

My Content Analytics

Last Modified on 05/29/2024 10:54 am IDT

 This article is designated for all users.

About

Do you invest time in creating great videos? Do you want to know if people are enjoying them or not? Now can easily see the analytics of all the videos you've created with Kaltura's **My Content Analytics**.


The [My Content Analytics dashboard](#) enables you to discover how your users engage with a specific entry so you can track and optimize your content. The dashboard can be used to explore engagement in different time periods as well as compare different periods. You can also filter based on a variety of parameters.

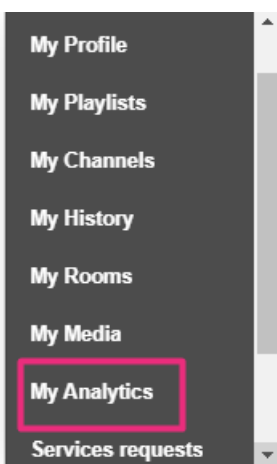
My Content Analytics focuses exclusively on the content you own, ensuring a personalized and relevant user experience.

For administrators, visit our article [Configure My Content Analytics](#).

Access My Content Analytics

From the user menu  , select **My Content Analytics**.

 If this option is missing from the user menu, please ask your administrator to configure it by referring to the [Configure My Content Analytics](#) article.



The **My Content Analytics** page displays.

My content analytics

[Back to my media](#)

Engagement

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[Filter](#)
Last 30 Days Jun 30, 2023 - Jul 29, 2023

<p>Highlights See Details</p> <ul style="list-style-type: none"> 478 Player Impressions 372 Plays <small>Out of 24 Played Entries</small> 3 Unique Viewers 106 Minutes Viewed (vod) 	<p>Top Videos See Details</p> <ol style="list-style-type: none"> Modern kitchen 7.6/10 Hotel interior design 6.7/10 Home designs 5.7/10 	<p>Insights</p> <p>Jul 02, 2023 Peak day</p> <ul style="list-style-type: none"> 198 Impressions 187 Plays 3 Unique Viewers 4.1 Minutes Viewed (vod)
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Engagement dashboard

The top panel of the Engagement dashboard provides an overview with **Highlights**, **Top Videos** and **Insights**.

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

Engagement

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Highlights

Displays a snapshot of the important metrics for the selected timeframe. For each user you will see:

- **Player impressions** - How many times the video was loaded on the page, regardless of whether the user clicked Play or not.

- **Plays** - Number of times the Play button was pressed.
- **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 (VOD)** - Minutes played across all viewers.

Highlights [See Details](#)

- 403 Player Impressions
- 260 Plays
Out of 51 Played Entries
- 4 Unique Viewers
- 95 Minutes Viewed (vod)




You can also filter by specific metrics, using the Filter field on the top right.

 For more information, see [My Content Analytics dashboard](#).

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.

Top Videos [See Details](#)

-  Knowledge Center tour
6.2/10
-  Chandeliers & lighting
5.7/10
-  Carpet
5.6/10

By clicking on **See Details** in the **Top Videos** section you can see an in-depth analysis of all the content that was viewed.

Insights

Displays a snapshot of the important metrics for the day. For each user you will see:

- **Impressions** - How many times the video was loaded on the page, regardless of whether the user clicked play or not.
- **Plays** - 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.

- **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 (VOD)** - Total number of playback minutes played by the viewers, based on quartile milestones. Example: If a user watched 4 minutes from a 10-minute video it will be calculated as 2.5 minutes (25% milestone).

