

Working with the My Content analytics dashboard

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 This article is designated for all users.

About

The My Content Analytics dashboard provides you with data on users' engagement with media. You can use advanced filtering and comparison options to dive deeper into the data and learn more about content engagement trends of all your entries.

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My content analytics




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Engagement
 [Download Report](#)
 Export ▾
 Filter ▾
 Last 30 Days Jun 27, 2023 - Jul 26, 2023 ▾

Highlights [See Details](#)





-  **578** Player Impressions
-  **465** Plays
Out of 24 Played Entries
-  **4** Unique Viewers
-  **107** Minutes Viewed (vod)

Top Videos [See Details](#)

-  **Modern kitchen**
7.5/10
-  **Hotel interior design**
5.5/10
-  **Home designs**
4.7/10

Insights

Jul 02, 2023 Peak day

-  **198** Impressions
-  **187** Plays
-  **3** Unique Viewers
-  **4.1** Minutes Viewed (vod)

Change dashboard timeframe

You can use the date picker at the top of the dashboard to change the timeframe and view data across different periods. You can select preset time periods or choose specific dates.



Preset time periods

Preset time periods are a quick way of looking at recent data, such as the last week or the last month. You can also select time periods such as current year or quarter.

Export
Filter
Last 30 Days Jun 27, 2023 - Jul 26, 2023

Preset

Specific Date Range

LAST
7 Days
30 Days
3 Months
12 Months

CURRENT
Week
Month
Quarter
Year

☐ Compare with another period

Apply

Selecting a specific date range

To select a specific date range

1. Click on the date picker and choose the **Specific Date Range** tab.

Preset

Specific Date Range

2. On the calendar, click the starting date of the time range you want analytics for.
3. Select the hours filter to fine tune your filtering to specific hours.



Note: If you want to select until midnight, please enter 23:59 as the hour.

Preset

Specific Date Range

07/04/2023

11:00

23:59

July

2023

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

4. Click the last date of the desired time range. The time range will appear marked on the calendar.

–

<

July


>

2023

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

5. Click **Apply**

24	25	26
31	1	2



The dashboard data displays for the chosen time range.

My content analytics

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Engagement

[Download Report](#)



[Export](#)

[Filter](#)

17 Days 07/04/2023, 11:00 - 07/20/2023, 23:59




Highlights

[See Details](#)

-  **158** Player Impressions
-  **132** Plays
Out of 17 Played Entries
-  **3** Unique Viewers
-  **44** Minutes Viewed (vod)

Top Videos

[See Details](#)

-  **Innovative designs**
6.4/10
-  **Modern kitchen**
7.1/10
-  **Designers collaborating**
6.7/10

Insights

Jul 05, 2023 Peak day

-  **44** Impressions
-  **43** Plays
-  **3** Unique Viewers
-  **16.5** Minutes Viewed (vod)

Compare time periods

You can compare different time periods to better understand your data considering seasonality and changes in usage following adoption of new tools and capabilities. You can choose to compare between the same period last year or pick a specific date and compare the timeframe starting from this date. You can also use the hours filter to fine tune your analytics for specific hours.

To compare time periods:

1. Click on the date picker and choose **Specific Date Range**.

2. On the calendar, select the first time range you would like to explore by either clicking on the first date on the calendar and then the last date or by entering the dates in the date fields.

Preset

Specific Date Range

07/01/2023

00:00

–

07/01/2023

23:59

<

July

>

2023

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

3. Check the box **Compare with another period**.

Preset

Specific Date Range

07/15/2023

00:00

–

07/21/2023

23:59

<

July

>

2023

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

☐ Compare with another period

Apply

4. Click the second time range you'd like to compare with - **Same period as last year** or **Same period starting at a specific date**:

☒ Compare with another period

☒ Same period last year

☐ Same period starting at:

Same period as last year

Use this to compare with the exact same date range as the year before. For example, if the first selected range is July 15, 2022 to July 21, 2023, the comparison will be performed to the date range of July 15, 2022 to July 21, 2022.

1. Select the date range on the calendar.

Preset

Specific Date Range

07/15/2023 00:00

–

07/21/2023 23:59

July

2023

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

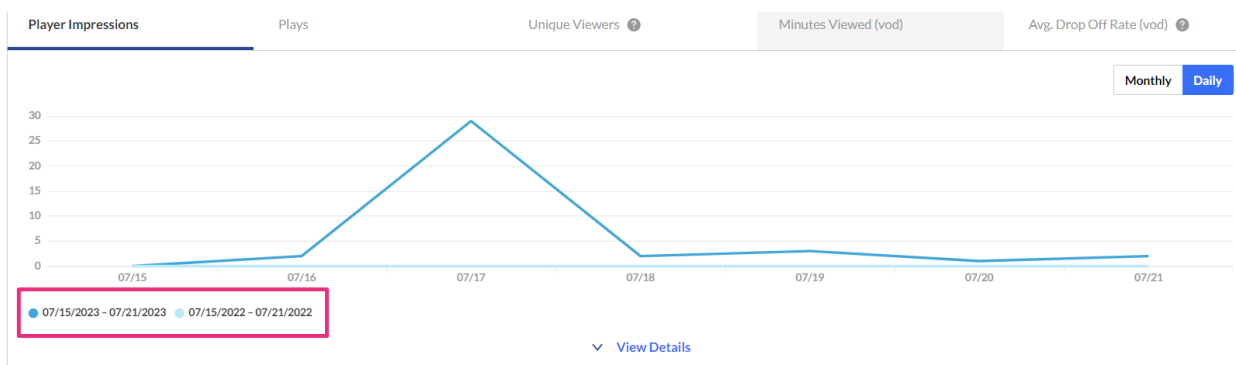
☒ Compare with another period

☒ Same period last year
 ☐ Same period starting at:

Apply

2. Click **Apply**.

The graph displays the comparison.



