

Playlist Analytics Dashboard

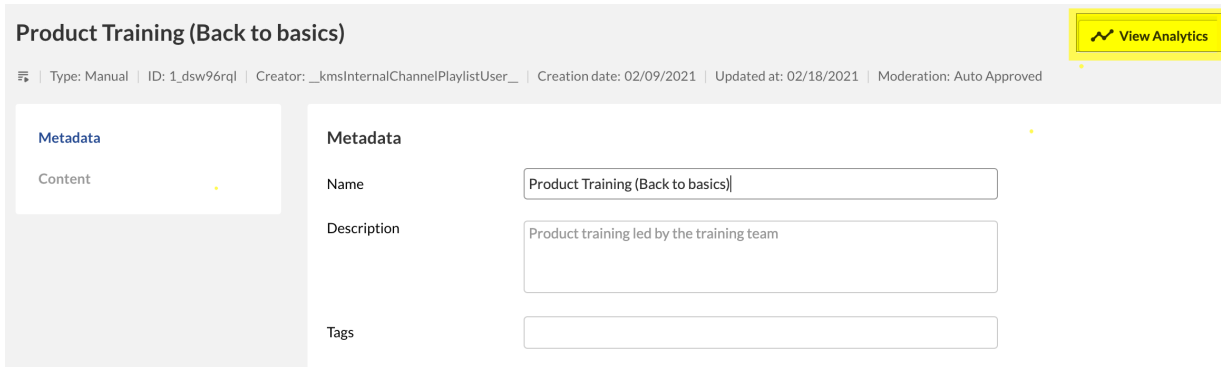
Last Modified on 07/26/2023 11:37 am IDT

Accessing the Playlists Analytics Dashboard

To Access the Playlist Analytics dashboard through the KMC

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

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



Product Training (Back to basics) View Analytics

Type: Manual | ID: 1_dsw96rq | Creator: _kmsInternalChannelPlaylistUser_ | Creation date: 02/09/2021 | Updated at: 02/18/2021 | Moderation: Auto Approved

Metadata

Content

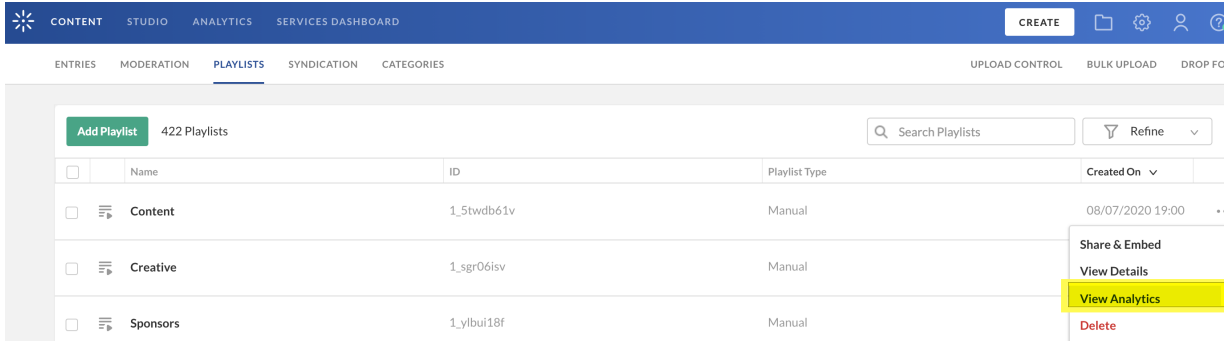
Metadata

Name: Product Training (Back to basics)

Description: Product training led by the training team

Tags:

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



CONTENT STUDIO ANALYTICS SERVICES DASHBOARD CREATE

ENTRIES MODERATION **PLAYLISTS** SYNDICATION CATEGORIES UPLOAD CONTROL BULK UPLOAD DROP FC

Add Playlist 422 Playlists Search Playlists Refine

	Name	ID	Playlist Type	Created On	
<input type="checkbox"/>	Content	1_5twdb61v	Manual	08/07/2020 19:00	...
<input type="checkbox"/>	Creative	1_sgr06isv	Manual		
<input type="checkbox"/>	Sponsors	1_ylbui18f	Manual		

Share & Embed
View Details
View Analytics
Delete

The Playlist Analytics Dashboard

The Playlist Analytics dashboard (shown in KMC below) enables you to discover all the activities pertaining to a specific playlist. The dashboard can be used to explore playlist 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 Playlist Analytics Dashboard](#).

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



Analytics AUDIENCE CONTRIBUTORS USAGE REAL-TIME CREATE Emily Fisher

3,930 Plays	936 Unique Viewers	10,598 Minutes Viewed (vod)	9 played entries
-----------------------	------------------------------	---------------------------------------	----------------------------

[See Details](#)

<h3>Top Videos</h3> <ul style="list-style-type: none"> 1 Introduction to Macroecono... 8.9/10 2 Demand & Supply 7.7/10 3 Economic Indicators 6.8/10 	<h3>Top Viewers</h3> <ul style="list-style-type: none"> 1 Louis Madison 144 Plays 2 Thomas Falloway 102 Plays 3 Nadia Solomon 87 Plays 	<h3>Insights</h3> <p>Wed 10, Oct 2018 Peak day</p> <ul style="list-style-type: none"> ▶ 201 Plays ▶ 165 Unique Viewers ▶ 361 Minutes Viewed <p>Video of the day Introduction to Macroeconomics</p>
--	---	--