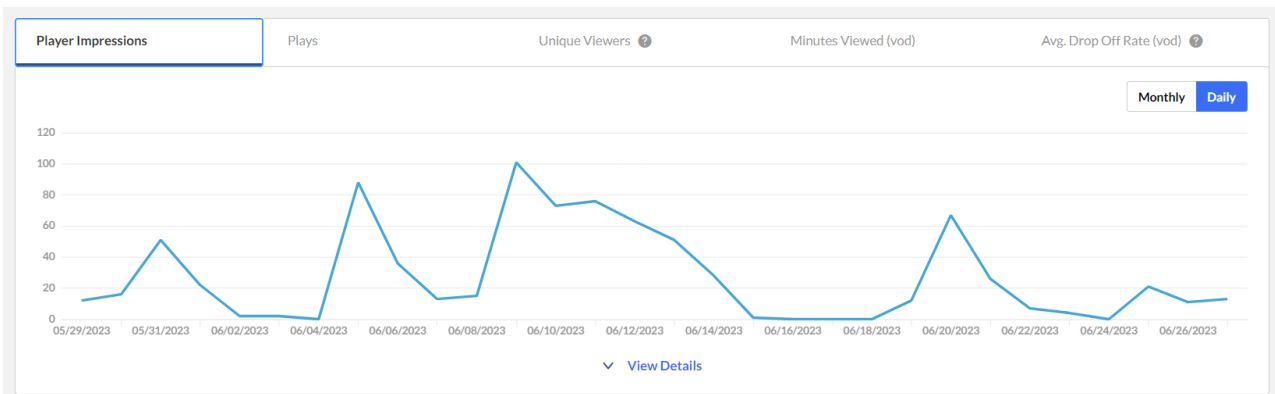
Insights

Jun 09, 2023 Peak day

- 👁️ 101 Impressions
- ▶️ 92 Plays
- 👤 3 Unique Viewers
- 🕒 3.4 Minutes Viewed (vod)

Details

Click **See Details** in the Highlights or Top Videos panel to jump to the screen below the dashboard showing engagement activity.



For each entry you will see:

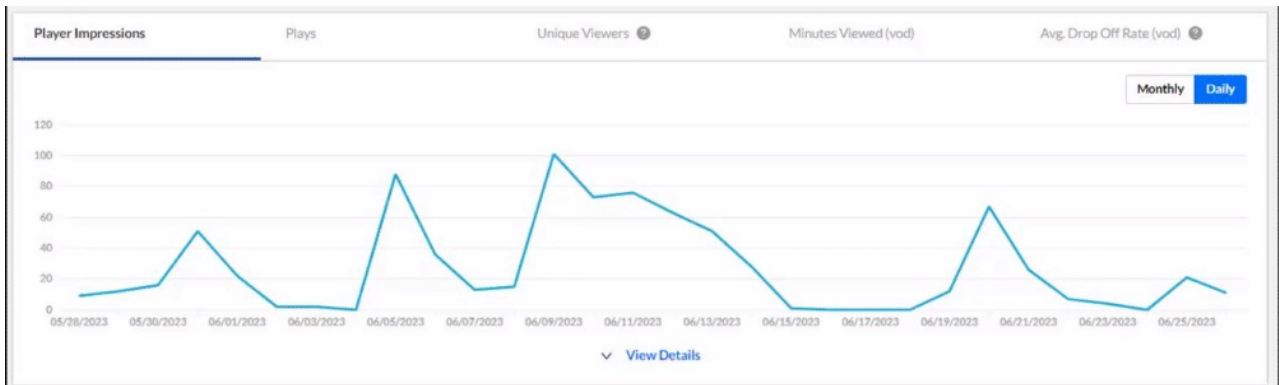
- **Player Impressions** - A player impression event is counted each time the player is loaded on the page.
- **Plays** - A play is counted when a user clicks the Play button to watch a video. If the player is set to auto-play, a play event will be counted when the player begins to play the video.
- **Minutes viewed (VOD)** - Total number of playback minutes played by the viewers, based on quartile milestones. Example: If a user watched 4 minutes from a 10-minute video it will be calculated as 2.5 minutes (25% milestone).

- **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.
- **Avg. Drop Off Rate (VOD)** - The average percentage of drop-off quartile (last quartile watched), across all plays. Example: If a user once watched 20% of the video and the second time watched 80% of the video, the calculation will be: $(0+75)/2$ plays = 37.5% Avg. Drop Off Rate. 20% is calculated as 0 since the user didn't reach the 25% milestone and 80% is calculated as 75% as the user passed the 3rd quartile milestone.

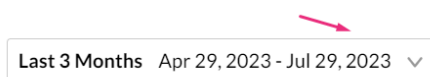
You can view the data for each metric in daily or monthly granularity.



Hover over any point in the graph to see the detailed data (as demonstrated below).

