

# **Category Analytics**

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# 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.

ENTRIES MODERATION PLAYLISTS SYNDICATIO	N CATEGORIES	UPLOAD CONTROL BULK UPLOAD DROP FOLDERS
About Kaltura Parent: <u>73665091</u>   ID: 73	ories: 0   Entries: 16   Creation D	✓ View Analytics     Save       Ate: 06/28/2017   Last Update: 06/25/2018
Metadata	Metadata	Jump to 🗸
Entitlements	Name	About Kaltura
	Description	

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

CONTENT STUDIO USAGE DASHBOARD	ANALYTICS SERVICES DASHBOARD			CREATE	D @ 2	?
115 Categories • 1 Selected	Bulk Actions V Cancel					
Name	ID	Created On 🗸	Sub - Categories	Entries		
Education	73897641	07/02/2017 17:19	0	6		
Fun with the Kids	73897451	07/02/2017 17:14	0	1		
🗌 Kaltura Info	73897441	07/02/2017 17:13	0	3		
<ul> <li>About Kaltura</li> </ul>	73665161	06/28/2017 18:03	0	16		
unlisted	73665131	06/28/2017 18:02	0	6	Edit View Entries	
playlists	73665121	06/28/2017 18:02	0	10	Move Category Add Service Rule	
nestedFilters	73665111	06/28/2017 18:02	0	0	View Analytics Delete	
channels	73665101	06/28/2017 18:02	8	7		

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

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



1	
£	Edit
2	Upload Thumbnail
×	Reset Thumbnail
ы	Analytics
C	Import
4	<ul> <li>Create channel play</li> </ul>

# **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.

nalytics audience contributors usage	REALTIME	CREATE 🔂 🖇 🕅
Fundamentals of Macroeconomics	Export         v         Filter           6         Creation Date: 03/09/2018         Last Update: 03/01/2020	Last 30 Days Jul 29, 2019 - Aug 27, 2019 -
Highlights          Image: Signal state of the system of the sys	See Details          0       10,893 Minutes Viewed         24 Publishers	Category Page Views @ Filter Views from category page compared to all views 426 / 762 Plays 260 / 564 Unique Viewers
<ul> <li>1,024 Unique Viewers</li> </ul>	Published Entries To Category	
For Videos IISee DetailsIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIIII	Louis Madison 144 Plays       2     Thomas Fulloway 102 Plays       3     Nadia Solomon 87 Plays	Insights See Details Desktop Most Popular Device Desktop Other Devices
	● VIEWS	
Category Performance Over Time		
Player Impressions Plays	Unique Viewers 🚱 Minutes Viewed	Avg. Completion Rate 👔 Avg. Drop Off Rate 👔
1,600		Monthly Daily
1,200		~/ /

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400	/	Ĺ	$\checkmark$			$\sim$
Aug 28 Sep 01	Sep 06		Sep 11	Sep 16	Sep 21	Sep 26
Q Users V						
		Discontractor	Disc.	h diau dara Mirau and	Aug Duran Off Data	Aug Completing Data
Name Louis Madison		Player Imp	ressions ∨ Plays 344	Minutes Viewed	Avg. Drop Off Rate	Avg. Completion Rate
Thomas Fulloway		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%
		ŀ	< < 1 2 > X			Show Rows $~~$ 25 $  imes ~~$
Top Videos 💿						D. 4
Name			Plays	Unique Viewei		
Economic ind	icators		344	300	56%	<b>8.9</b> /10
2 The business	cycle		198	194	56%	<b>7.7</b> /10
3 National inco	me		160	100	56%	<b>6.8</b> /10
Financial Sect	or		101	77	56%	<b>6.2</b> /10
5 Introduction			97	51	56%	<b>5.4</b> /10
		ŀ	< 1 2 > X			
Subcategories						
4 Subcategories						
Name	Plays	~	Plays Distribution	Unique Vi	ewers Mi	nutes Viewed
Assignments	454		76%	128	23	1
Introduction to Finance	311		55%	128	23	1
Live Sessions	122		76%	128	23	1
Discussion	90		76%	88	23	1
			К < 1 > Ж			
Top Countries						
# Name	Plays Count	Plays Distribution			_	
1 United States	1,322	35%	-		The State	and the second second
2 United Kingdom	344	24%				Est.
3 <b>Setherland</b>	104	20%	<b>`</b>			
4 ermany	78	12%			Esto "	

