

# **Channel analytics in Video Portal**

Last Modified on 10/11/2025 2:37 pm IDT

283 This article is designated for all users.

#### **About**

Channel analytics provides valuable insights into user interaction with a particular channel, including user engagement, geographic distribution, and the devices used for viewing. This enables you to monitor and enhance your content strategy. The analytics dashboard allows you to explore engagement trends across various time frames, make comparisons between periods, apply a variety of filters, and much more.



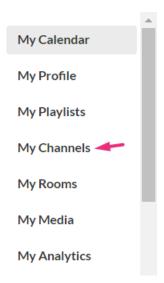
Please note that privacy or ad-blocking software may cause potential issues when collecting Kaltura analytics. To address this, try allowing Kaltura domains and removing Kaltura-related sites from your firewall settings or filters.

# Access channel analytics

There are two ways to the access analytics dashboard.

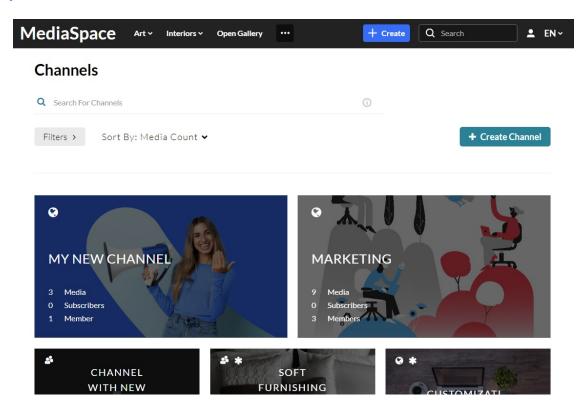
#### Option 1:

1. Choose My Channels from the user menu.

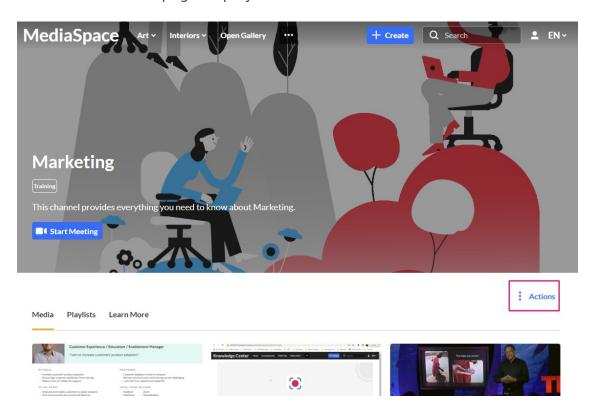


2. The **My Channels** page displays. Click the thumbnail of the desired channel.



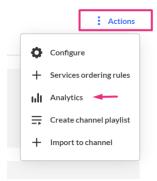


The channel's main page displays.



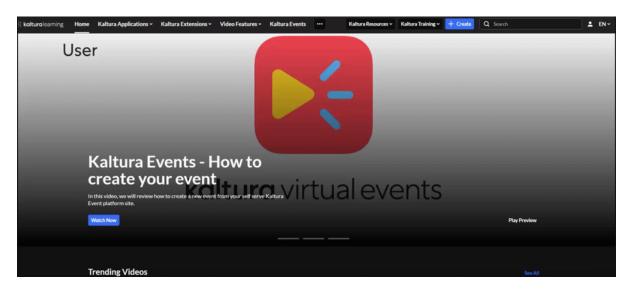
3. Choose **Analytics** from the **Actions** menu.





#### Option 2:

1. Choose the desired channel from the navigation bar.

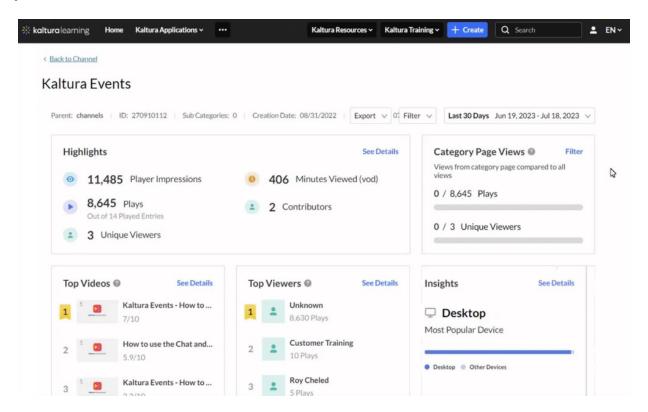


The channel's main page displays.

2. Choose **Analytics** from the Actions menu.

The analytics dashboard displays.