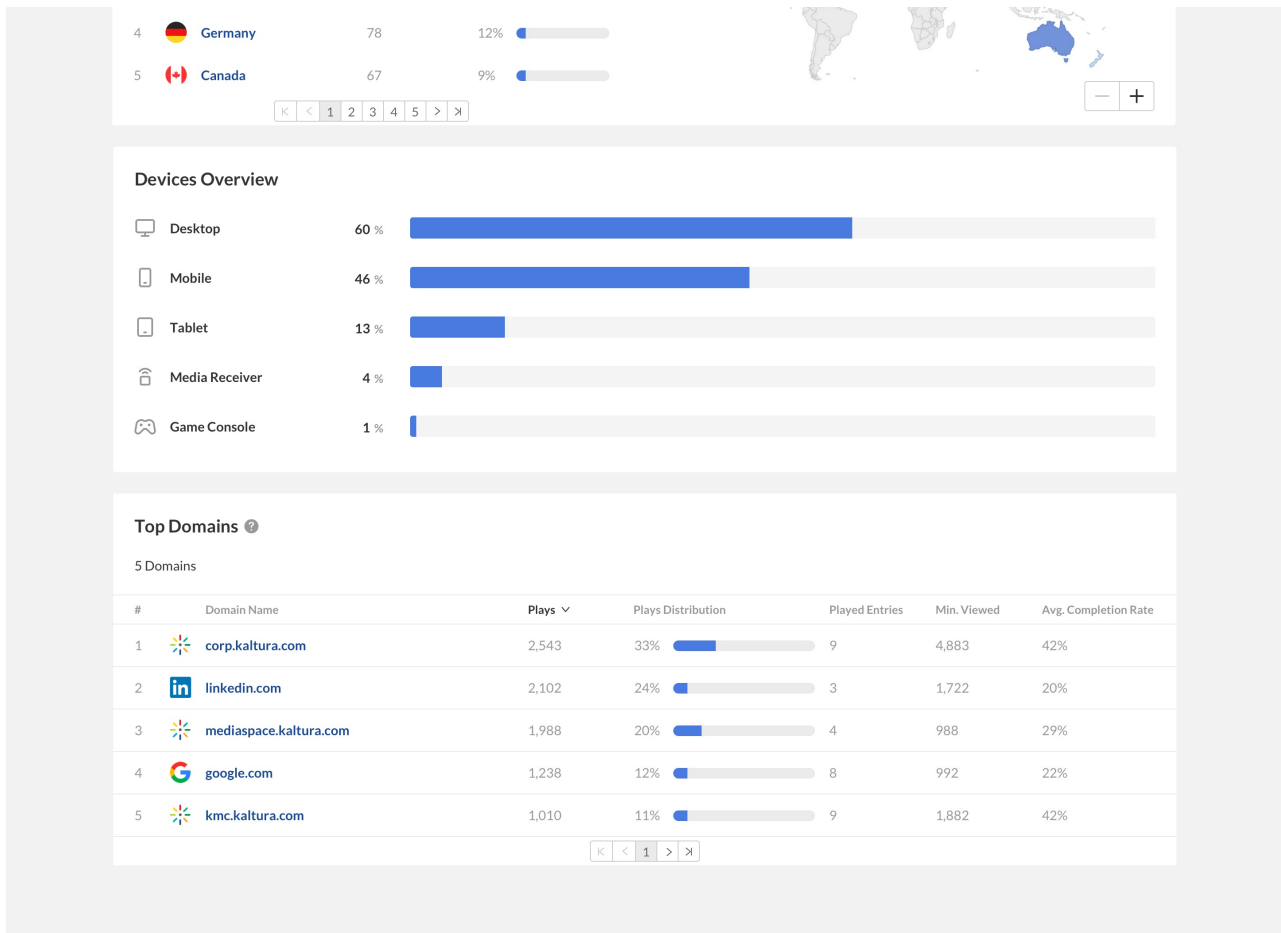
Top Videos

	Video Details	Plays	Unique Viewers	Avg. Completion Rate	Score
1	Introduction to Macroeconomics By Amy Lorimer	▶ 344	▶ 300	✓ 88%	8.9/10
2	Demand & Supply	▶ 198	▶ 194	✓ 76%	7.7/10
3	Economic Indicators	▶ 160	▶ 100	✓ 75%	7.4/10
4	The Business Cycle	▶ 101	▶ 77	✓ 70%	7.2/10
5	Real vs Nominal GDP By Eric Melody • Jan 9, 2018	▶ 97	▶ 51	✓ 68%	7.1/10

[◀](#) [1](#) [2](#) [▶](#)