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9%

(+) Canada

67

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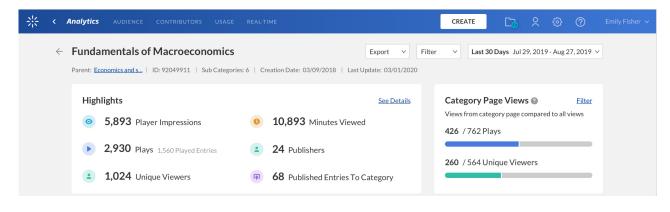
# 🔆 kaltura

Desktop		60 %						
_ Mobile		46 %						
_ Tablet		13 %						
🔒 Media Re	eceiver	4 %						
🖂 🛛 Game Co	onsole	1 %						
Top Domair	ns 😮							
	ns 🛛							
5 Domains	ns 🕑		Player Impression	Play Impr. Ratio	Plays ∨	Plays Distribution	Min. Viewed	Avg. Completion Rate
5 Domains # Don			Player Impression 3,223	Play Impr. Ratio	<b>Plays ∨</b> 2,543		Min. Viewed	Avg. Completion Rate
5 Domains # Dom 1 <del>}:</del> cor	main Name						4,883	
5 Domains # Dom 1 <b>‡ cor</b> 2 <b>in</b> link	main Name r <b>p.kaltura.com</b>		3,223	34%	2,543	33% <b>2</b> 4%	4,883	42%
5 Domains # Dom 1 <b>% cor</b> 2 <b>in</b> link 3 <b>% me</b>	main Name p.kaltura.com kedin.com		3,223 12%	34% 4,332	2,543 2,102	33% 24% 20%	4,883 1,722	42% 20%
1 ** cor 2 in link 3 ** med 4 G goo	main Name rp.kaltura.com kedin.com diaspace.kaltura.com		3,223 12% 20%	34% 4,332 2,332	2,543 2,102 1,988	33% 24% 20%	4,883 1,722 988 992	42% 20% 29%

# 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

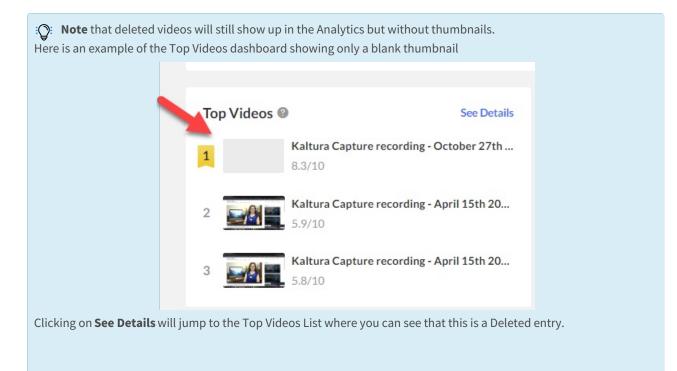
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Top Videos @ See Details	Top Viewers @ See Details	Insights See Details
<b>Economic indicators</b> 8.9/10	1 Louis Madison 144 Plays	Desktop
2 The business cycle 7.7/10	2 Thomas Fulloway 102 Plays	Most Popular Device
3 National income 6.8/10	3 Adia Solomon 87 Plays	Desktop     Other Devices

