

Video Analytics Terminology

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This article clarifies the terminology of analytics metrics appearing in the analytics dashboards.

Metric Name	Definition	Notes
Active Users	Real-time number of Unique Users currently viewing the broadcast.	Appears in the Real-Time dashboard
Average Completion Rate (VOD)	<p>Average percentage of completion, across all plays. Calculated for VOD only.</p> <p><u>Example:</u> If a user once watched 20% of the video and the second time watched 80% of the video, the calculation will be: $(20+80)/2 \text{ plays} = 50\%$ Avg. Completion Rate.</p>	<p>Calculated for VOD entries only. This metric is NOT calculated based on quartiles.</p> <p>This metric can be found in the following dashboards:</p> <ul style="list-style-type: none"> • Engagement • Playlist • Category • User • Session/Webcast Entry • VOD Entry
Average Drop off Rate (VOD)	<p>The average percentage of drop-off quartile (last quartile watched), across all plays. Calculated for VOD entries only.</p> <p><u>Example:</u> If a user once watched 20% of the video and the second time watched 80% of the video, the calculation will be: $(0+75)/2 \text{ plays} = 37.5\%$ Avg. Drop Off Rate. 20% is calculated as 0 since the user didn't</p>	<p>Calculated for VOD entries only. This metric is calculated based on quartiles.</p>

Metric Name	Definition	Notes
	reach the 25% milestone and 50% is calculated as 75% as the user passed the 3 rd quartile milestone.	
Average Latency Rate	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	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	From the total amount of time viewed, the percent of time the player was buffering.	Appears in the Real-Time and Session/Webcast Entry dashboards
Avg. Live Engagement Rate, Avg. Engagement	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	The average of minutes viewed per play (total minutes viewed/total	Appears in the Technology dashboard

Metric Name	Definition <small>plays)</small>	Notes
Avg. View Time (User Dashboard)	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.
Downstream Bandwidth	Sum of downloaded video segments size / time to download video segments.	Appears in the Real-Time dashboard
Dropped Frame Rate	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	Number of Unique Users viewing content within the DVR window. (DVR includes the option to seek backwards and forward in the player during the live/simulive broadcast)	Appears in the Real-Time dashboard.
Engaged Users	Real-time percent of users from the active users, that have good or high engagement (where the tab is in focus and the audio is turned on).	Appears in the Real-Time dashboard.
Known Viewers	Number of Unique Users that had an active viewing action, and are either authenticated or	Appears in the Session/Webcast Entry dashboard.

Metric Name	registered (i.e. not anonymous viewers) Definition	Notes
	<p>Note that Player Impressions are not counted as a viewing action.</p>	
Minutes Viewed	Minutes played across all viewers.	<p>This metric is NOT calculated based on quartiles. It can be found in the following dashboards:</p> <ul style="list-style-type: none"> • Session/Webcast Entry dashboard applied to both VOD and live broadcast • Real-Time dashboard applied to live broadcast
Minutes Viewed (VOD)	<p>Total number of playback minutes played by the viewers, based on quartile milestones. Calculated for VOD entries only.</p> <p><u>Example:</u> If a user watched 4 minutes from a 10-minute video it will be calculated as 2.5 minutes (25% milestone).</p>	<p>Calculated for VOD entries only. This metric is calculated based on quartiles. It can be found in the following dashboards:</p> <ul style="list-style-type: none"> • Engagement • Technology • Geo-Location • User • Category • Playlist • VOD Entry
Played Entries	Video entries with at least one play event associated with them.	
Player Impression	A player impression event is counted each time the player is loaded on the page	

Plays Metric Name	Definition	Notes
	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.	Pausing and resuming is not counted as additional Play events.
Top Served Flavor	Indicates the flavor that is mostly viewed in the broadcast being viewed. The transcoding profile is defined in the Rich Media CMS.	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	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 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: <ul style="list-style-type: none"> • Session/Webcast Entry dashboard • VOD Entry
Unique Authenticated Views	For a certain frame in the video how many unique views for all users. User can view the same	Appears in VOD Entry dashboard - "Views vs. Unique Authenticated Views by time" graph.

Metric Name	time frame several times Definition and will be counted as	Notes The number appears when hovering the graph on a specific
	one unique view.	time frame.
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.	Player Impressions are not counted as a viewing action.
Views	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.