Top Countries

#	Name	Plays Count	Plays Distribution
1	United States	1,322	35%
2	United Kingdom	344	24%
3	Netherland	104	20%

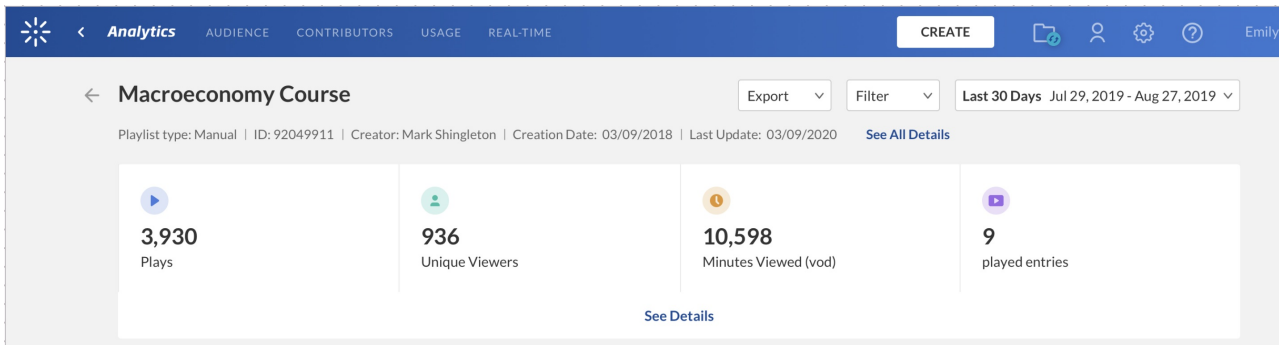


Top Panel

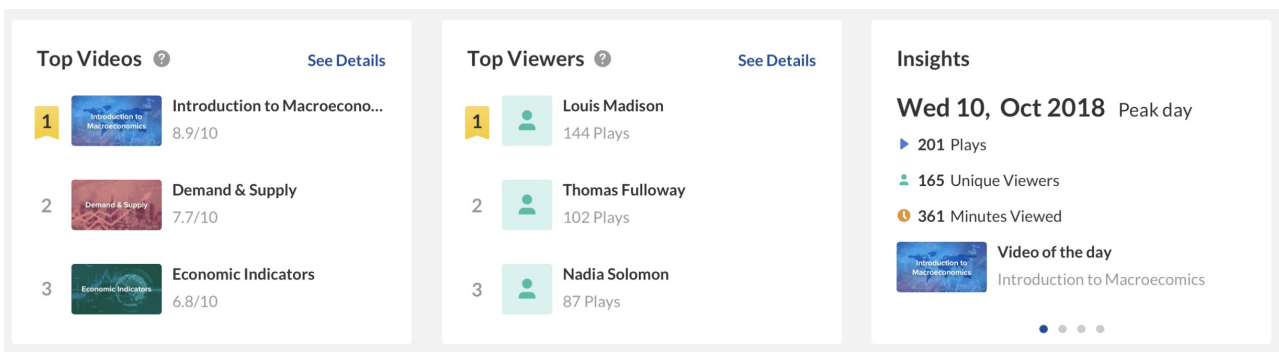
The top panel of the Playlist Analytics dashboard provides an overview with highlights and insights about the playlists in your account.

- Details - Playlist Type, Playlist ID, Creator Name, Creation Date , Last Update and "See All Details" link
- Highlights and important metrics for the selected time frame.
 - **Plays** - Aggregate the plays of all the entries in the playlist that were viewed within the context of the playlist. 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 player begins to play the video.
 - **Played Entries** - the count of all the entries from the playlist that was played during the selected period. Video entries with at least one play event associated with them.
 - **Unique Viewers** - Number of Unique Users that had an active viewing action during the time period.
Note that Player Impressions are not counted as a viewing action.
 - **Minutes Viewed** - Minutes played across all viewers. Here this metric is

considered as "Minutes Played" by Unique Viewers in the context of the playlist.



Playlist 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.

Top Viewers

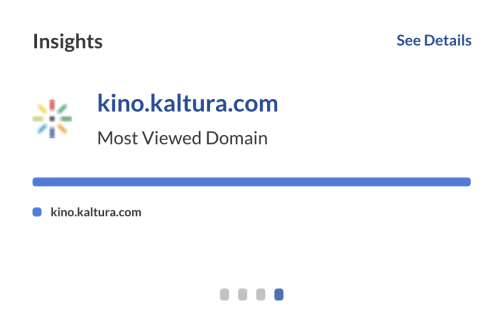
Top viewers displays the users sorted by plays count. Click **See Details** to open the Top Viewers metrics. You can change the metrics to display top viewers by the following parameters:

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

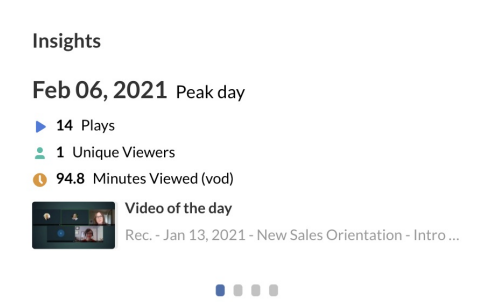
Insights

This section displays the devices used most. 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.

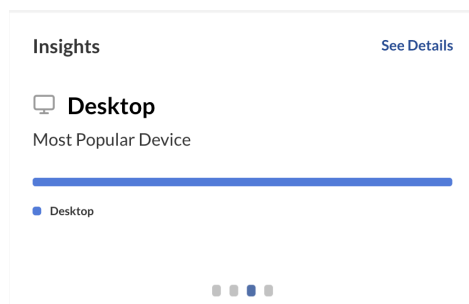
- **Most Viewed Domain** - Click **See Details** to jump to the metrics for Top Domains.



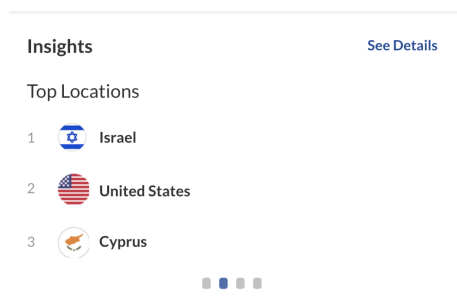
- **Peak Day** - Displays the peak day that the playlist entries were played and the Video of the Day.



- **Most Used Devices** - Click **See Details** to jump to the metrics for Top Devices.



- **Top Locations See** - Click **See Details** to jump to the metrics for Top Locations.