# **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.



# 🔆 kaltura

	Video Details	Plays	Unique Viewers	Avg. Completion Rate	Score
1	Kaltura Capture recording - C By Darwin Mitra	October 27th 2020, 11:37:17 am ▶ 16	<b>2</b> 2	Ø 81.3%	Deleted Entr 8.3/10
2	Kaltura Capture recording - A By Darwin Mitra	April 15th 2021, 3:54:11 pm 11	<b>1</b>	72.7%	<b>5.9</b> /10
3	Kaltura Capture recording - A By Darwin Mitra	April 15th 2021, 3:54:11 pm 14	± 1	O 33.2%	<b>5.8</b> /10
4	Rec- May 5, 2021 11:24 AM - By Darwin Mitra	Breakout Room of room 106939 z 4	cm078.mp4 2	Ø%	<i>Deleted Entr</i> <b>3.8</b> /10
5	Rec- Jan 28, 2021 2:56 PM - ( By Darwin Mitra	CC NA Troubleshooting.mp4	<b>1</b>	<ul><li>33.3%</li></ul>	Deleted Entr <b>3</b> /10
L		KK	1 2 3 > X		

# **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**

layer Impressions	Plays	Unique Viewers	Minutes Viewed	Avg. Drop Off Rate 🔞	Avg. Completion Rate
	-				Monthly Dail
					PESsentida ***
)					Δ
1				٨	
				$\sim$	
06/10/2020 06/12/2020 0	6/14/2020 06/16/2020 06/18	/2020 06/20/2020 06/22/2020 06	/24/2020 06/26/2020 06/28/2020	0 06/30/2020 07/02/2020 07/04/20	020 07/06/2020 07/08/2020
06/10/2020 06/12/2020 0	06/14/2020 06/16/2020 06/18.	/2020 06/20/2020 06/22/2020 06.	/24/2020 06/26/2020 06/28/2020	0 06/30/2020 07/02/2020 07/04/20	020 07/06/2020 07/08/2020
	6/14/2020 06/16/2020 06/18	/2020 06/20/2020 06/22/2020 06	/24/2020 06/26/2020 06/28/2020	0 06/30/2020 07/02/2020 07/04/20	020 07/06/2020 07/08/2020
06/10/2020 06/12/2020 0	6/14/2020 06/16/2020 06/18.	/2020 06/20/2020 06/22/2020 06	/24/2020 06/26/2020 06/28/2020	0 06/30/2020 07/02/2020 07/04/20	020 07/06/2020 07/08/2020
06/10/2020 06/12/2020 0 Hide Details ♀ Users  ✓	i6/14/2020 06/16/2020 06/18 Player Impressions ∨	/2020 06/20/2020 06/22/2020 06 Plays	/24/2020 06/26/2020 06/28/2020 Minutes Viewed	0 06/30/2020 07/02/2020 07/04/20 Avg. Drop Off Rate	020 07/06/2020 07/08/2020 Avg. Completion Rate
D6/10/2020 06/12/2020 0 Hide Details ♀ Users ✓ Viewers Ime					
oo/10/2020 06/12/2020 0 <u>Hide Details</u> ♀ Users ♀ Viewers ime odid0@walla.com	Player Impressions 🗸	Plays	Minutes Viewed	Avg. Drop Off Rate	Avg. Completion Rate
o6/10/2020 06/12/2020 0 Hide Details R Users ✓ Viewers	Player Impressions ∨ 64	Plays O	Minutes Viewed 0	Avg. Drop Off Rate 0%	Avg. Completion Rate

