User analytics for webinars

Last Modified on 11/10/2025 5:15 pm IST

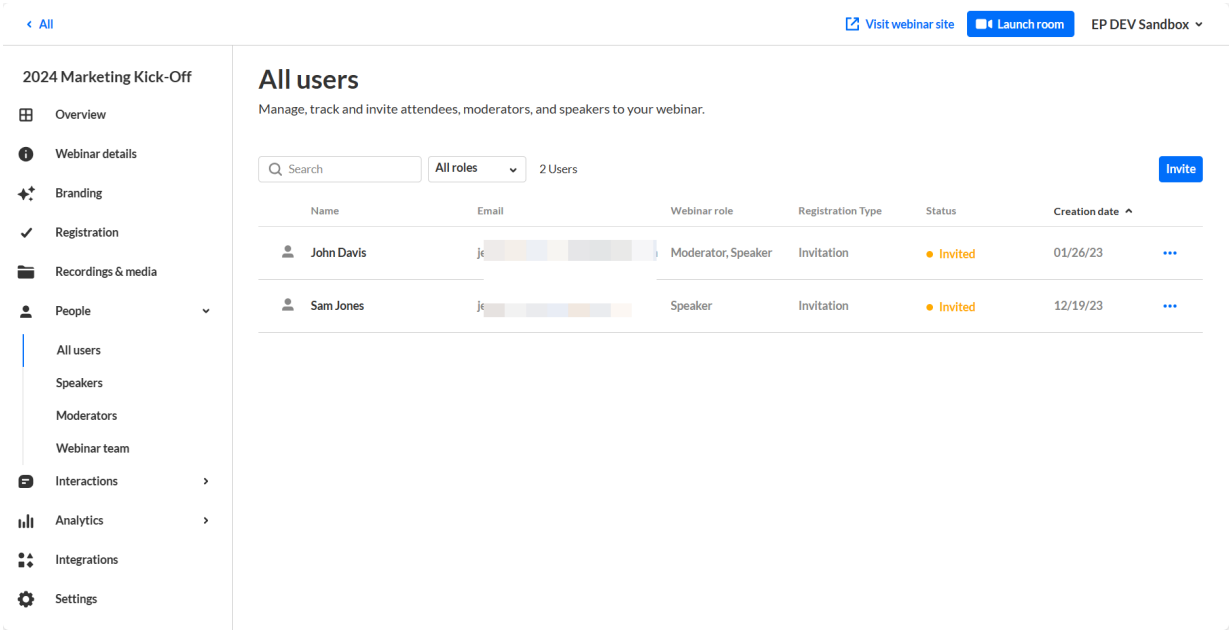
This article is designated for all users.

About

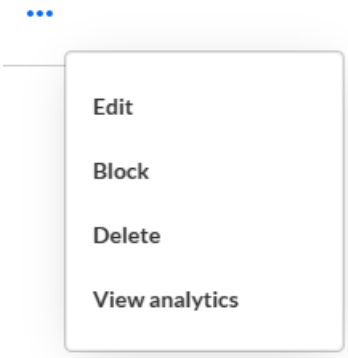
This article describes how to view analytics on your users.