Playlist Performance Over Time

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

- Number of Plays
- Number of Unique Viewers
- Number of Minutes Viewed
- Average Drop Off Rate
- Average Completion Rate - how much of the video was watched

See the article [Advanced Analytics Terminology](#) for the metrics' definitions.

Filtering the Performance Over Time Views - According to Time

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.

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 Playlist Analytics Dashboard](#).

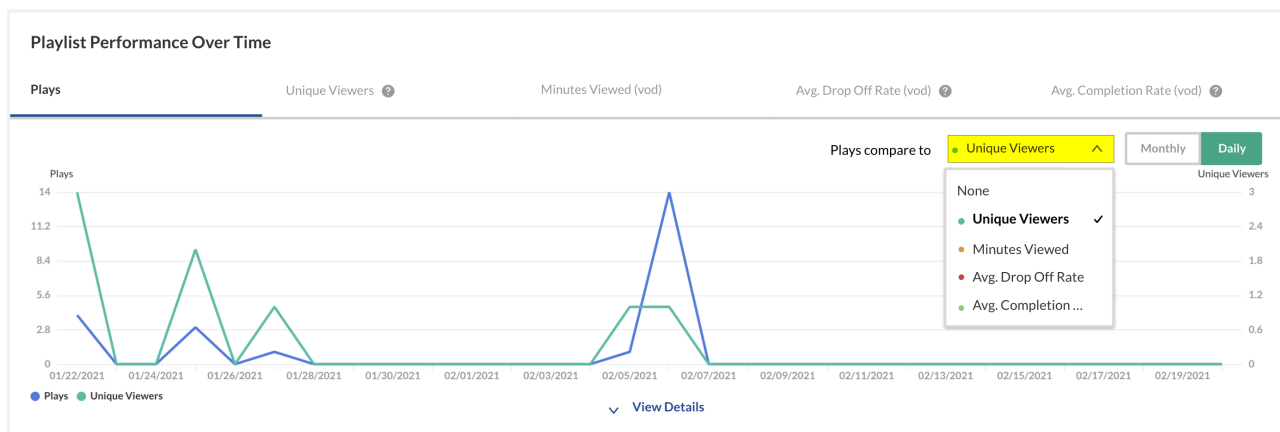
Filtering the Performance Over Time Views - According to Metrics

Click **View Details** to display and expand each graph for the various metrics available.

When accessing the Playlist Analytics dashboard through KMC, you can filter the views in the Playlist Performance Over Time section according to the following metrics:

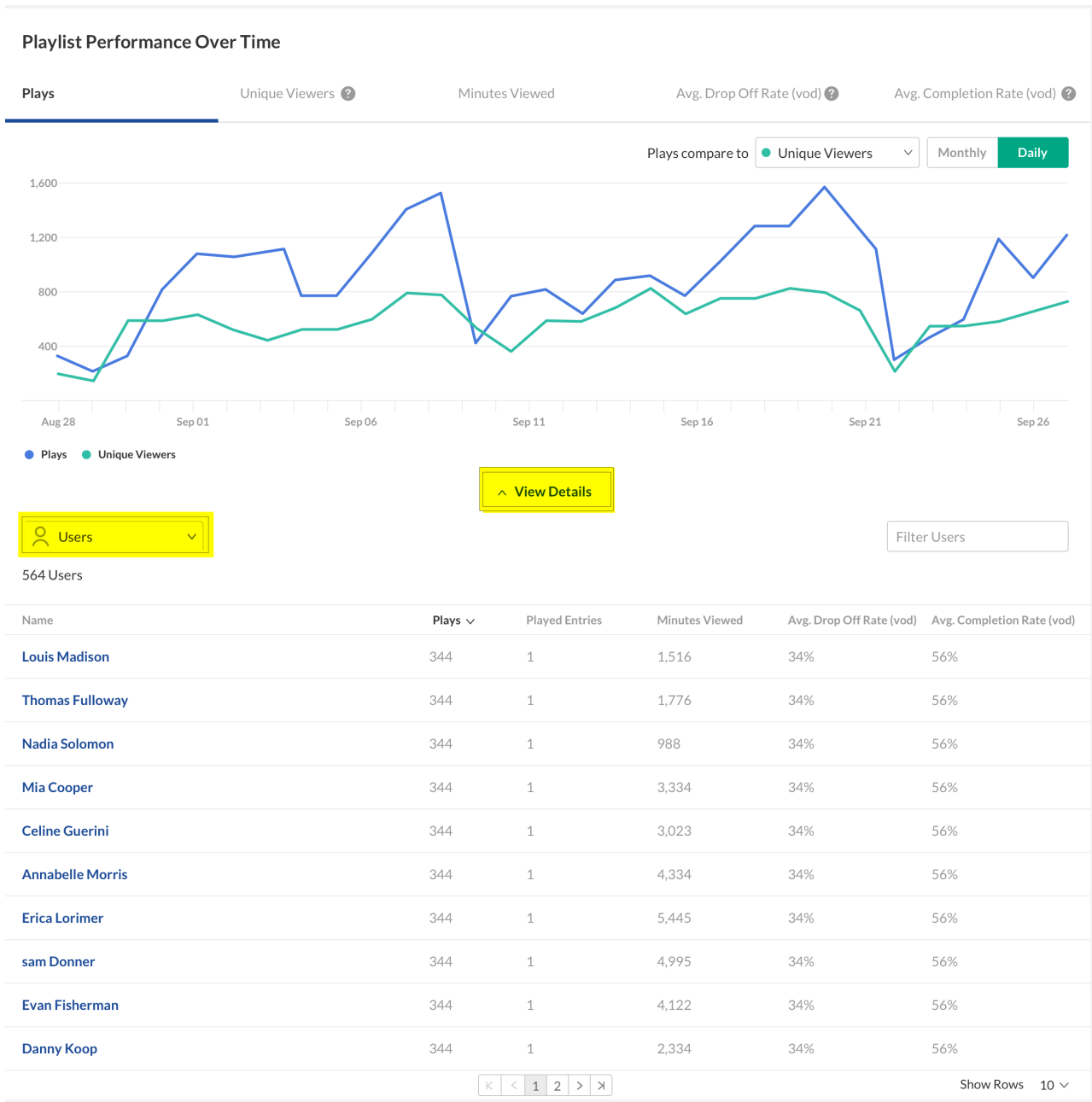
- Users (default)
- Entries
- Dates

You can compare the Plays to other metrics by selecting another metric from the drop down list.

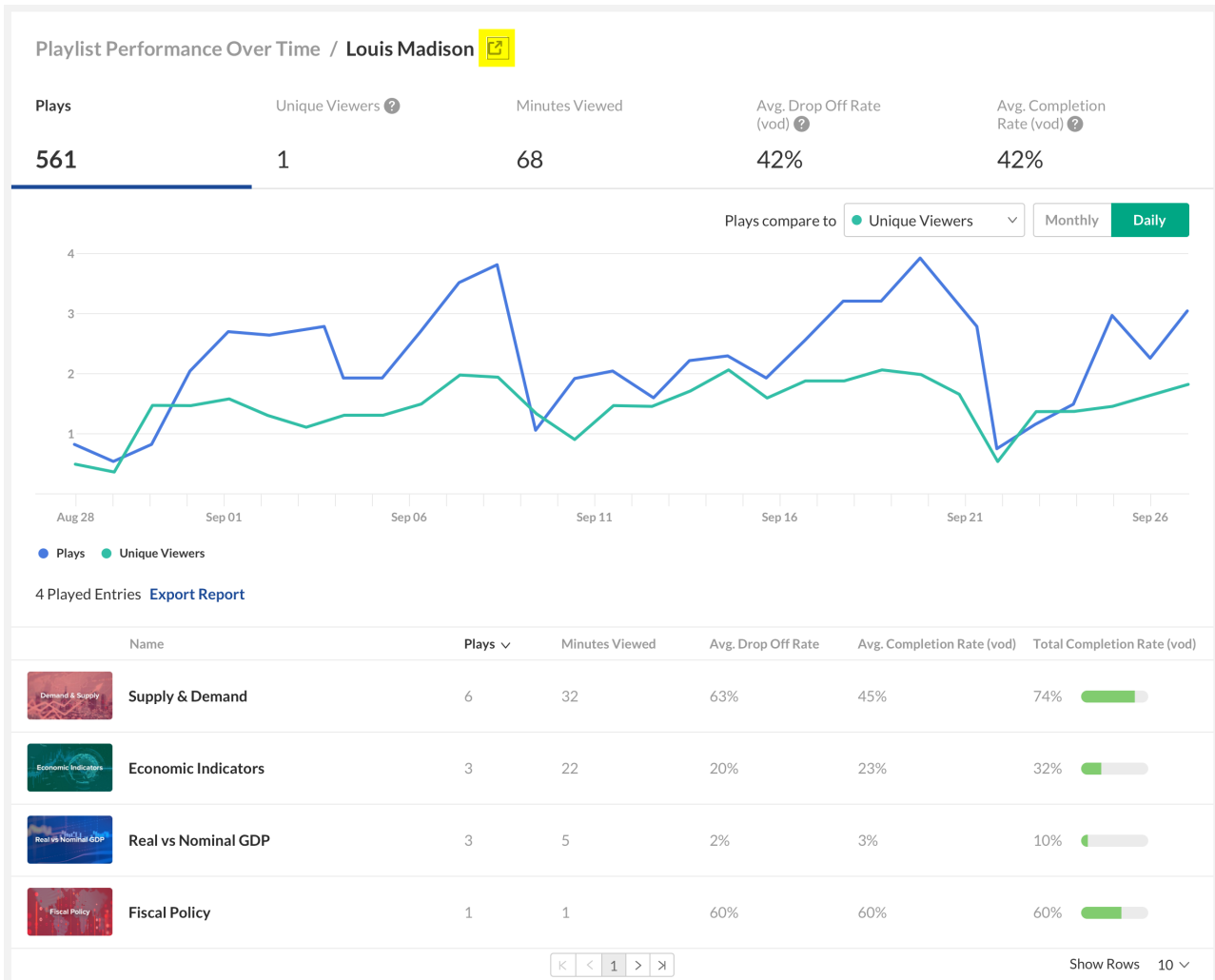


Users View

Select Users from the drop down menu. A list of Users and their metrics is displayed. Click on a user to see the playlist metrics for the selected user.

