![Kaltura logo]

Channel analytics

Last Modified on 04/23/2025 12:55 pm IDT

👥 **This article is designated for all users.**

Overview

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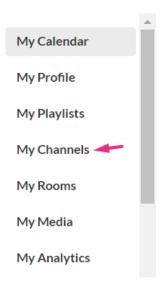
> ⚠️
> Please note that privacy or ad-blocking software may cause potential issues when collecting Kaltura analytics. To address this, try allowing Kaltura domains and removing Kaltura-related sites from your firewall settings or filters.

Access channel analytics

There are two ways to the access analytics dashboard.

Option 1:
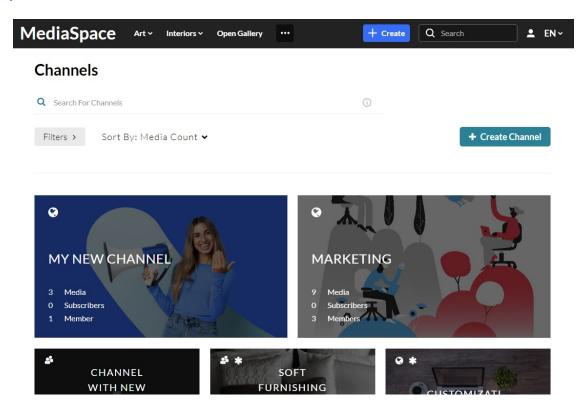
1. Choose **My Channels** from the user menu 👤 .
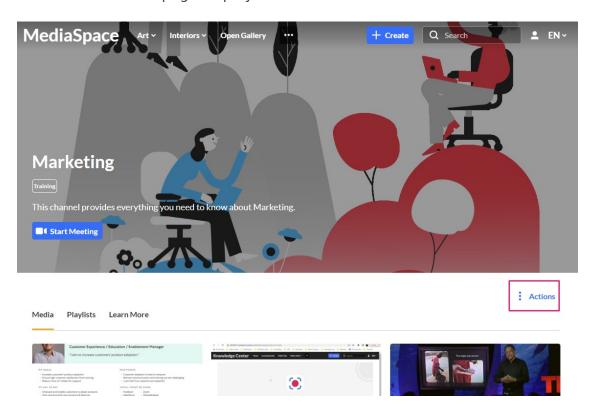

2. The **My Channels** page displays. Click the thumbnail of the desired channel.
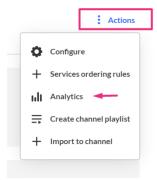

![Kaltura logo]
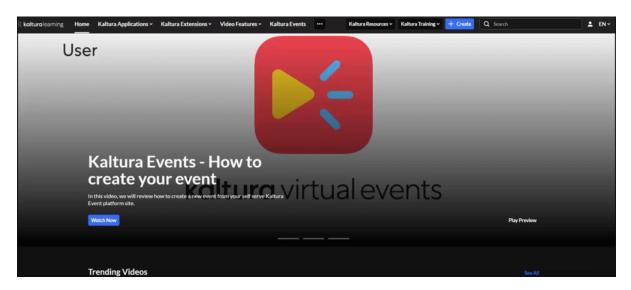

The channel's main page displays.

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

Option 2:

1. Choose the desired channel from the navigation bar.
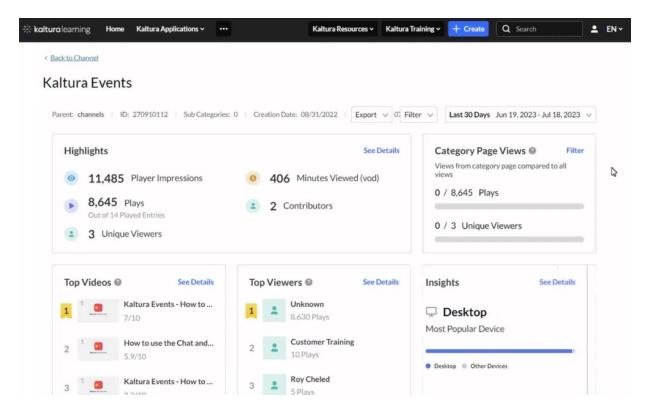
The channel's main page displays.