View analytics on your users

1. Navigate to the Users page; from the site page, click the People tab > All users. The All users page displays.



2. Click the three blue dots to the right of the creation date and choose View analytics.

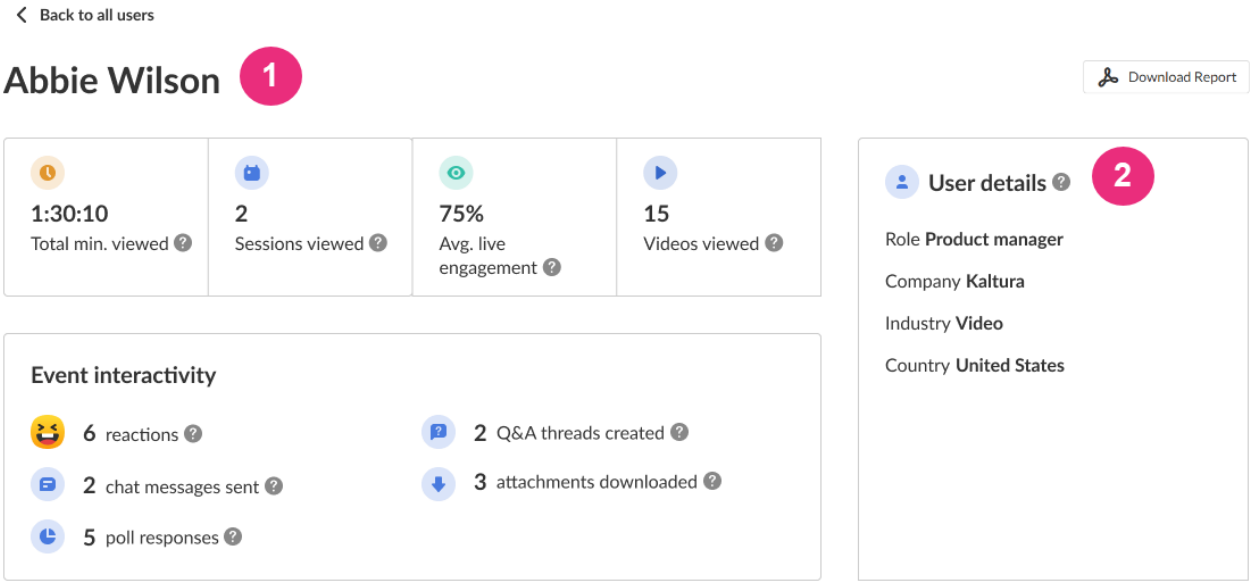


Section Descriptions

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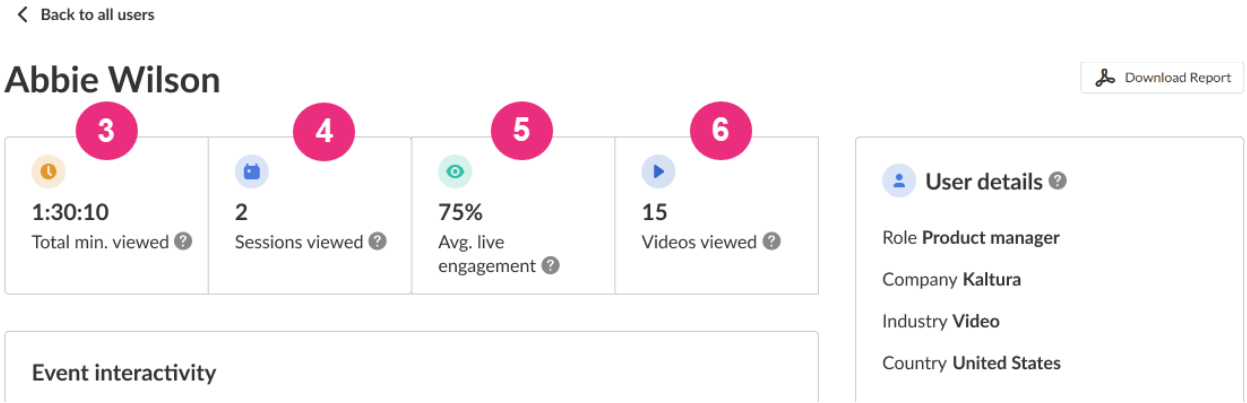
User profile information and basic user details are displayed at the top of the dashboard, including the following:

- **User name** (1) - Name of specific user
- **User details** (2) - Role, company, industry, and country



Key performance metrics for the user are also displayed at the top of the dashboard, and are calculated or determined as follows:

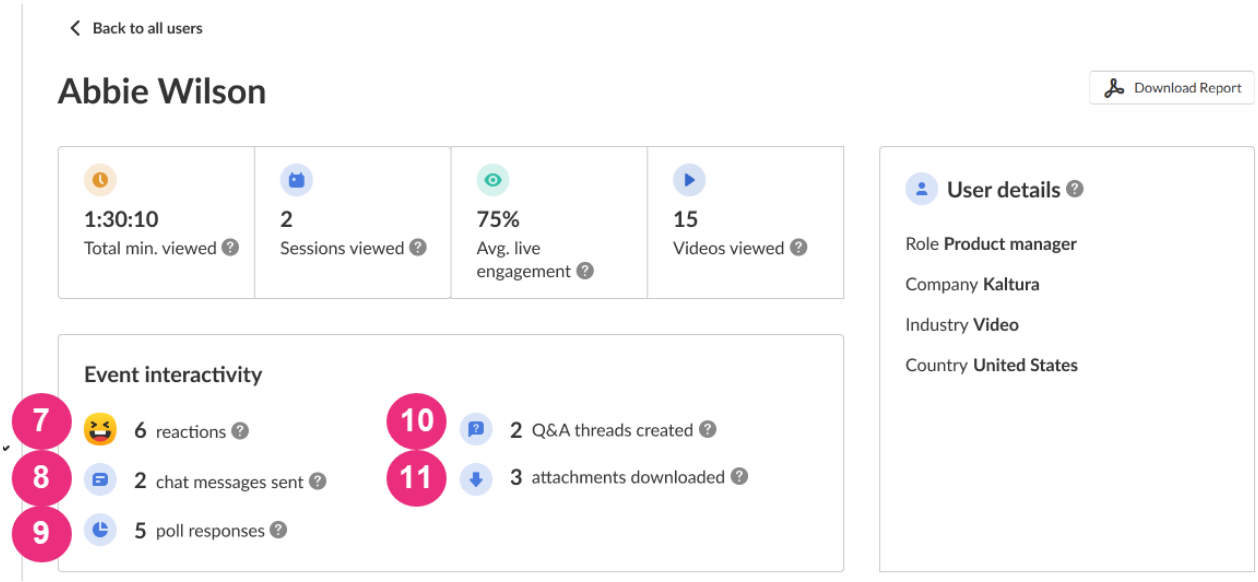
- **Total minutes viewed** (3) - Sum of minutes viewed across all content types for specific user
- **Sessions viewed** (4) - Number of sessions viewed
- **Average live engagement rate** (5) - Average engagement rate across all live sessions attended by user
- **Videos viewed** (6) - Number of videos viewed



User's engagement metrics across different interaction types are displayed, and are calculated as follows:

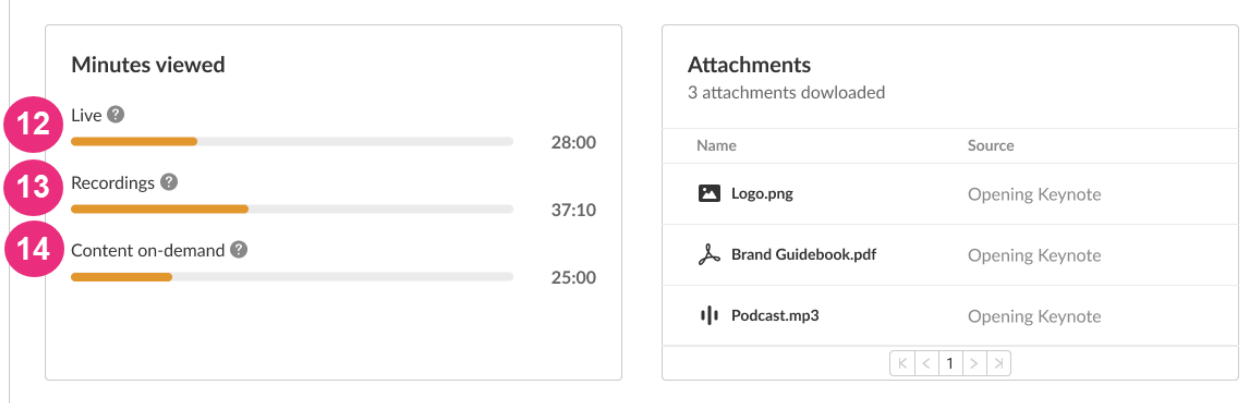
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- **Reactions** (7) - Number of reactions sent by specific user in the webinar
- **Chat messages sent** (8) - Number of group chat messages sent by specific user in the webinar
- **Poll responses** (9) - Number of polls where user submitted answers
- **Q&A threads created** (10) - Number of Q&A threads opened by specific user in the webinar
- **Attachments downloaded** (11) - Number of unique attachments downloaded by specific user



A detailed breakdown of user's viewing time across different content types is displayed, and is calculated as follows:

- **Live** (12) - Sum of minutes viewed during live sessions
- **Recordings** (13) - Sum of minutes viewed of session recording
- **Content on demand** (14) - Sum of minutes viewed of additional on-demand content uploaded to the webinar

