Understanding viewership data in Kaltura analytics

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> This article is designated for administrators.

About

Kaltura's viewership analytics have been updated to provide more accurate and consistent engagement data across both analytics dashboards and reports.

In both dashboards and downloadable reports, metrics are now calculated using a new **10-second interval tracking method**, offering a more precise picture of how viewers engage with your content.

These changes affect:

- **Dashboard metrics** like minutes viewed, average minutes viewed, and completion rate.
- **Report metrics** available in downloadable reports and API data.

Updates to the analytics dashboards

In the dashboards, key viewership metrics like **Minutes viewed** and **Average minutes viewed** still appear under the same names, but the way they're calculated has changed. These metrics now use the updated, more accurate 10-second interval tracking method.

Additionally, the **Average drop-off rate** has been removed from dashboards. It's been replaced by **Completion rate**, which offers a more precise way to measure how much of a video viewers complete.

These changes ensure that dashboard metrics now align with the updated methods used in reports and data exports.

Viewer metrics in reports

Analytics reports include the following key metrics for measuring viewership and completion rates:

> ℹ️
> Viewership data has been tracked for several years, but the way it was measured depended on the player version in use. The new 10-second interval tracking method

provides more precise data, and its availability depends on when your player was updated to support it. The earliest tracking with this method could have started as far back as 2018.

- **sum_view_period** – The total view time measured in 10-second intervals.
- **avg_view_period_time** – The average time users spend watching a video.
- **avg_completion_rate** – A refined way to measure completion rates, replacing drop-off rate.

These metrics are available in downloadable reports and provide a precise measurement of viewer behavior.

Reports that include this data

The following reports include one or more of these metrics. If you download reports from the analytics dashboard, these metrics will appear as additional columns at the end of each report.

> ✅ For customers using **API** integrations, this update is not expected to cause issues, as existing columns remain unchanged. However, we recommend reviewing any automated scripts or integrations to ensure they continue to function as expected.

Report name	Report number	Metrics included
TOP_CONTENT	1	sum_view_period, avg_view_period_time, avg_completion_rate
MAP_OVERLAY	4	avg_completion_rate
TOP_SYNDICATION	6	sum_view_period, avg_view_period_time
USER_ENGAGEMENT	11	sum_view_period, avg_view_period_time, avg_completion_rate
SPECIFIC_USER_ENGAGEMENT	12	sum_view_period, avg_view_period_time, avg_completion_rate
USER_TOP_CONTENT	13	sum_view_period, avg_view_period_time
PLATFORMS	21	sum_view_period, avg_view_period_time, avg_completion_rate
OPERATING_SYSTEM	22	sum_view_period, avg_view_period_time, avg_completion_rate
BROWSERS	23	sum_view_period, avg_view_period_time, avg_completion_rate
TOP_PLAYBACK_CONTEXT	25	sum_view_period, avg_view_period_time
TOP_CUSTOM_VAR1	29	sum_view_period, avg_view_period_time, avg_completion_rate
TOP_CUSTOM_VAR2	58	sum_view_period, avg_view_period_time, avg_completion_rate
TOP_CUSTOM_VAR3	59	sum_view_period, avg_view_period_time, avg_completion_rate
MAP_OVERLAY_CITY	30	avg_completion_rate
USER_ENGAGEMENT_TIMELINE	34	sum_view_period
MAP_OVERLAY_COUNTRY	36	avg_completion_rate
MAP_OVERLAY_REGION	37	avg_completion_rate
TOP_CONTENT_CREATOR	38	sum_view_period, avg_view_period_time
TOP_USER_CONTENT	47	sum_view_period, avg_view_period_time
USER_HIGHLIGHTS	48	sum_view_period, avg_view_period_time
CATEGORY_HIGHLIGHTS	52	sum_view_period
SUB_CATEGORIES	53	sum_view_period