# Channel analytics dashboard

The channel analytics dashboard enables you to explore specific channel activities, track channel usage over time, compare periods, and apply filters for tags and media type.



As a reference for analytics terms and definitions, please see our Analytics Terminology article.

The top panel of the dashboard provides an overview with details, highlights and insights for the channels in your account. To change the time period or filter any of the data, use the date picker and filter at the top of the dashboard:



For more information, see Working with the Category Analytics Dashboard.

#### **Details**

At the top of the dashboard, you can see the following details: Parent c <u>ategory</u>, category ID, number of sub-categories, creation date and last update.



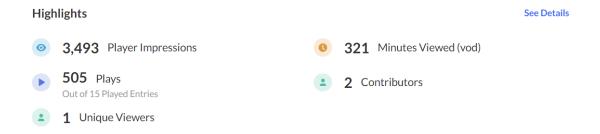
#### Kaltura Events

Parent: **channels** | ID: 270910112 | Sub Categories: 0 | Creation Date: 08/31/2022 | Last Update: 08/14/2023

### Highlights

The highlights section 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.
- Contributors Users who created content.



Click **See Details** to jump to the Category Performance Over Time graph with all the metrics for the selected time frame.

## Category Page Views

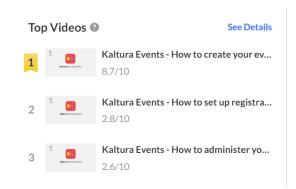
This section displays the views from the channel page (referred to here as 'category' page) compared to all views, including category pages that have secure embed enabled. You can see from the example that about half of the plays are within the context of the category, and the rest of the plays are out of context, perhaps viewed from links or embed code that was shared. This analytic is relevant to applications only. See our article Category Page Views for more information.





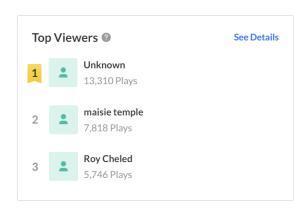
### Top Videos

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 completion rate, and scores them in comparison to other videos in the account. Click **See Details** to display the Top Videos panel.



#### **Top Viewers**

Top Viewers displays the users sorted by number of plays. Click **See Details** to open the Users and Dates metrics.



#### Insights

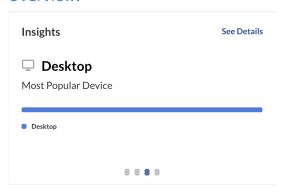
Under Insights, you can find snapshots of information about the user's habits, such as what websites they usually watch videos on and their favorite tools for viewing, as well as where the user is geographically located.



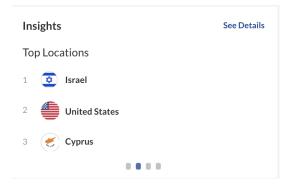
**Most Viewed Domain** - Click **See Details** to jump to the metrics for Top Domains.



**Most Popular Devices** - Click **See Details** to jump to the metrics for Devices Overview.



**Top Locations** - Click **See Details** to jump to the metrics for Top Countries.



# **Category Performance Over Time**

In this graph you can see:

- **Player impressions** (default) 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 (VOD) Total number of playback minutes played by the viewers, based on quartile milestones. <u>Example</u>: If a user watched 4 minutes from a 10minute video it will be calculated as 2.5 minutes (25% milestone).
- **Avg. drop off rate (VOD)** 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 3<sup>rd</sup> guartile milestone.
- Avg 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.



Click the **Monthly** / **Daily** buttons at the far right to view the data for each metric in more granularity.

Hover over any point in the graph to see the detailed data.

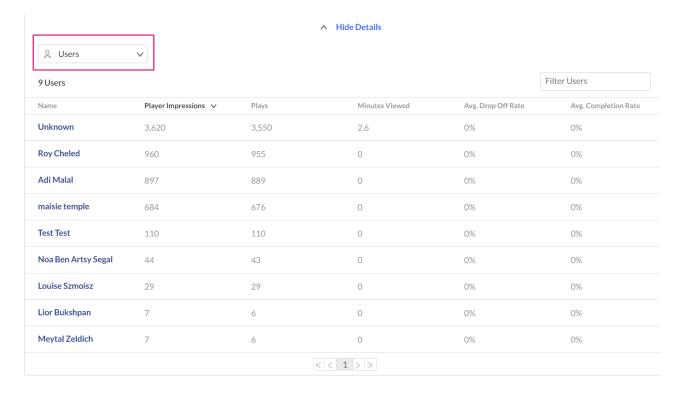




Click **View Details** at the bottom of the graph to display and expand the graph for the various metrics available.