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

#### **Entries View**



		O VIEWS	♠ CONTRIBUTIONS		
Category Performar	ice Over Time				
Player Impressions	Plays	Unique Viewers 🕐	Minutes Viewed	Avg. Completion Rate	Avg. Drop Off Rate
					Monthly Daily
1,600				4	
1,200					
800	1		$\sim$		
400			/ ~		$\sim$
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		04			
Aug 28 Si	ep 01 Sep	06 Sep	11 Sep 16	Sep 21	Sep 26
Aug 28 Si	ep 01 Sep	uo sep	11 Sep 16	Sep 21	Sep 26
		uo sep	11 Sep 16	Sep 21	Sep 26
Entries			11 Sep 16 Minutes Viewed	Sep 21 Avg, Drop Off Rate	Sep 26 Avg. Completion Rate
Entries 564 Users	~				
Economic Indicators	V Player Impressions	♥ Plays	Minutes Viewed	Avg. Drop Off Rate	Avg. Completion Rate
Entries     Entries     S64 Users Name Economic Indicators The business cycle	Player Impressions     344	<ul><li>Plays</li><li>561</li></ul>	Minutes Viewed 1,516	Avg. Drop Off Rate	Avg. Completion Rate
Entries     Entries     Entries     S64 Users     Aame     Economic Indicators     The business cycle National income	<ul> <li>Player Impressions</li> <li>344</li> <li>9,316</li> </ul>	<ul> <li>Plays</li> <li>561</li> <li>781</li> </ul>	Minutes Viewed 1,516 78%	Avg. Drop Off Rate 75% 1,776	Avg. Completion Rate 74%
Entries     Entries     Entries     S64 Users     Name     Conomic Indicators     The business cycle     National income     Financial Sector	<ul> <li>Player Impressions</li> <li>344</li> <li>9,316</li> <li>9,316</li> </ul>	<ul> <li>Plays</li> <li>561</li> <li>781</li> <li>491</li> </ul>	Minutes Viewed           1,516           78%           80%	Avg. Drop Off Rate           75%           1,776           988	Avg. Completion Rate       74%       74%       74%
Entries 564 Users Name Economic Indicators The business cycle National income Financial Sector Introduction	<ul> <li>Player Impressions</li> <li>344</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> </ul>	<ul> <li>Plays</li> <li>561</li> <li>781</li> <li>491</li> <li>862</li> </ul>	Minutes Viewed           1,516           78%           80%           52%	Avg. Drop Off Rate           75%           1,776           988           3,334	Avg. Completion Rate           74%           74%           74%           74%           74%           74%
Entries   564 Users   Name   Economic Indicators   The business cycle   National income   Financial Sector   Introduction   Keynesian Economics	<ul> <li>Player Impressions</li> <li>344</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> </ul>	<ul> <li>Plays</li> <li>561</li> <li>781</li> <li>491</li> <li>862</li> <li>127</li> </ul>	Minutes Viewed           1,516           78%           80%           52%           35%	Avg. Drop Off Rate           75%           1,776           988           3,334           3,023	Avg. Completion Rate           74%           74%           74%           74%           74%           74%           74%
Entries 564 Users	<ul> <li>Player Impressions</li> <li>344</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> </ul>	<ul> <li>Plays</li> <li>561</li> <li>781</li> <li>491</li> <li>862</li> <li>127</li> <li>790</li> </ul>	Minutes Viewed         1,516         78%         80%         52%         35%         76%	Avg. Drop Off Rate           75%           1,776           988           3,334           3,023           4,334	Avg. Completion Rate           74%         ••••••••••••••••••••••••••••••••••••
Entries     564 Users     Name   Economic Indicators    Economic Indicators  The business cycle National income Financial Sector Introduction Keynesian Economics Inflation	<ul> <li>Player Impressions</li> <li>344</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> <li>9,316</li> </ul>	<ul> <li>Plays</li> <li>561</li> <li>781</li> <li>491</li> <li>862</li> <li>127</li> <li>790</li> <li>415</li> </ul>	Minutes Viewed         1,516         78%         80%         52%         35%         76%         40%	Avg. Drop Off Rate           75%           1,776           988           3,334           3,023           4,334           5,445	Avg. Completion Rate           74%
Entries   564 Users   Same   Economic Indicators   The business cycle   National income   Financial Sector   Introduction   Keynesian Economics   Inflation   Price Determination	<ul> <li>Player Impressions</li> <li>344</li> <li>9,316</li> </ul>	<ul> <li>Plays</li> <li>561</li> <li>781</li> <li>491</li> <li>862</li> <li>127</li> <li>790</li> <li>415</li> <li>345</li> </ul>	Minutes Viewed         1,516         78%         80%         52%         35%         76%         40%         56%	Avg. Drop Off Rate           75%           1,776           988           3,334           3,023           4,334           5,445           4,995	Avg. Completion Rate           74%           82%