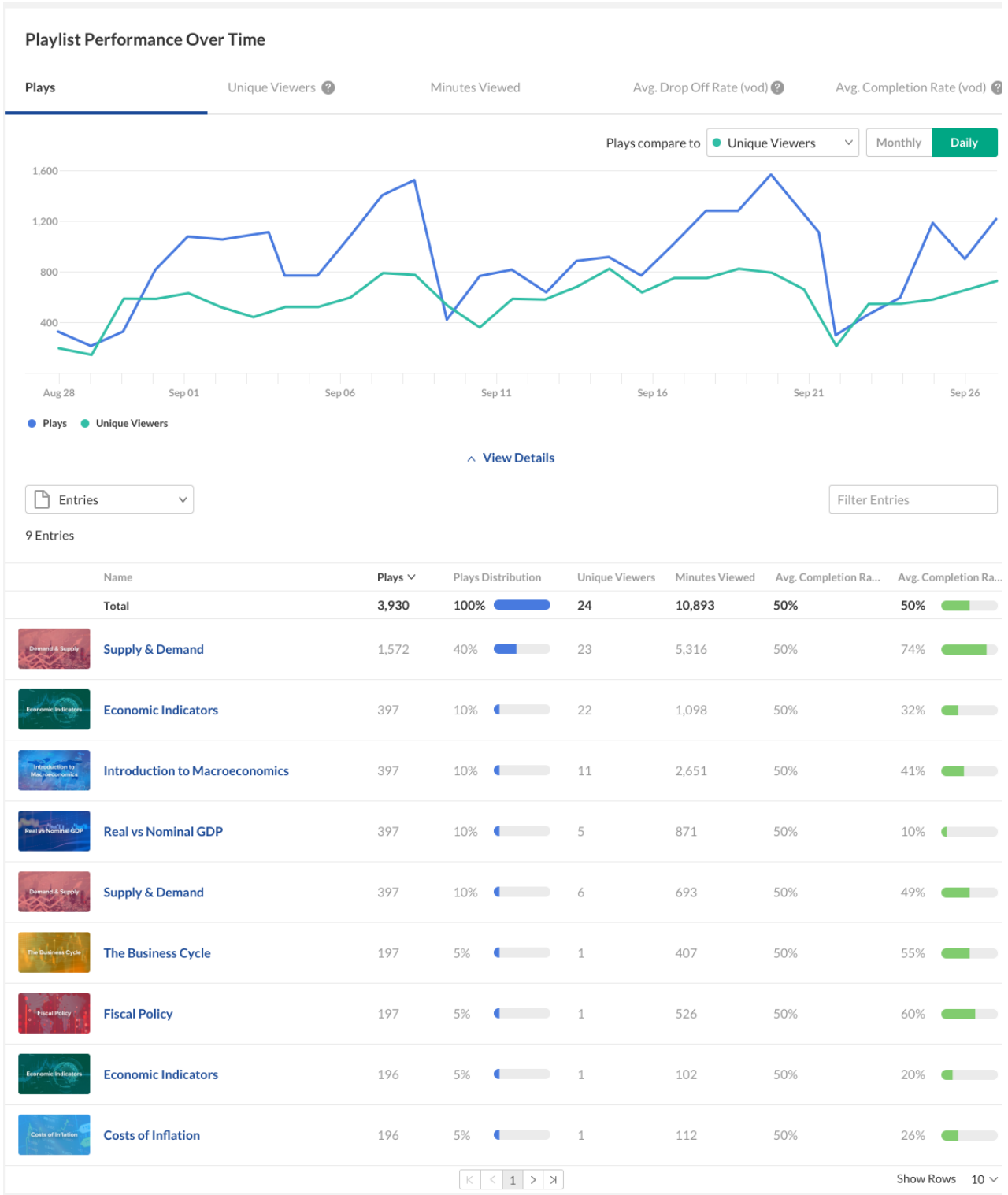


The following graph show the metrics for a specific user, namely Louis Madison. Click on the icon next to the user's name to display the user's analytics information.



