

Media analytics in Video Portal

Last Modified on 08/05/2025 11:12 am IDT

28 This article is designated for all users.

Overview

Media analytics aka VOD analytics lets you discover how your users engaged with a specific video, where the users are located, and with what devices they watched it so you can track and optimize your content. The analytics dashboard allows you to explore engagement in different time periods, compare between different periods, filter based on a variety of parameters, and much more.

A

Privacy or ad-blocking software may cause potential issues when collecting Kaltura analytics. To address this, try allowing Kaltura domains and removing Kalturarelated sites from your firewall settings or filters.

Access media analytics

There are two ways to access analytics.

Option 1:

1. Choose My Media from the user menu 📥 .



2. Click the analytics icon 👊 next to the desired entry.



	Innovative designs	LL 🖋 🛍
00:19	Published Owner • on June 09, 2023 ♥ 0 ▶ 56 ● 0	

Option 2:

- 1. Choose **My Media** from the user menu \clubsuit .
- 2. Click on the desired video.
- 3. Choose **Analytics** from the ACTIONS drop down menu.



The analytics dashboard displays.

Dashboard

The top panel of the dashboard provides highlights that give a snapshot of the important metrics on that specific entry.



ack to media page					
novative des	igns				
I Video Owner: Lou	lise		Export V	Filter V Last 30 Da	ys Jun 17, 2023 - Jul 16, 2023 ∨
33Player Impressions	> 31 Plays	2 Unique Viewers	0 Minutes Viewed	O.7% Avg. Completion Rate	Social Highlights 0 Likes 0 Shares
				P	

In this section you can 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.

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

Avg. Completion Rate - Average percentage of completion across all plays. <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 plays = 50% Avg. Completion Rate.

Social Highlights - Total number of Likes and number of times the media was shared.

Analytics are updated up to 24 – 48 hours from the time the action was taken.

Views



In this section, you can see the number of views over the duration of the video, understand which sections of the video generated interest, and at which point you lost your audience.



User engagement

Click on View Engagement Per User under the player graph.

View Engagement Per User

The window expands to show an in-depth analysis of all users that viewed this video.

• V	iews • Unique Authenticated Views				
		∧ Hide Engagen	nent Per User		
4 U:	sers				
	Name	Player Impressions	Plays 🗸	Avg. Completion Rate	Total Completion Rate
	meshpretzel	5	4	67%	100%
	rosaryfuture	4	3	47%	100%
	zeusresearcher	4	3	38.7%	89%
	statehawkins	2	2	40%	80%

For each user 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.

Avg. Completion Rate - Average percentage of completion across all plays. <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 plays = 50% Avg. Completion Rate.

Total completion Rate - Total percentage of the video watched, per user, accumulated across all play sessions, excluding repetitions. <u>Example</u>: If the video is an hour long 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%.

User engagement heatmap

By clicking the arrow next to a user's name, you can view a heatmap indicating which part of the video they watched.

	Name	Duration 0:53	Plays 🗸		Avg. Completion Rate			Total Completion Rate	
▼	meshpretzel	 Viewed more than 2 times 	4		67%			100%	
0:00									3:54
▼	rosaryfuture	4	3		47%			100%	
0:00									3:54
▼	zeusresearcher	4	3		38.7%			89%	
0:00									
	statehawkins	2	2		40%			80%	
0.00									

For each user, 4 tiers (shown in 4 shades of blue) are available to analyze their engagement on the duration of the video:

Not viewed - This section wasn't viewed by the user.

Viewed once - This section was viewed once by the user.

Viewed twice - This section was viewed twice by the user.

Viewed more than 2 times - This section was viewed more than two times by the user.



Video performance over time

To explore performance trends over time, use the graph (shown below) to review key metrics:

Video performanc	e over time				
Player Impressions	Plays	Unique Viewers 👔	Minutes Viewed	Avg. Completion Rate	Avg. Drop Off Rate
		Play	yer Impressions compare to	None	Monthly Daily
25					
20			٨		
15			/		
10			/ \		
5		\sim			
0 06/17/2023 06/20/2	023 06/23/2023	06/26/2023 06/29/2023	07/02/2023 07/05/2023	07/08/2023 07/11/2023	07/14/2023
		V Vie	ew Details		

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.

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

Avg. Completion Rate - Average percentage of completion across all plays. <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 plays = 50% Avg. Completion Rate.

Average Drop Off Rate - The average percentage of drop-off quartile (last quartile watched) across all plays. <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 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.



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 VOD Analytics Dashboard.

Video performance metrics

You can click on **View Details** at the bottom of the graph to expand a table of all the metrics for the time frame.

20	<u></u>		\bigwedge			
06/18/2023 06/22/2023	06/26/2023	06/30/2023	07/04/2023	07/08/2023	07/12/2023	07/16/2023
Date 🗸	Player Impressions	Plays	Unique Viewers	Minutes Viewed	Avg. Completion R	Avg. Drop Off
06/18/2023	0	0	0	0	0%	0%
06/19/2023	1	1	1	0	0%	0%
06/20/2023	2	1	1	0	0%	0%



Engagement funnel

The engagement funnel shows the viewer journey, from discovery to viewing the entire video.

How player impressions lead to engagement	
47 Player Impressions	100%
44 Plays	94%
14 Impressions that resulted in 50% v play-through (vod)	30%

The following metrics are shown in the funnel:

- Player impressions
- Plays
- Plays that reach $\langle x \rangle$ percent play through. This can be selected by the user.