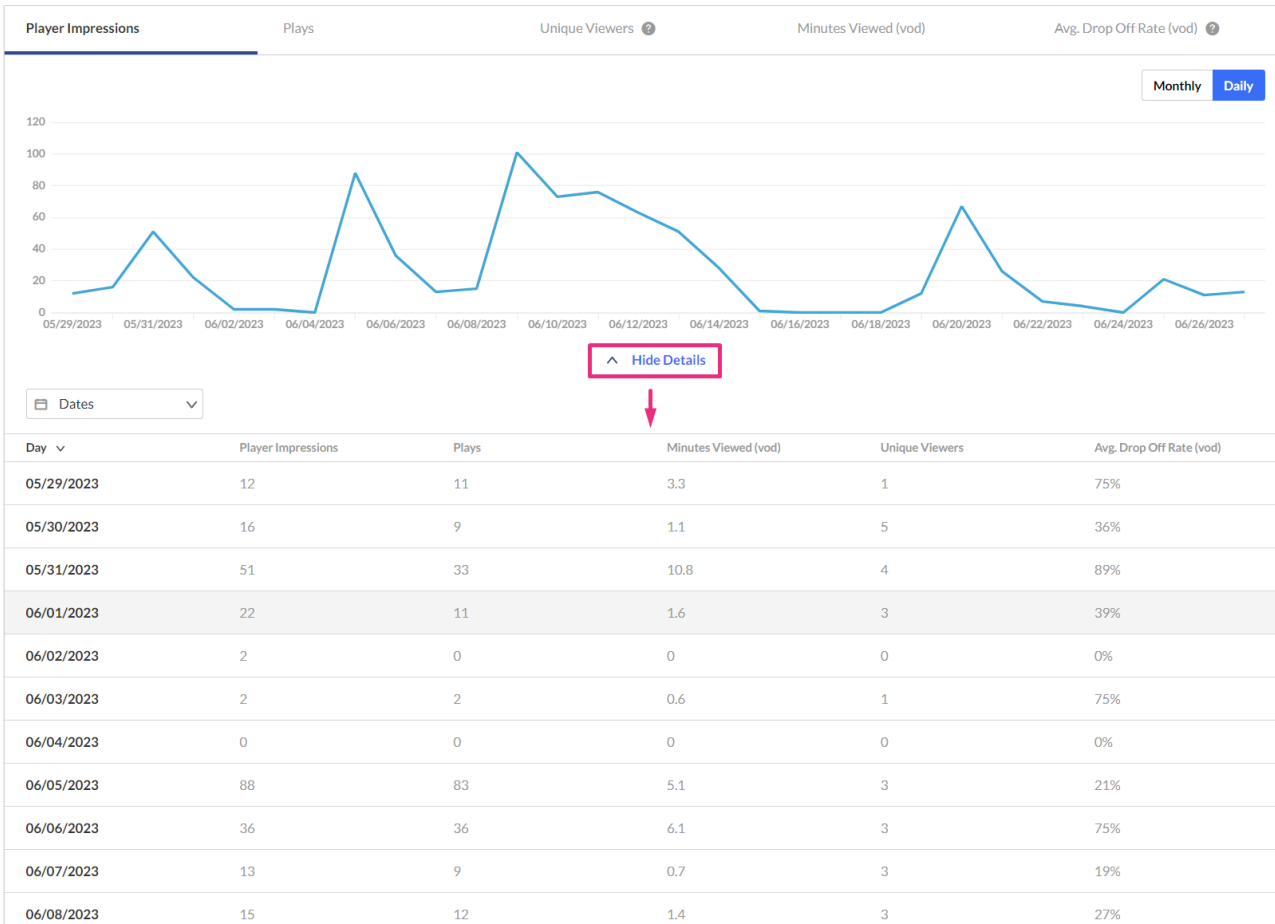


To change the time period or filter the data, use the date picker and filter panel at the top of the dashboard.



You can also compare data from different time periods. For more information, see [My Content Analytics Dashboard](#).

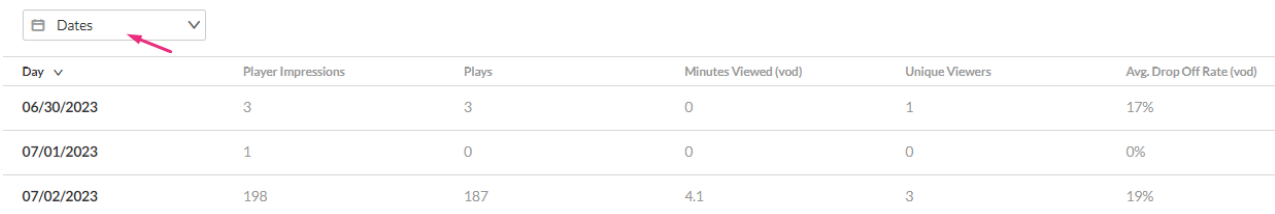
Click **View Details** to expand the screen:



Dates

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.



