Kaltura analytics terminology

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> 👥 **This article is designated for all users.**

This article clarifies the terminology used in the Kaltura analytics.

> ℹ️ Some viewer metrics, such as Unique Viewers and Active Users, are estimated. Anonymous users are counted as one. Dashboard values may differ slightly (~2%) from exported reports due to calculation differences.

Metric name	System name	Definition	Notes
Accumulative Storage	aggregated_monthly_avg_storage	The sum of the monthly avg. storage of all months in the given timeframe.	
Active Users	view_unique_audience	An estimated real-time count of unique authenticated viewers currently watching the broadcast. All anonymous viewers are counted as one. May differ slightly (by ~2%) from totals in exported reports.	Appears in the Real-Time dashboard.
Avg. Completion Rate (VOD)	avg_completion_rate	Average percentage of completion, across all plays. Calculated for VOD only. Example: If a user once watched 20% of the video and the second time watched 80% of the video, the calculation will be: (20+80)/2 plays = 50% Avg. Completion Rate.	Calculated for VOD entries only. This metric is NOT calculated based on quartiles. This metric can be found in the following dashboards: • Engagement • Playlist • Category • User

Metric name	System name	Definition	Notes
Avg.Drop off Rate (VOD)	avg_view_drop_off	The average percentage of drop-off quartile (last quartile watched), across all plays. Calculated for VOD entries only. Example: If a user once watched 20% of the video and the second time watched 80% of the video, the calculation will be: (0+75)/2 plays = 37.5% Avg. Drop Off Rate. 20% is calculated as 0 since the user didn't reach the 25% milestone and 80% is calculated as 75% as the user passed the 3rd quartile milestone.	Calculated for VOD entries only. This metric is calculated based on quartiles.
Avg. Latency Rate	avg_view_live_latency	Indicates the avg. of all users' seconds view latency in the time that the stream is broadcasting compared to the latency in the view.	Appears in Real-Time dashboard.
Avg. Bitrate	avg_view_bitrate	Indicates the quality of the video watched. Kaltura Player sends a beacon every 10 seconds with the viewed bitrate. The average bitrate is the average reported bitrate across all players (sum of bitrate /number of view events with reported bitrate).	Appears in the Real-Time and Session/Webcast Entry dashboards.
Avg. Buffer Rate	view_buffer_time_ratio / avg_live_buffer_time	From the total amount of time...	Appears in the Real-Time and...

Metric name	System name	Definition	Notes
		viewed, the percent of time the player was buffering.	Session/Webcast Entry dashboards.
Avg. Live Engagement Rate, Avg. Engagement	live_engaged_users_play_time_ratio	The average percentage of total view time of unique viewers that have both the tab in focus and the sound on for the session, from the total viewed time for all unique viewers.	Appears in the Session/Webcast Entry / Real-Time dashboards.
Avg. Min Viewed	N/A	The average of minutes viewed per play (total minutes viewed/total plays).	Appears in the Technology dashboard.
Avg. View Time (User Dashboard)	avg_time_viewed	The average of minutes viewed by the user, calculated by quartile, per play.	For VOD only. Appears in the User entry dashboard. This metric is calculated based on quartiles.
Bandwidth and Accumulative Storage	combined_bandwidth_aggregated_storage	The sum of accumulative storage + bandwidth consumption for the given timeframe.	
Combined Bandwidth and Consumption	combined_bandwidth_storage	The sum of the average storage and bandwidth consumption.	
Downstream Bandwidth	N/A	Sum of downloaded video segments size / time to download video segments.	Appears in the Real-Time dashboard.
Dropped Frame Rate	avg_view_dropped_frames_ratio	The average percentage of number of frames that weren't rendered. (Sum of reported dropped frames/number of view events that had a reported dropped frame.)	Appears in the Real-Time dashboard.
DVR Users	view_unique_audience_dvr	Number of Unique Users viewing content within the	Appears in the Real-Time dashboard.

Metric name	System name	Definition	Notes
		DVR window. (DVR includes the option to seek backwards and forward in the player during the live/simulive broadcast.)	
Engaged Users	live_engaged_users_ratio	The real-time estimated percentage of active users who have both the tab in focus and audio on during a live session. Based on real-time player data and may differ slightly (by ~2%) from values in exported reports.	Appears in the Real-Time dashboard.
Ending Time	N/A	The time when the broadcast ended.	Appears in the Real-Time dashboard.
Known Viewers	unique_viewers	Number of Unique Users that had an active viewing action, and are either authenticated or registered (i.e. not anonymous viewers). Note that Player Impressions are not counted as a viewing action.	Appears in the Session/Webcast Entry dashboard.
Minutes Viewed	sum_view_period	Minutes played across all viewers.	This metric is NOT calculated based on quartiles. It can be found in the following dashboards: • Session/Webcast Entry dashboard applied to both VOD and live broadcast • Real-Time dashboard applied to live broadcast

