What are the Kaltura analytics practicing methods?

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The legacy matric uses the quarterly playthrough percentage 25/50/75/100. This calculation is being used by the 'Avg.Drop Off Rate' & 'Minutes Viewed'. According to this formula, the 'sum_time_view' event is counting the quarterly playthrough percentage 25/50/75/100. i.e. each time a user hits one of the 4 markers, the player sends out a beacon. Nevertheless, if a user fasts forward/skip to the end, it accumulates it as minutes view.

The advanced approach uses the 'Avg. Completion Rate' & 'Total Completion Rate' which works a bit differently.

This report is more accurate as it's based on new events, using the 'viewPeriod' event, the Kaltura player sends a beacon every 10s.

The 'Total Completion Rate' looks across all views of the video and reports the total percentage of the video watched in total.

Note that the completion rate does not report on the same section of the video twice, so if a user watched half of the video twice, the 'Total Completion Rate' will be 50%. If the user watched the first half of the video yesterday and the second half of the video today, the 'Total Completion Rate' will be 100%. The 'Avg. Completion Rate' is only the 'Total Completion Rate' divided by the plays count.

> ⚠ Please be mindful that there may be inconsistencies in the analytics results due to the variances in the two calculating methodologies.