Users

Select **Users** from the drop down menu. A list of users and their metrics is displayed.

Users

3 Users

Name	Plays	Minutes Viewed	Avg. Drop Off Rate
Louise	291	67.3	33%
Unknown	55	38.6	36%
Tal Binder	26	0.1	6%

Entries

Select **Entries** to view entry analytics. Look for specific entries using the filter option.

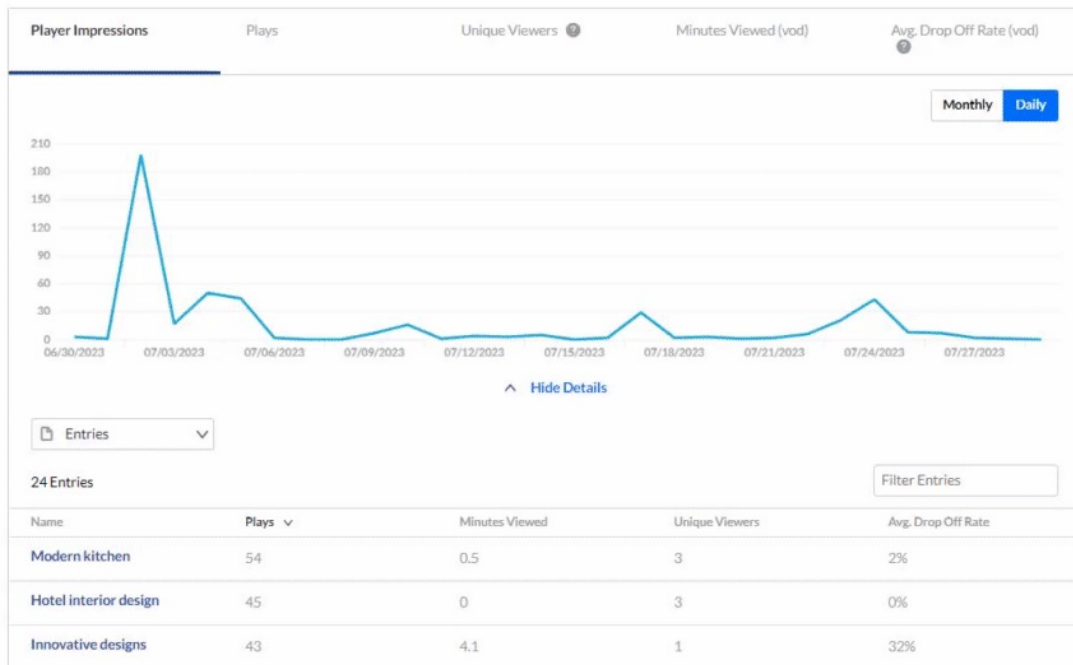
Entries

24 Entries

Filter Entries

Name	Plays	Minutes Viewed	Unique Viewers	Avg. Drop Off Rate
Modern kitchen	54	0.5	3	2%
Hotel interior design	45	0	3	0%

Clicking an entry will open the entry analytics dashboard where you can see how your users engage with a specific entry, where they watched it from and with what devices, so you can track and optimize your content. See our [Entry analytics](#) article for more information.

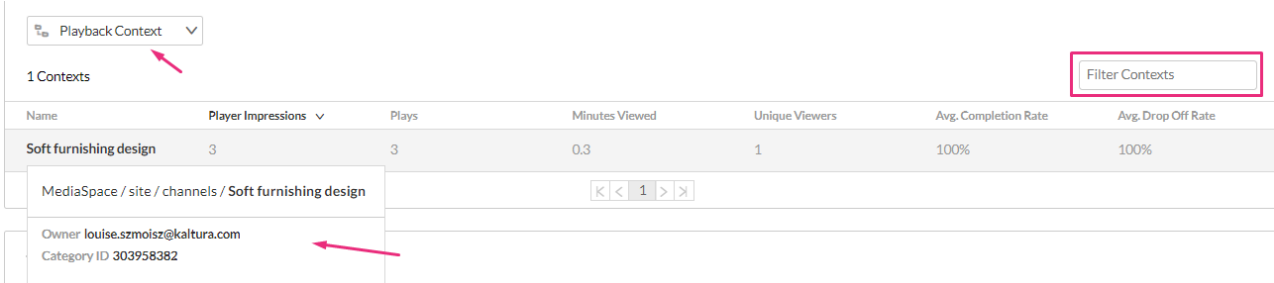


Playback Context

Playback Context refers to the place where an entry was watched, for example, from a specific channel or category. However, media might also be watched from different locations, such as shared links or embed codes. In such cases, since it was not viewed

within the context of the channel or category, the Playback Context will be labeled as 'unknown'.