Same period starting at a specific date

This compares a specific time range of the same duration as well as for a specific range of hours. In our example below, we're comparing analytics for July and June, for the hours of 17.00 to 19.00.

1. Select the timeframe you want.

2. Select the hours.

Preset

Specific Date Range

07/15/2023

17:00

–

07/21/2023

19:00

<

July

>

2023

>

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

☒ Compare with another period

☐ Same period last year

☒ Same period starting at:

07/08/2023

00:00

Apply

3. Select **Same Period Starting At.**

☒ Compare with another period

☐ Same period last year

☒ Same period starting at:

07/08/2023

00:00

4. In the screen that drops down, mark the starting date.

Preset

Specific Date Range

07/15/2023

17:00

–

07/21/2023

19:00

<

July

>

2023

>

Su	Mo	Tu	We	Th	Fr	Sa
25	26	27	28	29	30	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

☒ Compare with another period

☐ Same period last year

☒ Same period starting at:

06/15/2023

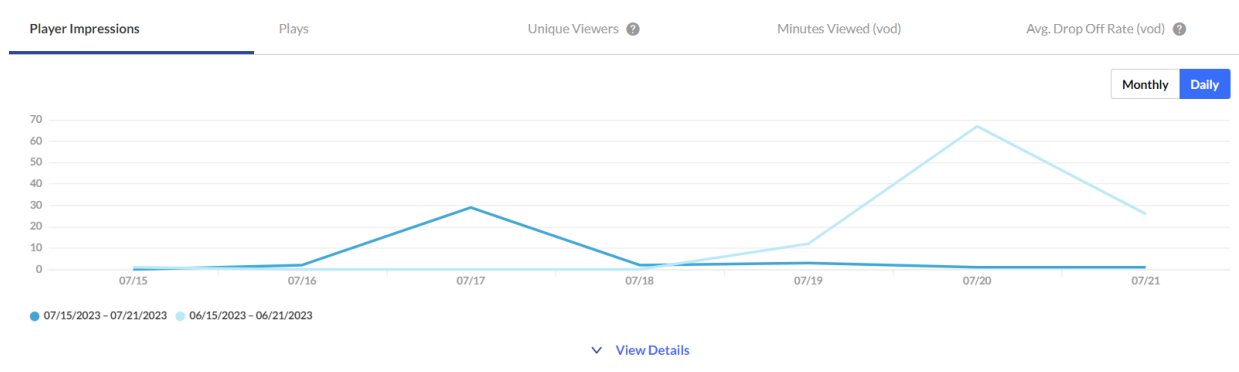
17:00

Apply

5. Click **Apply** to view the graph with information from both periods.

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To return to viewing a single time period, click on **Exit Compare Mode**.

⚡ 7 Days 07/15/2023, 09:00 - 07/21/2023, 23:59 [Exit Compare Mode](#)

Filter data

You can filter the data in the dashboard based on additional criteria.

My content analytics

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Engagement

Media Type

- ☐ Video
☐ Audio
☐ Images

Playback Type

- ☐ DVR
☐ Live
☒ VOD

Entry Source

- ☐ Upload
☐ Webcasting
☐ Capture
☐ Classroom

Tags

Select Tags

Domains

Select Domains

Page URLs

Select Page URLs

Country

Select Country

Region

Select Region

City

Select City

Apply

The filtering options are:

- **Media Type** - video, audio, and / or images
- **Entry Source** - The source of the content ingested to the system. Content can be uploaded or created via Kaltura's Capture, Webcasting, or Classroom.
- **Playback Type** - DVR, Live or VOD
- **Tags** - tags on the content
- **Domains** - domains where the video was viewed
- **URL Pages** - URL pages where the video was viewed
- **Country** - country where the created video was viewed

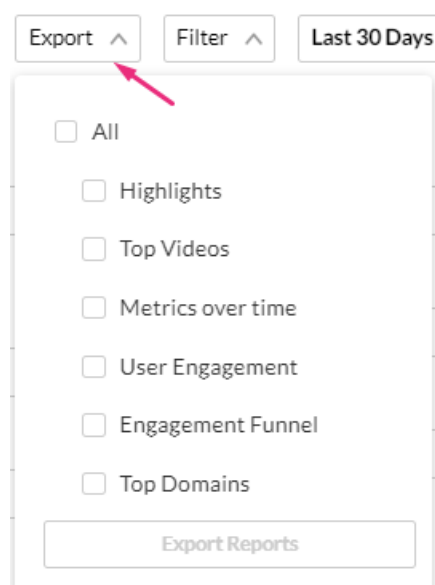
- **Region** - region where the created video was viewed
- **City** - city where the created video was viewed

To filter the dashboard data based on a specific parameter:

1. Click the **Filter** option to open the filters pane.
2. Select the relevant filters you'd like to use.
3. Click **Apply** to show the filtered data in the dashboard.

Export to CSV

You have the option to export analytics reports to a CSV. Click **Export** to open the drop-down list and select the data you'd like to export. One or more options can be selected.



A notification is sent about the export request status. If the data in the report was filtered, the report is based on the filter applied. You will be notified that your export request is being processed and will be emailed to you when complete.



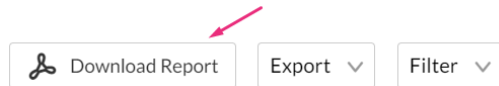
Export is limited by 60,000 records and time to execute. If you receive an error, break down your report to smaller time frames or use filters to reduce the size of the report.



The files expire in seven days.

Download report

You can get a summary report of the entire dashboard in pdf format by clicking **Download Report**.



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.