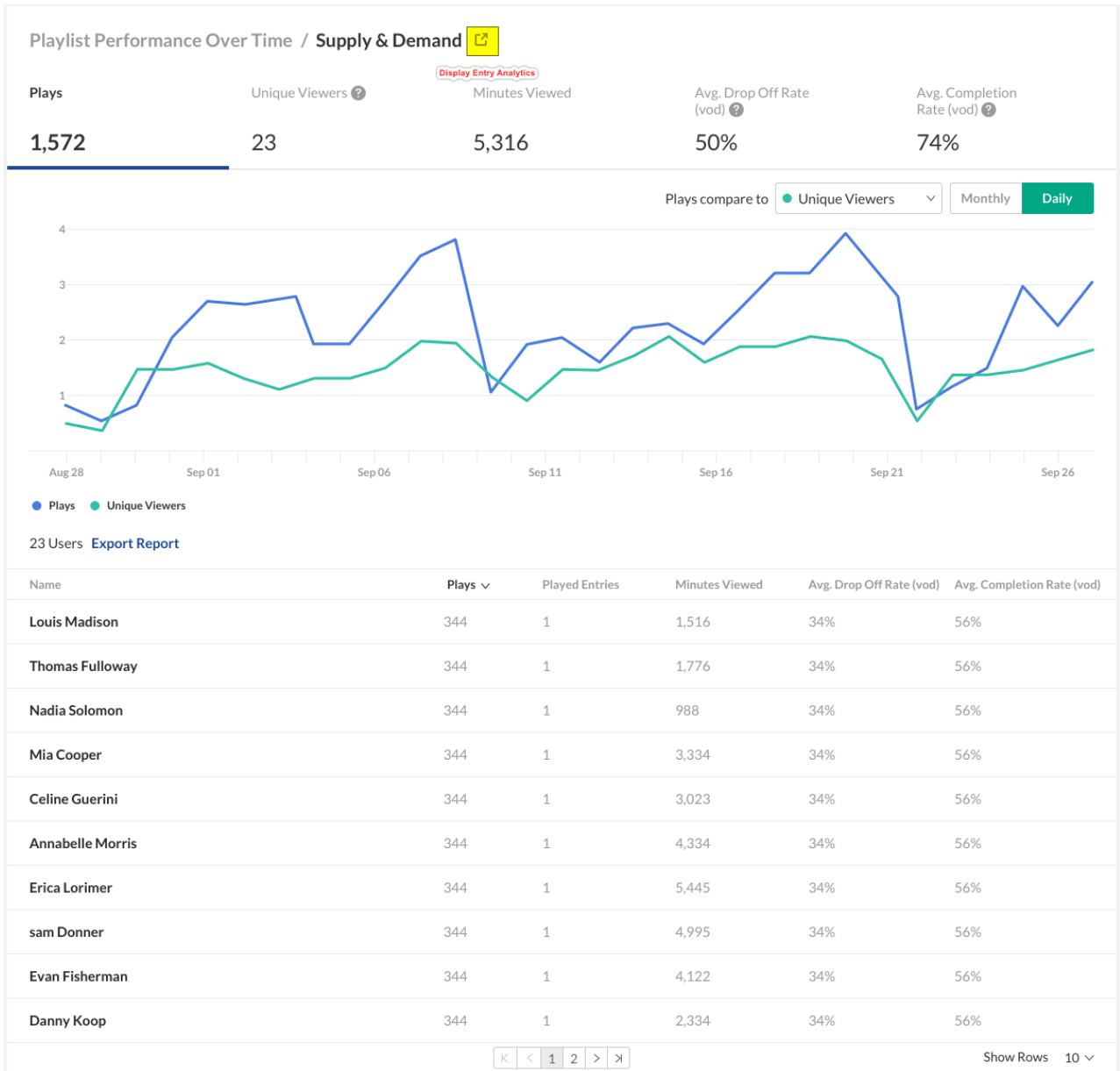
Entries View

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



Click on an Entry name to display the Entry analytics for the selected entry in the context of the specific playlist.

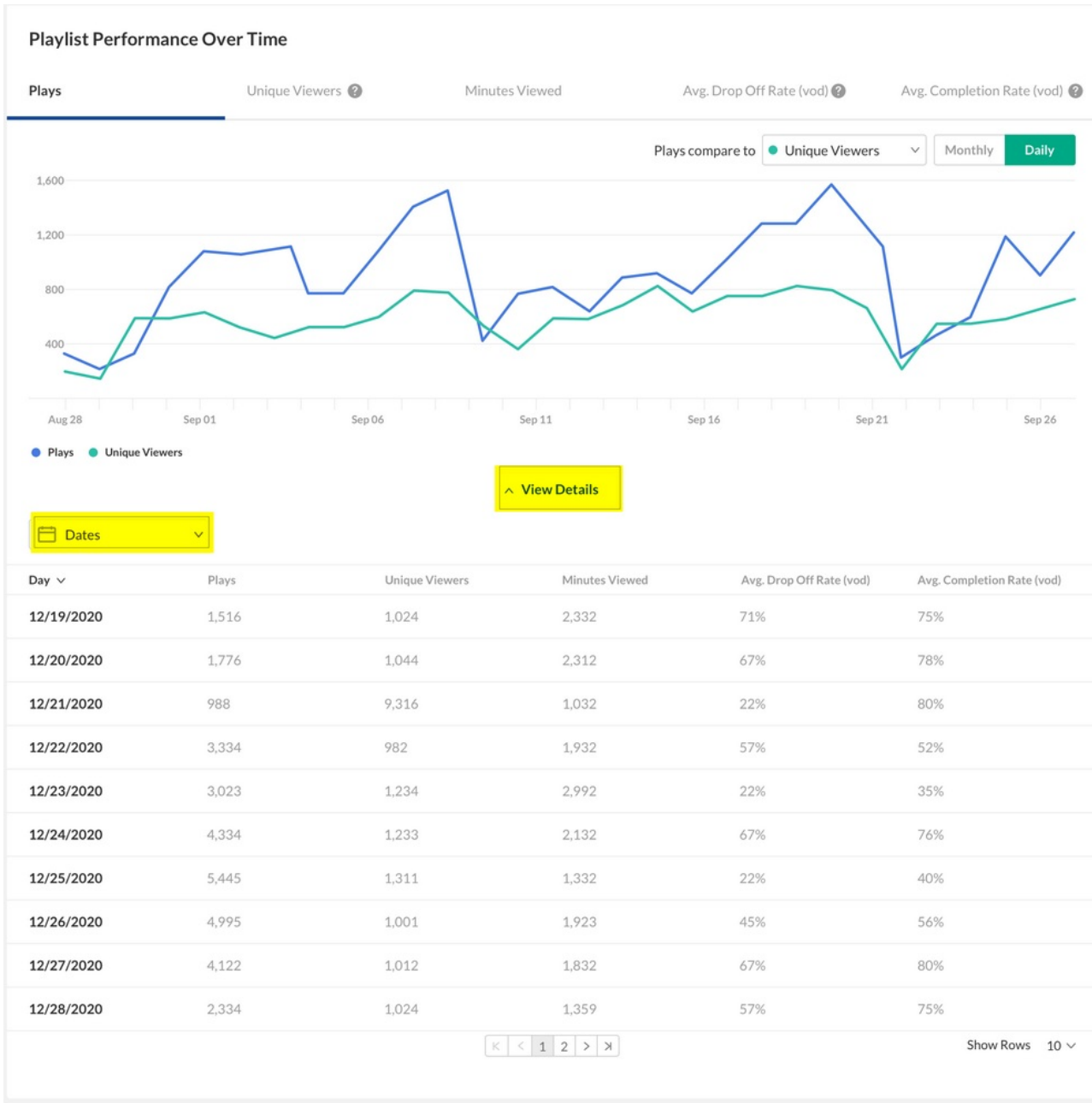
Click on the icon to see the [Entry Level Analytics](#) of this specific entry.