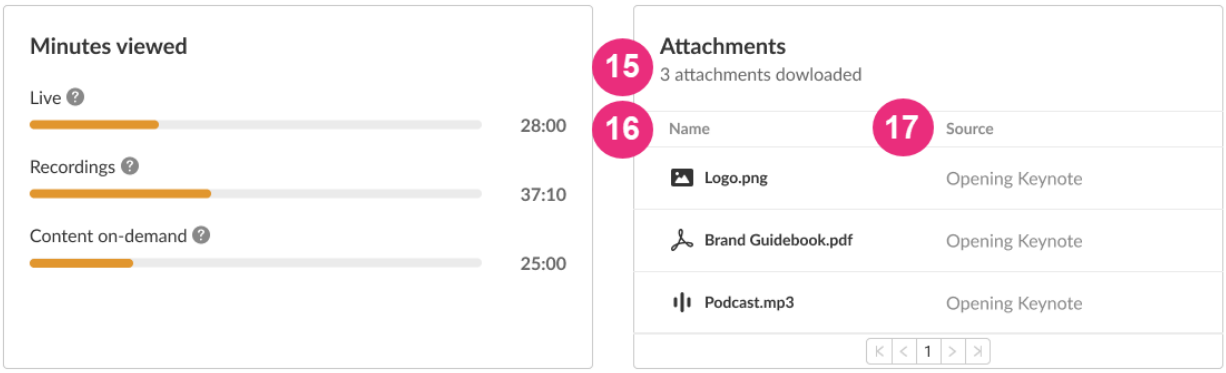


A detailed list of attachments that were downloaded by the user are displayed and

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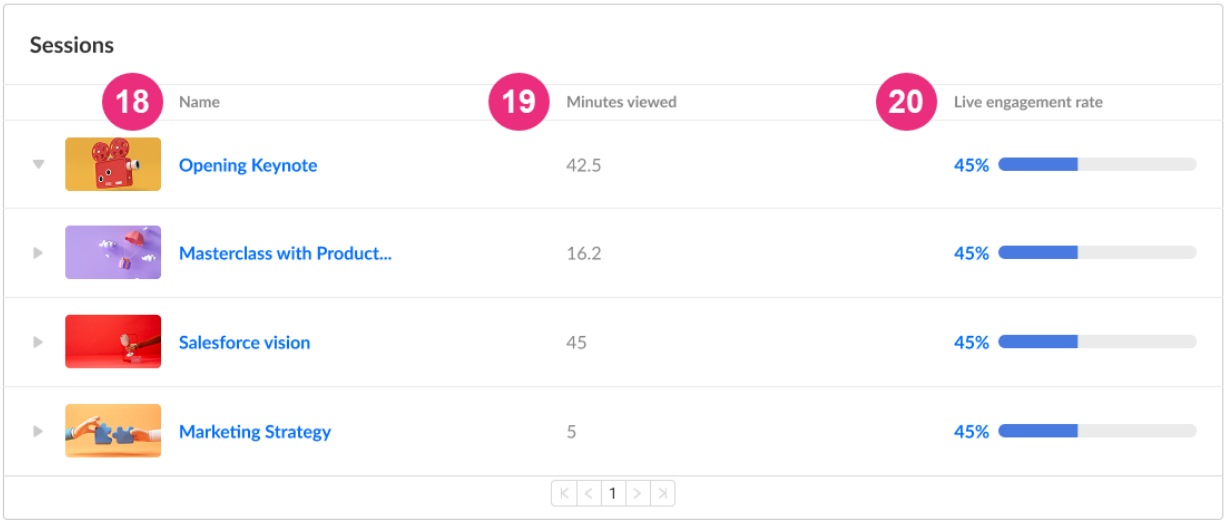
determined as follows:

- **Number of attachments downloaded** (**15**)
- **Name** (**16**) - Attachment title with file type icon
- **Source** (**17**) - Session from which the attachment was downloaded



A detailed breakdown of user's participation in individual sessions is displayed, and is calculated as follows:

- **Session name** (**18**)
- **Minutes viewed** (**19**) - Sum of minutes viewed filtered by user ID and session entry ID
- **Engagement rate** (**20**) - User's live engagement rate