You can look for specific entries using the filter function. You can hover over the entry name to see details about the category, owner and ID.



Playback Context ▾

1 Contexts Filter Contexts

Name	Player Impressions ▾	Plays	Minutes Viewed	Unique Viewers	Avg. Completion Rate	Avg. Drop Off Rate
Soft furnishing design	3	3	0.3	1	100%	100%

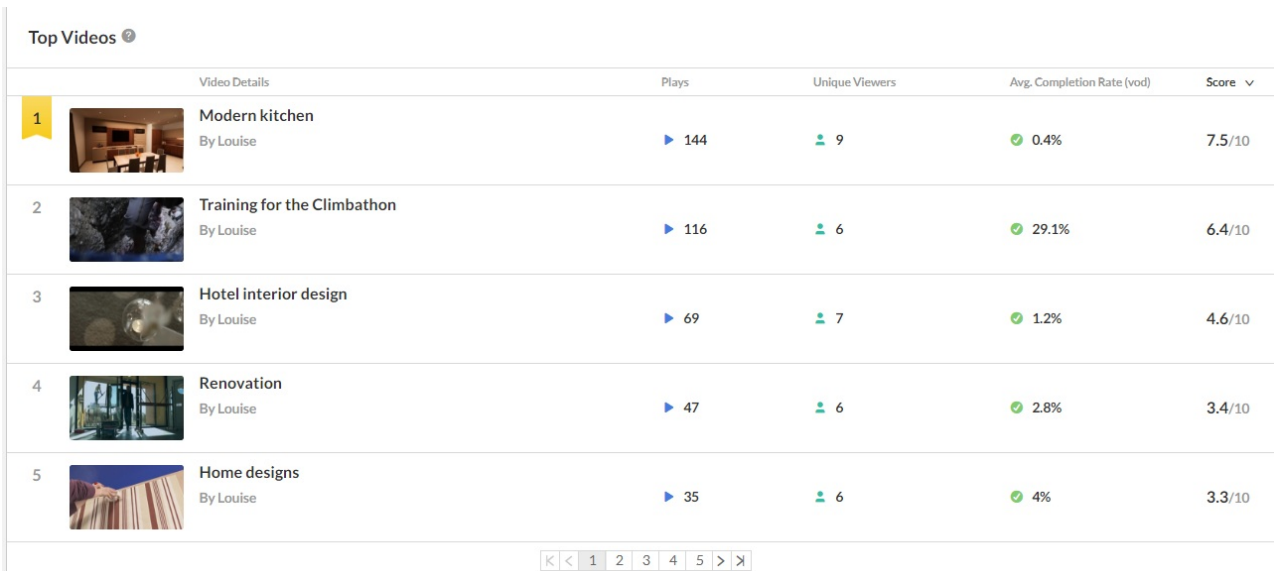
MediaSpace / site / channels / Soft furnishing design

Owner louise.szmoisz@kaltura.com
Category ID 303958382


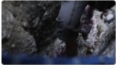
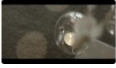


Top Videos

The following information is displayed for each entry:

- **Plays** - Number of times the play button was pressed.
- **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.
- **Average completion rate (VOD)** - Average percentage of completion, across all plays.
- **Score** - The score is calculated by considering all three parameters - Plays, Unique Viewers and Avg. completion rate.