A 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 V	liewers 👔 Minute	s Viewed	Avg. Drop Off Rate 🕐	Avg. Completion Rate 🔞
						Monthly Daily
60						
50						٨
40					/	( \
30						
20					$- \wedge /$	
10						
0 06/10/2020 06/12/2	020 06/14/2020 06/16/2020	06/18/2020 06/20/2020	06/22/2020 06/24/2020 06/2	6/2020 06/28/2020 06/30/3	2020 07/02/2020 07/04/2020	07/06/2020 07/08/2020
⊟ Dates Day ∨	Player Impressions					
	Player impressions	Plays	Minutes Viewed	Unique Viewers	Avg. Drop Off Rate	Avg. Completion Rate
06/10/2020	0	Plays O	Minutes Viewed	Unique Viewers 0	Avg. Drop Off Rate	Avg. Completion Rate
06/11/2020	0	0	0	0	0%	0%
06/11/2020 06/12/2020	0	0	0	0	0%	0%
06/11/2020 06/12/2020 06/13/2020	0 0 0	0 0 0	0 0 0	0 0 0	0% 0% 0%	0% 0% 0%
06/11/2020 06/12/2020 06/13/2020 06/14/2020	0 0 0 0 0	0 0 0	0 0 0 0	0 0 0 0	0% 0% 0%	0% 0% 0%
06/10/2020 06/11/2020 06/12/2020 06/13/2020 06/14/2020 06/15/2020	0 0 0 0	0 0 0 0 0	0 0 0 0	0 0 0 0	0% 0% 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



Тор	Videos 🛛					
		Name	Plays	Unique Viewers	Avg. Completion Rate	Score
1	ECONOMIC PROPERTY	Economic indicators	344	300	56%	<b>8.9</b> /10
2	TERUSIUSSONALE .	The business cycle	198	194	56%	<b>7.7</b> /10
3		National income	160	100	56%	<b>6.8</b> /10
4	Runce across	Financial Sector	101	77	56%	<b>6.2</b> /10
5	nucescon	Introduction	97	51	56%	<b>5.4</b> /10
			К < 1 2 > Э			

# **Subcategories**

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

Subcategories				
Name	Plays 🗸	Plays Distribution	Unique Viewers	Minutes Viewed
C Assignments	454	76%	128	231
Introduction to Finance	311	55%	128	231
Live Sessions	122	76%	128	231
Discussion	90	76%	88	231
		К < 1 > Х		

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



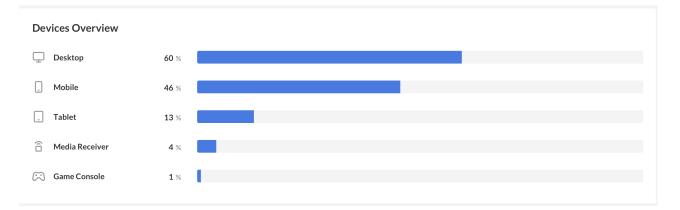
of plays.

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**

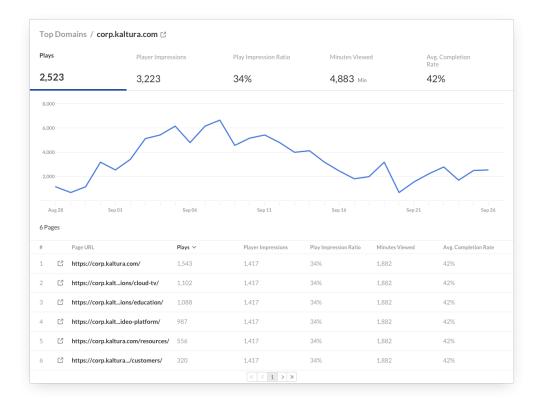
The top domains are ordered by domains that had the most number of plays in the selected time frame. For each domain the following metrics are available:

- 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



	<b>Dor</b>	mains 🖗						
#		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	in	linkedin.com	2,102	22%	12%	4,332	1,722	20%
3	*	mediaspace.kaltura.com	1,988	22%	20%	2,332	988	29%
4	G	google.com	1,238	20%	1,223	22%	992	22%
5	*	kmc.kaltura.com	1,010	20%	3,223	34%	1,882	42%
				К < 1 > Х				

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.



# **Category Page Views Filter**