed for categories that include sub-categories.

Subcategories

4 Subcategories

Name	Plays ▼	Plays Distribution	Unique Viewers	Minutes Viewed
 Assignments	454	76% 	128	231
 Introduction to Finance	311	55% 	128	231
 Live Sessions	122	76% 	128	231
 Discussion	90	76% 	88	231

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You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. You can also compare to another metric by selecting another metric from the drop down list.

The following information is displayed for each subcategory:

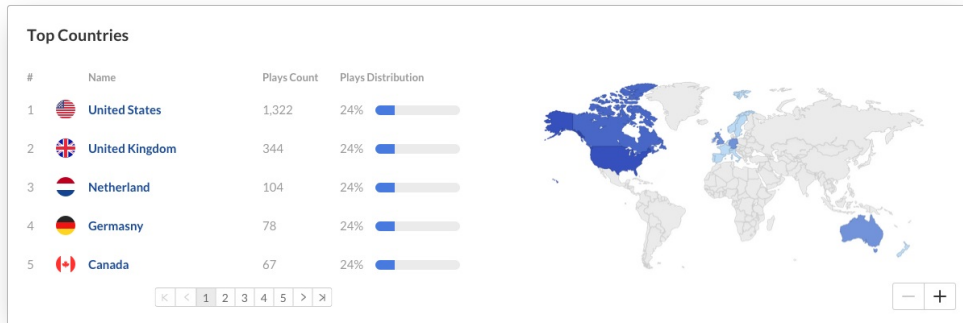
- Category Name
- Plays
- Plays Distribution
- Unique Viewers
- Minutes Viewed

Top Countries

The Top Countries panel ranks the geographical distribution by plays. The heatmap shows the countries, the darker the shade, the more plays for that country. The table ranks the countries by plays and also shows plays distribution compared to total number

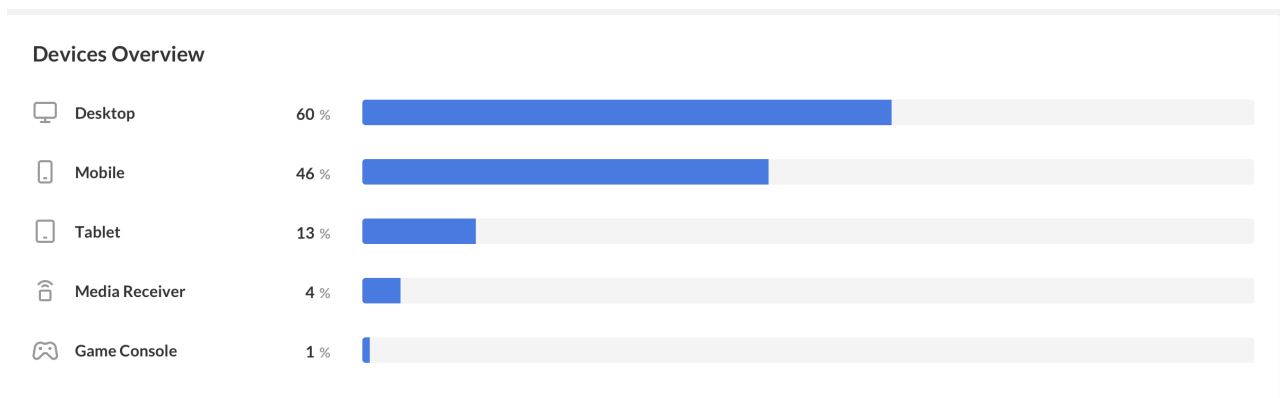
of plays.

You can drill down to region by selecting a country on the map or from the table. Select a region to drill down to cities.



Devices Overview

The Devices Overview graph displays the distribution of devices usage by plays. You can see on which device viewers watched the entry.



Top Domains

The top domains are ordered by domains that had the most number of plays in the selected time frame. For each domain the following metrics are available:

- Plays
- Player impressions
- Player impression ratio - number of plays divided by number of impressions
- Minutes Viewed
- Average completion rate - measured by viewer reaching playback quartiles

Top Domains 🌐

5 Domains


#	Domain Name	Plays	Plays Distribution	Player Impression	Play Impr. Ratio	Min. Viewed	Avg. Completion Rate
1	corp.kaltura.com	2,543	24%	3,223	34%	4,883	42%
2	linkedin.com	2,102	22%	12%	4,332	1,722	20%
3	mediaspace.kaltura.com	1,988	22%	20%	2,332	988	29%
4	google.com	1,238	20%	1,223	22%	992	22%
5	kmc.kaltura.com	1,010	20%	3,223	34%	1,882	42%

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You can also drill down to a specific domain to see all the URLs under that domain and the same metrics in a more granular view. You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. Click on the title of the metric in the table to sort the table based on this metric.

Top Domains / corp.kaltura.com 🔗

Plays	Player Impressions	Play Impression Ratio	Minutes Viewed	Avg. Completion Rate
2,523	3,223	34%	4,883 <small>Min</small>	42%



6 Pages

#	Page URL	Plays	Player Impressions	Play Impression Ratio	Minutes Viewed	Avg. Completion Rate
1	https://corp.kaltura.com/	1,543	1,417	34%	1,882	42%
2	https://corp.kalt...ions/cloud-tv/	1,102	1,417	34%	1,882	42%
3	https://corp.kalt...ions/education/	1,088	1,417	34%	1,882	42%
4	https://corp.kalt...ideo-platform/	987	1,417	34%	1,882	42%
5	https://corp.kaltura.com/resources/	556	1,417	34%	1,882	42%
6	https://corp.kaltura.../customers/	320	1,417	34%	1,882	42%

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Category Page Views Filter

[template("cat-subscribe")]