Top Videos ⓘ

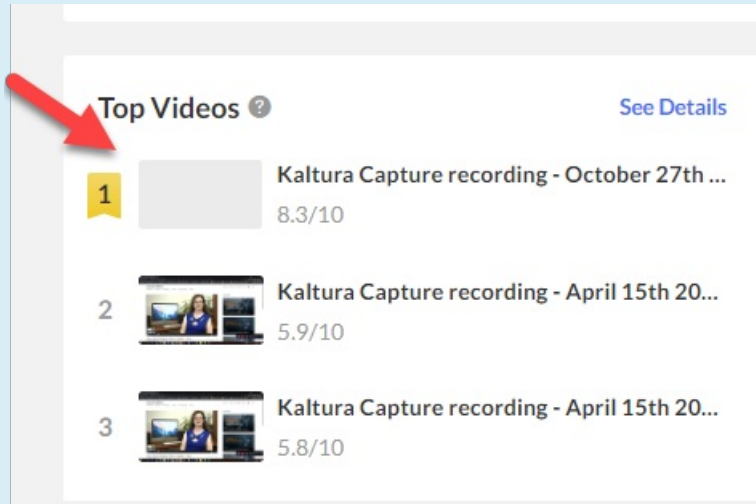
	Video Details	Plays	Unique Viewers	Avg. Completion Rate (vod)	Score ▾
1	 Modern kitchen By Louise	▶ 144	👤 9	🟢 0.4%	7.5/10
2	 Training for the Climathon By Louise	▶ 116	👤 6	🟢 29.1%	6.4/10
3	 Hotel interior design By Louise	▶ 69	👤 7	🟢 1.2%	4.6/10
4	 Renovation By Louise	▶ 47	👤 6	🟢 2.8%	3.4/10
5	 Home designs By Louise	▶ 35	👤 6	🟢 4%	3.3/10

The details are displayed starting with the highest to the lowest. You can reverse the order by clicking on the arrow.

Top Videos [?]






	Video Details	Plays	Unique Viewers	Avg. Com
1	 Modern kitchen By Louise	▶ 84	👤 4	✔ 1.6%

💡 Note that deleted videos will still show up in the Analytics but without thumbnails. Here is an example of the Top Videos dashboard showing only a blank thumbnail:



Clicking on **See Details** will jump to the Top Videos List where you can see that this is a deleted entry.

Top Videos [?]

	Video Details	Plays	Unique Viewers	Avg. Completion Rate	Score
1	 Kaltura Capture recording - October 27th 2020, 11:37:17 am By Darwin Mitra	▶ 16	👤 2	✔ 81.3%	<i>Deleted Entry</i> 8.3/10
2	 Kaltura Capture recording - April 15th 2021, 3:54:11 pm By Darwin Mitra	▶ 11	👤 1	✔ 72.7%	5.9/10
3	 Kaltura Capture recording - April 15th 2021, 3:54:11 pm By Darwin Mitra	▶ 14	👤 1	✔ 33.2%	5.8/10
4	 Rec- May 5, 2021 11:24 AM - Breakout Room of room 106939 zcm078.mp4 By Darwin Mitra	▶ 4	👤 2	✔ 0%	<i>Deleted Entry</i> 3.8/10
5	 Rec- Jan 28, 2021 2:56 PM - CC NA Troubleshooting.mp4 By Darwin Mitra	▶ 3	👤 1	✔ 33.3%	<i>Deleted Entry</i> 3/10

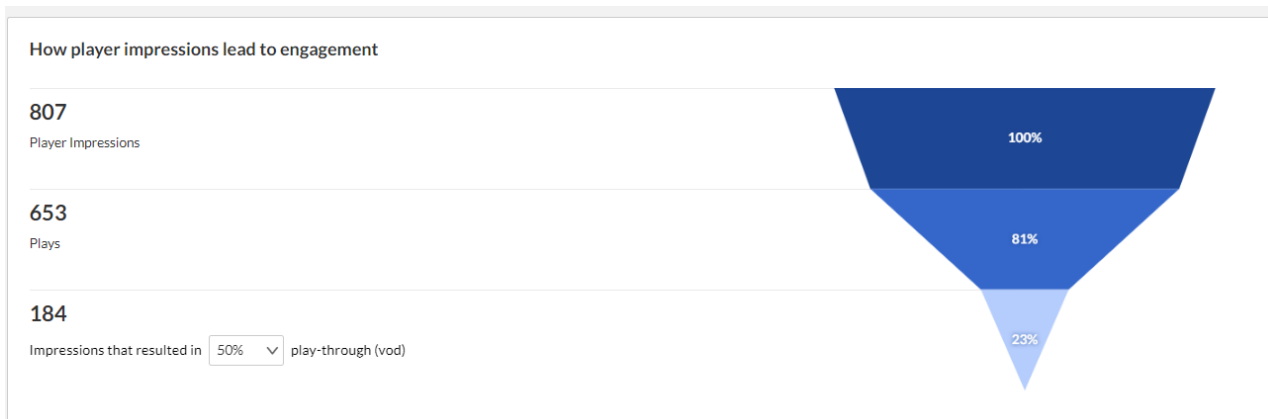
Top Countries

Engagement Funnel

The engagement funnel shows the viewer journey, from discovery to viewing the entire video. The following metrics are shown in the funnel:

- **Player impressions** - A player impression event is counted each time the player is loaded on the page.