Top countries

The Top Countries panel ranks the geographical distribution by plays.



The heatmap shows the countries. The darker the shade of blue, 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

Here you can see the distribution of devices usage by plays, and on which device viewers watched the entry.



Devices Overview	'			
Desktop	55 %	_ Mobile	35 %	1,800
_ Tablet	5 %	â Media Receiver	5 %	1,200
🔅 Game Console	1 %	Cthers	9 %	800
				Desktop Mobile Tablet Media Game Others Receiver Console

Top domains

The top domains are ranked by domains that had the most number of plays in the selected time frame.

#		Domain Name	Player Impr 🗸	Play Impr. Ratio	Plays	Plays Distribution	Min. Viewed (v	Avg. Compl
1	₩	corp.kaltura.com	· 3,223	34%	2,543	24%	4,883	42%
2	in	linkedin.com	12%	4,332	2,102	22%	1,722	20%
3	₩	mediaspace.kaltura.com	20%	2,332	1,988	22%	988	29%
4	G	google.com	1,223	22%	1,238	20%	992	22%
5	米	kmc.kaltura.com	3,223	34%	1,010	20%	1,882	42%

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

Avg. Completion Rate - Average percentage of completion across all plays. <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 plays = 50% Avg. Completion Rate.

Specific domains

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.

10	op Domains / corp.kalt	tura.com 🖸				
Pla	ays	Player Impressions	Play Impression Ratio	Minutes Viewe	ed J	Avg. Completion Rate
2,	,523	3,223	34%	4,883 Min		42%
8,0	000					
6,0	000	\wedge	$\overline{)}$			
4,0	000	\bigwedge		~		
2.0					\wedge	
						~
	Aug 28 Sep 01	Sep 06	Sep 11	Sep 16	Sep 21	Sep 26
6 P	Pages					
6 P.	Pages Page URL	Plays ∨	Player Impressions	Play Impression Ratio	Minutes Viewed	Avg. Completion Rate
6 P	Page URL C https://corp.kaltura.e	Plays ∨ com/ 1,543	Player Impressions 1,417	Play Impression Ratio	Minutes Viewed	Avg. Completion Rate
6 P. # 1 2	Page URL C https://corp.kaltura.d https://corp.kaltura.d	Plays > com/ 1.543 ns/cloud-tv/ 1.102	Player Impressions 1,417 1,417	Play Impression Ratio 34% 34%	Minutes Viewed 1,882 1,882	Avg. Completion Rate 42% 42%
6 P # 1 2 3	Page URL Page URL Mttps://corp.kaltion Mttps://corp.kaltion	Plays ∨ com/ 1,543 ns/cloud-tv/ 1,102 ns/cloud-tv/ 1,088	Player Impressions 1,417 1,417 1,417 1,417	Play Impression Ratio 34% 34% 34%	Minutes Viewed 1.882 1.882 1.882	Avg. Completion Rate 42% 42% 42%
6 P. # 1 2 3 4	Page URL Page URL Mttps://corp.kaltura.d Mttps://corp.kaltion Mttps://corp.kaltion	Plays ∨ com/ 1,543 ns/cloud-tv/ 1,102 ns/cloud-tv/ 1,088 co-platform/ 987	Player Impressions 1,417 1,417 1,417 1,417 1,417	Play Impression Ratio 34% 34% 34% 34% 34%	Minutes Viewed 1,882 1,882 1,882 1,882 1,882	Avg. Completion Rate 42% 42% 42% 42% 42% 42%
6 P. # 1 2 3 4 5	Page URL Page URL https://corp.kaltura.r/ https://corp.kaltion https://corp.kaltide https://corp.kaltide	Plays > com/ 1,543 ns/cloud-tv/ 1,102 ns/cloud-tv/ 1,083 com/resources/ 987	Player Impressions 1,417 1,417 1,417 1,417 1,417 1,417 1,417 1,417	Play Impression Ratio 34% 34% 34% 34% 34% 34%	Minutes Viewed 1.882 1.882 1.882 1.882 1.882 1.882 1.882 1.882	Avg. Completion Rate 42% 42% 42% 42% 42% 42% 42% 42% 42%
6 P. # 1 2 3 4 5 6	Page URL Page URL Nttps://corp.kaltura.d	Plays ∨ com/ 1,543 ns/cloud-tv/ 1,102 ns/cloud-to/ 1,088 coo-platform/ 987 com/resources/ 556 c/ucstomers/ 320	Player Impressions 1.417 1.417 1.417 1.417 1.417 1.417 1.417 1.417 1.417 1.417 1.417	Play Impression Ratio 34% 34% 34% 34% 34% 34% 34% 34% 34% 34%	Minutes Viewed 1,882 1,882 1,882 1,882 1,882 1,882 1,882 1,882 1,882	Avg. Completion Rate 42% 42% 42% 42% 42% 42% 42% 42% 42% 42%

v

To learn more about Kaltura analytics terms and definitions, please refer to Kaltura Analytics Terminology.

8

The information in this article pertains to the video analytics part of the media. If you are looking for details about Video Quiz analytics, Live analytics, or Event Registration reports, please visit our articles Quiz Reporting and Analytics and Event Registration Report.