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 the Playlist Analytics Dashboard](#).




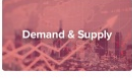



Top Videos

The Top Videos data is filtered on content from the Playlist. Click **See Details** in the Top Videos section to see an in-depth analysis of all the content that was viewed in this playlist.

The following information is displayed for each playlist:

- Playlist Name
- Plays
- Unique Viewers
- Average Completion rate

- Score

Top Videos ?					
	Video Details	Plays	Unique Viewers	Avg. Completion Rate	Score
1	 Introduction to Macroeconomics By Amy Lorimer	▶ 344	👤 300	✔ 88%	8.9/10
2	 Demand & Supply By Ron Greenberg • Jan 9, 2018	▶ 198	👤 194	✔ 76%	7.7/10
3	 Economic Indicators By Lily Grant • Jan 9, 2018	▶ 160	👤 100	✔ 75%	7.4/10
4	 The Business Cycle By John Sullivan • Jan 9, 2018	▶ 101	👤 77	✔ 70%	7.2/10
5	 Real vs Nominal GDP By Eric Melody • Jan 9, 2018	▶ 97	👤 51	✔ 68%	7.1/10

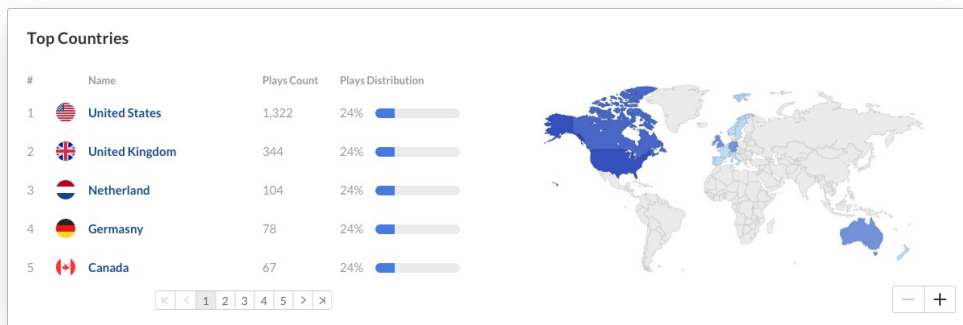
You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. You can also compare to another metric by selecting another metric from the drop down list.

Click on the Entry name to display the Entry analytics for the selected entry. See [Entry Level Analytics](#).

Top Countries

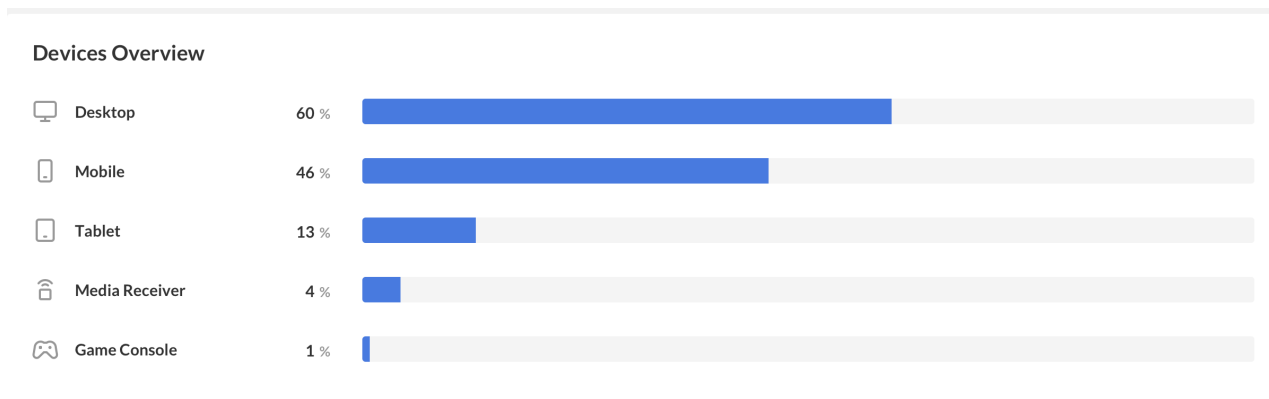
The Top Countries panel ranks the geographical distribution by plays. The heatmap shows the countries, the darker the shade, the more plays for that country. The table ranks the countries by plays and also shows plays distribution compared to total number of plays.

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.












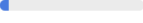
Top Domains

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 - Plays are the percentage of page visitors who actually **clicked play and began watching your video**. This metric is a good measure of how relevant your video content is to the location where it's placed, and how successful it is at enticing visitors to watch. If you want a certain percentage of your target audience to click play on your video (whether it's a video on your homepage explaining your service or a training video for your employees), play rate is the number to keep an eye on.
- Player impressions - Every time media is presented and is ready to be played (but not played yet), it is counted as a Player Impression. Every time the page is refreshed and the media is re-displayed, it is counted as an additional impression. Pressing the Play button after pressing Pause will not be counted as an additional impression.
- Player impression ratio - number of plays divided by number of impressions
- Minutes Viewed - Considered as "Minutes Played" by Unique Viewers.
- 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%

⏪ < 1 > ⏩

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.