2. Choose 𝗂𝗅𝗂 **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:

Last 30 Days   Jul 15, 2023 - Aug 13, 2023   ⌄

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

Details

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

Kaltura Events

Highlights

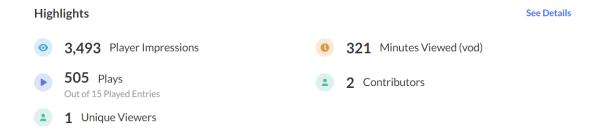The highlights section displays a snapshot of the important metrics for the selected timeframe. For each user you will see:

- **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.

Highlights   *See Details*

👁 **3,493** Player Impressions   🕐 **321** Minutes Viewed (vod)

▶ **505** Plays   👤 **2** Contributors
Out of 15 Played Entries

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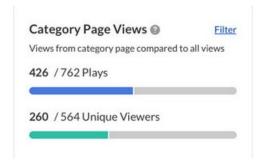
Click **See Details** to jump to the Category Performance Over Time graph with all the metrics for the selected time frame.

Category Page Views
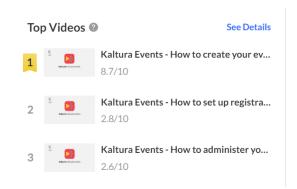
This section displays the views from the channel page (referred to here as 'category' page) compared to all views, including category pages that have secure embed enabled. You can see from the example that about half of the plays are within the context of the category, and the rest of the plays are out 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.
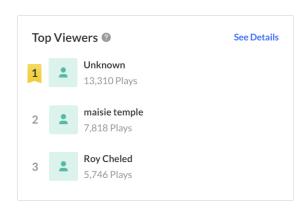
Top Videos

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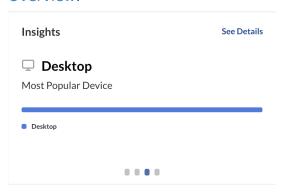
Under Insights, you can find snapshots of information about the user's habits, such as what websites they usually watch videos on and their favorite tools for viewing, as well as where the user is geographically located.

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:
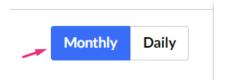
- **Player impressions** (default) - A player impression event is counted each time the player is loaded on the page.
- **Plays** - A play is counted when a user clicks the Play button to watch a video. If the player is set to auto-play, a play event will be counted when the player begins to play the 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 10-minute 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 3rd quartile milestone.
- **Avg completion rate (VOD)** - 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.

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.

Category Performance Over Time

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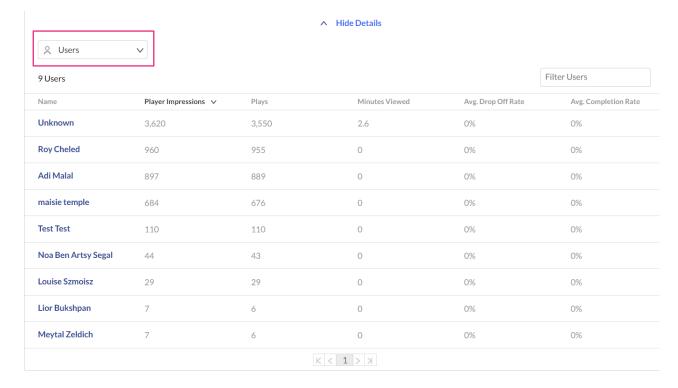
Click **View Details** at the bottom of the graph to display and expand the graph for the various metrics available.

⌄ **View Details**

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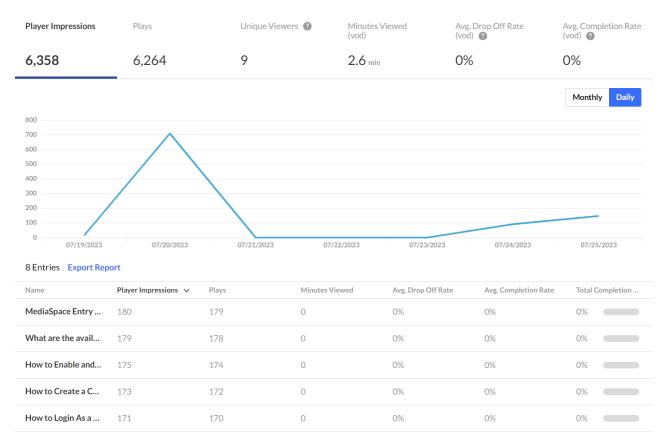
Select **Users** from the drop-down menu. A list of users and their metrics is displayed.