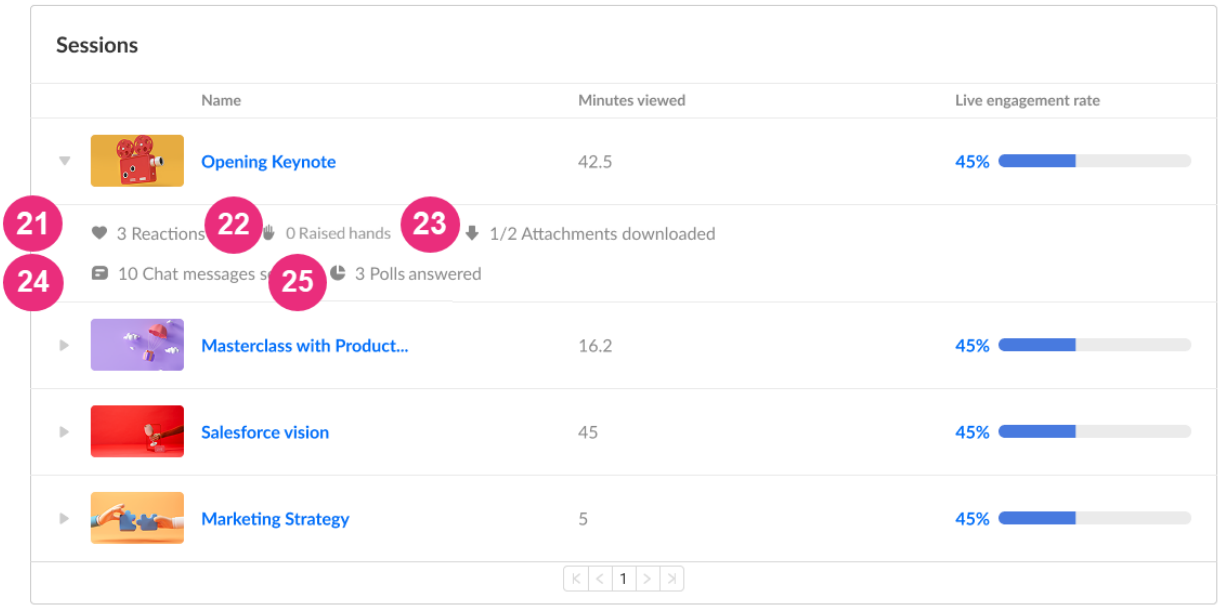


Click the down arrow to the left of the session name to expand the section and view additional information.

- **Reactions** (**21**) - Number of reactions sent by the user in the session
- **Raised hands** (**22**) - Number of raised hands in the session

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- **Attachments downloaded** (**23**) - Number of attachment downloads by the user in the session
- **Chat messages sent** (**24**) - Number of threads created by the user in the session
- **Polls answered** (**25**) - Number of polls answered by the user in session



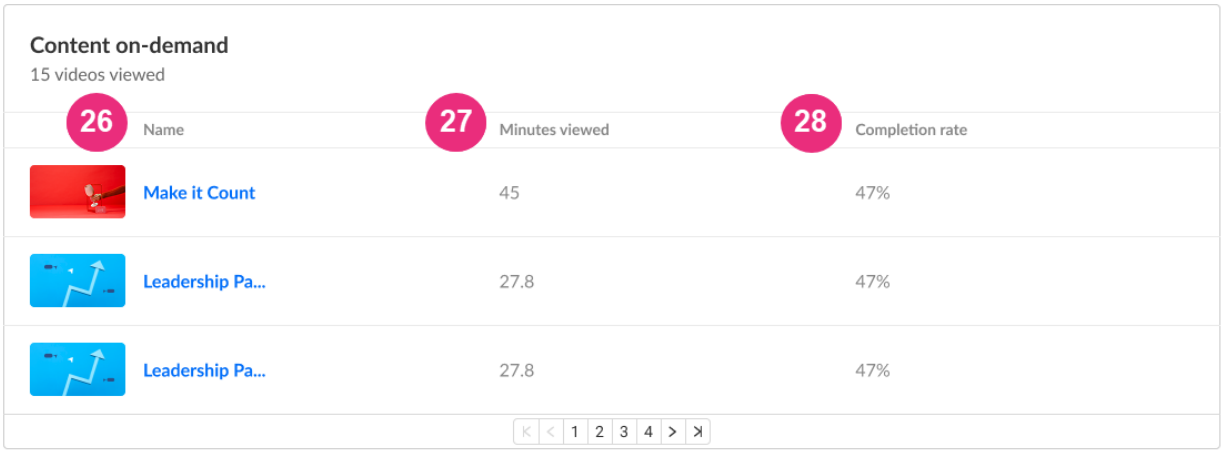
Quick tip - You may click the session name to navigate to the session analytics.

The user's viewing behavior for on-demand content is displayed, including detailed completion metrics for all VODs in the webinar.

This includes on-demand content uploaded to the webinar, apart from session recordings.

- **Name** (**26**) - Title of content
- **Minutes viewed** (**27**) - User's viewing time
- **Completion rate** (**28**) - Percentage of content completed

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Quick tip - You may click the content name to navigate to the VOD analytics.

Download report

Click the **Download Report** button to download a PDF version of the dashboard.

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