- **Plays** - 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.
- **Impressions that resulted in <x%> percent play through (VOD)** - This can be selected by the user.












Top Domains

The top domains are arranged according to the highest number of plays in the selected time frame. For each domain the following metrics are available:

- **Player Impressions** - A player impression event is counted each time the player is loaded on the page.
- **Player Impression Ratio** - Number of plays divided by number of impressions.
- **Plays** - 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.
- **Plays Distribution** - Number of plays divided by the total number of plays in the selected timeframe.
- **Minutes viewed (VOD)** - Total number of playback minutes played by the viewers, based on quartile milestones. Example: If a user watched 4 minutes from a 10-minute video it will be calculated as 2.5 minutes (25% milestone).
- **Average Completion Rate (VOD)** - Average percentage of completion, across all plays. Example: If a user once watched 20% of the video and the second time watched 80% of the video, the calculation will be: $(20+80)/2$ plays = 50% Avg. Completion Rate.

Top Domains 🔍

5 Domains

#	Domain Name	Player Impressions	Play Impr. Ratio	Plays	Plays Distribution	Min. Viewed (vod)	Avg. Completi...
1	 4834032.mediaspace.kaltura.com	759	86%	653	100% 	43.8	13.8%
2	 cdpn.io	1	0%	0	0% 	0	0%
3	knowledge.kaltura.com	34	0%	0	0% 	0	0%
4	 cdnapisec.kaltura.com	4	0%	0	0% 	0	0%
5	 app.knowledgeowl.com	9	0%	0	0% 	0	0%

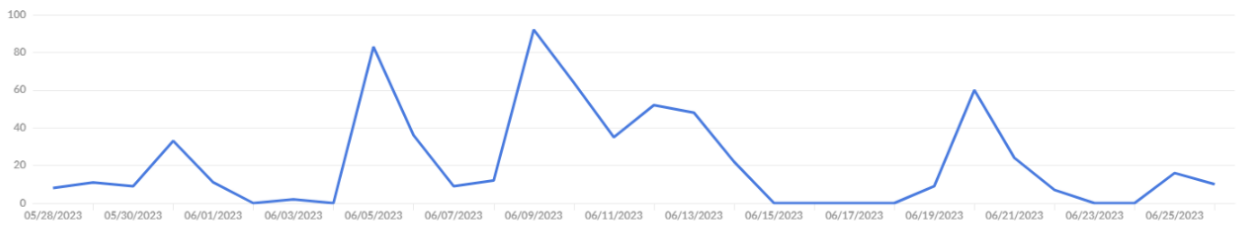
⏪ < 1 > ⏩

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.


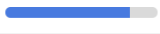








Top Domains / 4834032.mediaspace.kaltura.com 🔗

Plays	Player Impressions	Play Impr. Ratio	Min. Viewed (vod)	Avg. Completion Rate (vod) 🔍
653	759	86 %	43.8 Min	13.8%

Monthly **Daily**



53 Page URLs

#	Page URL	Player Impressions	Play Impr. Ratio	Plays	Plays Distribution	Min. Viewed (vod)	Avg. Completion ...
1	 https://4834032...ce.kaltura.com/	578	93%	537	82.2% 	14.8	3.8%
2	 https://483403.../Art/304001142	28	0%	0	0% 	0.8	0%
3	 https://4834032...riors/304000812	19	0%	0	0% 	0.5	0%
4	 https://483403...ties/279311462	15	0%	0	0% 	1.6	0%
5	 https://4834032...edit/1_11zeircy	14	100%	14	2.1% 	2.2	70.2%

⏪ < 1 2 3 4 5 > ⏩

⚠️ Please note that privacy or ad-blocking software may cause potential issues when collecting Kaltura analytics. To address this, try allowing Kaltura domains and removing Kaltura-related sites from your firewall settings or filters.