Metric name	System name	Definition	Notes
Minutes Viewed (VOD)	sum_time_viewed	Total number of playback minutes played by the viewers, based on quartile milestones. Calculated for VOD entries only. Example: If a user watched 4 minutes from a 10-minute video it will be calculated as 2.5 minutes (25% milestone).	Calculated for VOD entries only. This metric is calculated based on quartiles. It can be found in the following dashboards: • Engagement • Technology • Geo-Location • User • Category • Playlist • VOD Entry
Peak Users	viewers	Highest number of users within a session.	Appears in the Real-Time dashboard.
Playback Context	N/A	Playback context shows where viewers accessed your content, such as the specific channel or gallery on your site. Entries played outside known playback contexts are marked as "Unknown".	
Played Entries	N/A	Video entries with at least one play event associated with them.	
Player Impression	count_loads	A player impression event is counted each time the player is loaded on the page.	
Player Impression Ratio	load_play_ratio	The number of plays divided by number of impressions.	
Plays	count_plays	A play is counted when a user clicks the Play button to watch a video. If the player is set to auto-play, a play event will be counted when the	Pausing and resuming is not counted as additional Play events.

Metric name	System name	Definition	Notes
		player begins to play the video.	
Plays Distribution	N/A	Number of plays divided by the total number of plays in the selected timeframe.	
Top Served Flavor	N/A	Indicates the flavor that is mostly viewed in the broadcast being viewed. The transcoding profile is defined in the KMC.	With ABR playback, the viewed flavor changes based on the user's network conditions and device used. Appears in Real-Time dashboard.
Top Video Score	N/A	Video Score is calculated by a proprietary formula, taking into account multiple parameters such as unique viewers, plays and avg. completion rate.	
Total Completion Rate (VOD)	total_completion_rate	Total percentage of the associated VOD watched per user, accumulated across all play sessions, excluding repetitions. For example: If the VOD is an hour and the user watched the first 20 minutes the first time and watched the first 30 minutes the second time, the total completion rate will be 50%.	Calculated for VOD entries only. This metric can be found in the following dashboards: • Session/Webcast Entry dashboard • VOD Entry
Unique Authenticated Views	N/A	For a certain frame in the video how many unique views for all users. Users can view the same time frame several times and be counted as one unique view.	Appears in VOD Entry dashboard - "Views vs. Unique Authenticated Views by time" graph. The number appears when hovering the graph on a specific

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Metric name	System name	Definition	Notes
			time frame.
Unique Viewers	N/A	Unique Viewers = Unique User IDs. An estimated count of unique authenticated viewers who had an active viewing action during the selected time period. All unauthenticated or anonymous users are counted as one. Values may differ slightly (by ~2%) from exported reports due to differences in calculation methods.	Player Impressions are not counted as a viewing action.
Views	N/A	For a certain time frame in the video, the number of total views across all users.	Appears in VOD Entry dashboard - "Views vs. Unique Authenticated Views by time" graph. The number appears when hovering the graph on a specific time frame.

> ℹ️ What is the difference between participated versus attended in a session user activity?
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> **Participated** = registered, **Attended** = logged in

## Entry-level analytics terminology

> ⚠️ Definitions for Views, Unique Authenticated Views, and Viewers differ when displaying analytics at Entry Level.

Views: The number of *users* that press play and their viewership throughout the entry.

The graphical user interface (below) displays how many users view each minute of the entry.

Unique Authenticated Views: equivalent to views, but counted once.
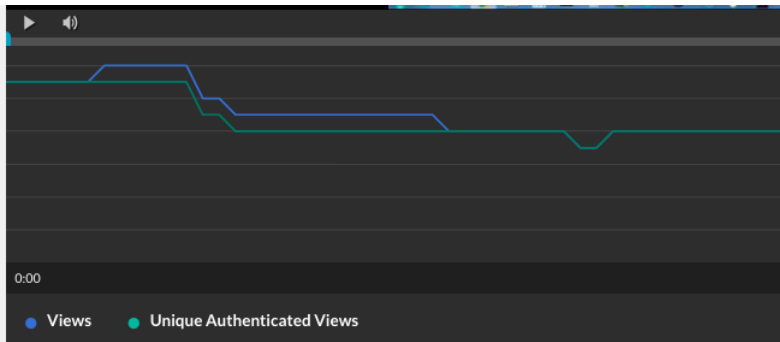
Users: U*sers* who have either "played" or "viewed" the media.