Viewer engagement report

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Kaltura analyzes data collected during your session to produce derived metrics, allowing you to adjust your positioning, tweak your messaging, and optimize your targeting. Each metric is defined below, along with its method of calculation.

System name	Descriptive/Friendly name	Definition
first_name	First Name	First name listed on the attendee's registration form.
last_name	Last Name	Last name listed on the attendee's registration form.
title	Job Title	Title listed on the attendee's registration form.
company	Company Name	Company listed on the attendee's registration form.
email	Email Address	Email address listed on the attendee's registration form.
country	Country	Country listed on the attendee's registration form.
role	Role	Role listed on the attendee's registration form.
industry	Industry	Industry listed on the attendee's registration form.
vod_view_time	VOD Minutes Viewed (Interval-Based*)	Measured using events triggered every 10 seconds of viewing/playback, filtered to include only VOD.
live_view_time	Live Minutes Viewed (Interval-Based*)	Measured using events triggered every 10 seconds, filtered to include only live and meeting videos.
total_view_time	Total Minutes Viewed (Interval-Based*)	Measured using events triggered every 10 seconds of viewing/playback, covering VOD, live, and meeting sessions.

avg_completion_rate	Average Completion Rate (Interval-Based*)	Average percentage of completion, across all plays. Calculated for VOD only. Calculation: Sum of the percentiles that the user has viewed divided by the number of plays. Example: Viewer 1 viewed 60% of the entry, Viewer 2 viewed 40%, and Viewer 3 viewed 80%. Sum of percentiles viewed is 60+40+80 = 180. Number of plays is 3. Average Completion Rate is 180 divided by 3 = 60%.
count_reaction_clicked	Reaction Count	Number of all reactions that were sent by the user.
count_raise_hand_clicked	Hand Raise Count (Meetings)	Number of times that a hand was raised in meeting room by the user.
combined_live_engaged_users_play_time_ratio	Live Engagement Rate	Proportion of total live content consumption attributable to users who are actively engaged during a live session. Calculated by dividing the amount of play time marked as "engaged" by the total play time. "Engaged time" is time that the viewer has the tab in focus or in full screen mode and the audio is turned on.
count_group_chat_messages_sent	Group Chat Messages Count	Number of all group chat messages that were sent by the user.
count_poll_answered	Poll Responses Count	Number of poll answers that were sent by the user.
count_q_and_a_threads	Q&A Threads Count	Number of all Q&A threads that were opened by the user.
count_download_attachment_clicked	Attachment Downloads Count	Number of times that attachment download was clicked by the user.

*Video tracking events are specific milestones that are tracked while someone is watching a video. When talking about **Interval-Based video tracking events**, we

are referring to events fired every 10 seconds of viewing/playback.