#### **Users**

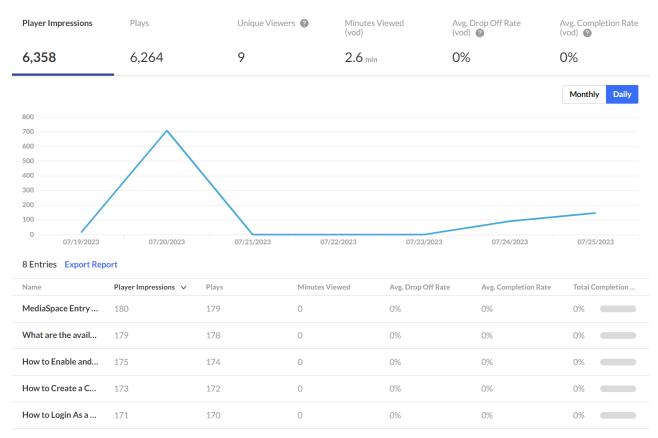
Select **Users** from the drop-down menu. A list of users and their metrics is displayed.



Click on a user to see the metrics for the selected user.



# Category Performance Over Time / Roy Cheled

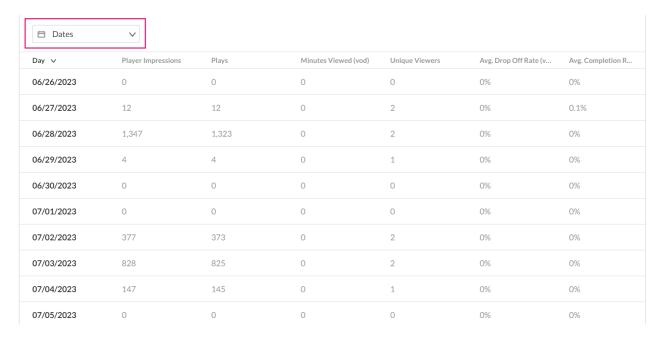


#### **Dates**

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 an additional 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.



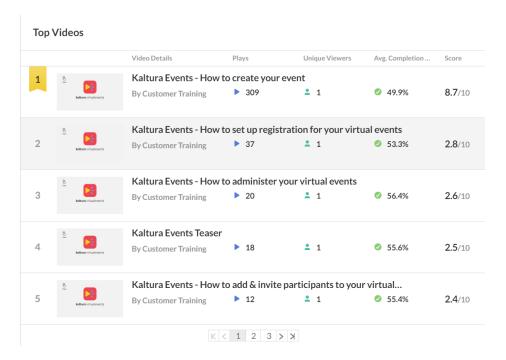


# **Top Videos**

The Top Videos data is filtered on content from the category and their sub categories. In this panel, you can see the following information for each category:

- **Video Details** You can click on the video name to display a drop down with more information about that video.
- 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.
- Avg 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.
- **Score** You can see how successful the video has been in comparison to other videos in the account.





## **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. For each country the following metrics are available:

- **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.



You can drill down to region by selecting a country on the map, then select a region to drill down to cities.





#### **Devices Overview**

In this panel, the Devices Overview graph displays the distribution of devices usage by plays. You can see on which device viewers watched the entry.



## **Top Domains**

In this panel, the top domains are ranked by the domains that had the most 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 The 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. <u>Example</u>: 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.

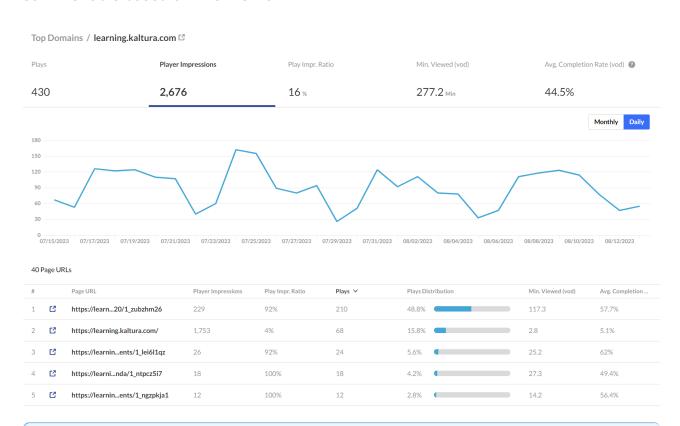


#### Top Domains @ 4 Domains Player Impressions > \* learning.kaltura.com 16% 430 85.1% 277.2 44.5% learning.mediaspace.kaltura.com 791 9% 14.3% 44.1 50.3% 13.3% kaltura.sharepoint.com 14% 0.3 P 0% app.crayon.co 0 Γ V / 1 \ V

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.



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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.