⌃ **Hide Details**

⌄ Users

9 Users   Filter Users

Name	Player Impressions ⌄	Plays	Minutes Viewed	Avg. Drop Off Rate	Avg. Completion Rate
Unknown	3,620	3,550	2.6	0%	0%
Roy Cheled	960	955	0	0%	0%
Adi Malal	897	889	0	0%	0%
maisie temple	684	676	0	0%	0%
Test Test	110	110	0	0%	0%
Noa Ben Artsy Segal	44	43	0	0%	0%
Louise Szmoisz	29	29	0	0%	0%
Lior Bukshpan	7	6	0	0%	0%
Meytal Zeldich	7	6	0	0%	0%

|< < 1 > >|

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

Category Performance Over Time / **Roy Cheled**

Player Impressions	Plays	Unique Viewers ?	Minutes Viewed (vod)	Avg. Drop Off Rate (vod) ?	Avg. Completion Rate (vod) ?
6,358	6,264	9	2.6 min	0%	0%

Monthly **Daily**

800
700
600
500
400
300
200
100
0

07/19/2023   07/20/2023   07/21/2023   07/22/2023   07/23/2023   07/24/2023   07/25/2023

8 Entries   Export Report

Name	Player Impressions ∨	Plays	Minutes Viewed	Avg. Drop Off Rate	Avg. Completion Rate	Total Completion ...	
MediaSpace Entry ...	180	179	0	0%	0%	0%	
What are the avail...	179	178	0	0%	0%	0%	
How to Enable and...	175	174	0	0%	0%	0%	
How to Create a C...	173	172	0	0%	0%	0%	
How to Login As a ...	171	170	0	0%	0%	0%	

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.

Day ⌄	Player Impressions	Plays	Minutes Viewed (vod)	Unique Viewers	Avg. Drop Off Rate (v...	Avg. Completion R...
06/26/2023	0	0	0	0	0%	0%
06/27/2023	12	12	0	2	0%	0.1%
06/28/2023	1,347	1,323	0	2	0%	0%
06/29/2023	4	4	0	1	0%	0%
06/30/2023	0	0	0	0	0%	0%
07/01/2023	0	0	0	0	0%	0%
07/02/2023	377	373	0	2	0%	0%
07/03/2023	828	825	0	2	0%	0%
07/04/2023	147	145	0	1	0%	0%
07/05/2023	0	0	0	0	0%	0%
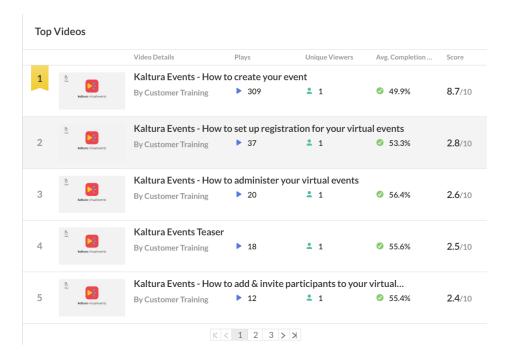
Top Videos

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.
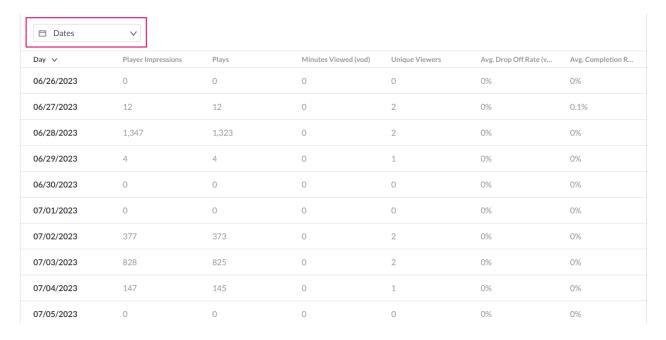- **Plays** - A play is counted when a user clicks the Play button to watch a video. If the player is set to auto-play, a play event will be counted when the player begins to play the video.
- **Unique viewers** - Number of Unique Users that had an active viewing action during the time period. Note that 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 Videos

	Video Details	Plays	Unique Viewers	Avg. Completion ...	Score
1	Kaltura Events - How to create your event By Customer Training	▶ 309	👤 1	✅ 49.9%	**8.7**/10
2	Kaltura Events - How to set up registration for your virtual events By Customer Training	▶ 37	👤 1	✅ 53.3%	**2.8**/10
3	Kaltura Events - How to administer your virtual events By Customer Training	▶ 20	👤 1	✅ 56.4%	**2.6**/10
4	Kaltura Events Teaser By Customer Training	▶ 18	👤 1	✅ 55.6%	**2.5**/10
5	Kaltura Events - How to add & invite participants to your virtual... By Customer Training	▶ 12	👤 1	✅ 55.4%	**2.4**/10

|< < 1 2 3 > >|

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.

Top Countries

#	Name	Plays Count	Plays Distribution
1	🇺🇸 United States	1,322	24%
2	🇬🇧 United Kingdom	344	24%
3	🇳🇱 Netherland	104	24%
4	🇩🇪 Germasny	78	24%
5	🇨🇦 Canada	67	24%

|< < 1 2 3 4 5 > >|

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. 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.
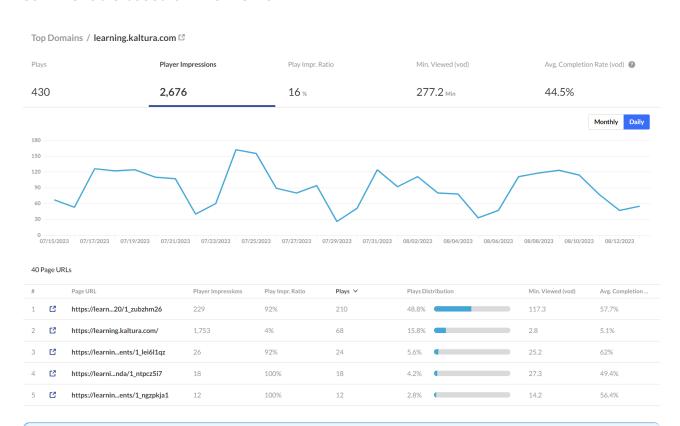
Top Domains ⓘ

4 Domains

#	Domain Name	Player Impressions ∨	Play Impr. Ratio	Plays	Plays Distribution		Min. Viewed (vod)	Avg. Completion ...
1	learning.kaltura.com	2,676	16%	430	85.1%		277.2	44.5%
2	learning.mediaspace.kaltura.com	791	9%	72	14.3%		44.1	50.3%
3	kaltura.sharepoint.com	22	14%	3	0.59%		0.3	13.3%
4	app.crayon.co	4	0%	0	0%		0	0%

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.

Top Domains ⓘ

4 Domains

#	Domain Name	Player Impressions ∨
1	learning.kaltura.com	2,676

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 / learning.kaltura.com ⬀

Plays	Player Impressions	Play Impr. Ratio	Min. Viewed (vod)	Avg. Completion Rate (vod) ⓘ
430	**2,676**	16 %	277.2 Min	44.5%

40 Page URLs

#	Page URL	Player Impressions	Play Impr. Ratio	Plays ∨	Plays Distribution		Min. Viewed (vod)	Avg. Completion ...
1	https://learn...20/1_zubzhm26	229	92%	210	48.8%		117.3	57.7%
2	https://learning.kaltura.com/	1,753	4%	68	15.8%		2.8	5.1%
3	https://learnin...ents/1_lei6l1qz	26	92%	24	5.6%		25.2	62%
4	https://learni...nda/1_ntpcz5i7	18	100%	18	4.2%		27.3	49.4%
5	https://learnin...ents/1_ngzpkja1	12	100%	12	2.8%		14.2	56.4%

ⓘ 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.

Copyright © 2024 Kaltura Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this document constitutes acceptance of the Kaltura Terms of Use and Privacy Policy.