



Video performance and User engagement reports

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Kaltura analyzes data collected as your viewers engage with a specific entry. Each metric is defined below, along with its method of calculation.

Video performance

System name	Descriptive/Friendly name	Definition
id	Date	Date
count_plays	Total Plays Count	Total number of plays. These count plays are calculated by the play-through quartiles (25, 50, 75, 100). Each time a user will watch through the 25%, 50%, 75% or 100% point of the video, a play count event will be counted. For example, if a video is 10 seconds long, when a user watched the 25th second, there is a count.
count_plays_25, count_plays_50, count_plays_75, and count_plays_100	count_plays_25, count_plays_50, count_plays_75, and count_plays_100	These count plays are calculated by the play-through quartiles (25, 50, 75, 100). Each time a user will watch through the 25%, 50%, 75% or 100% point of the video, a play count event will be counted. For example, if a video is 10 seconds long, when a user watched the 25th second, there is a count.
sum_time_viewed	Total Minutes Viewed (Quartile-Based*)	Total effective viewing time. Calculation: The number of minutes in the entry multiplied by the percentage of last quartile viewed. Example: The entry is 60 minutes long. The viewer watches 50 minutes of the entry. The last complete quartile viewed is 75%. Total Minutes viewed is $60 \times .75 = 45$.
sum_time_viewed_new	Total Minutes Viewed (Not Quartile-Based*)	Represents the sum times that are NOT based on the quartile calculation, but rather on a newer calculation where when a user watches a video, every few seconds there's a count saying they're still watching it.
		The average of minutes viewed, calculated by quartile, per play. Calculation: "Total Minutes Viewed" divided by the number of plays



avg_time_viewed	Average Minutes Viewed (Quartile-Based*)	<p>number of plays.</p> <p>Example: The entry is 60 minutes long. Viewer 1 watches 10 minutes and reaches no quartiles (0%), Viewer 2 watches 25 minutes and reaches 1st quartile (25%), and Viewer 3 watches 40 minutes and reaches 2nd quartile (50%).</p> <p>Average time viewed is sum of quartiles viewed $0\% + 25\% + 50\% = 75\%$ divided by 3 plays = 25% multiplied by 60 minutes = 15 minutes</p>
avg_time_viewed_new	Average Minutes Viewed (Not Quartile-Based*)	<p>Represents the avg times that are NOT based on the quartile calculation, but rather on a newer calculation where when a user watches a video, every few seconds there's a count saying they're still watching it.</p>
count_loads	Player Impressions Count	<p>Number of player impressions. A player impression event is counted each time the player is loaded on the page.</p>
unique_known_users	Unique Users Count	<p>Number of unique users that sent an event in the specific report.</p>
avg_view_drop_off	Average Drop-off Rate (Quartile-Based*)	<p>The average percentage of drop-off quartile (last quartile watched), across all plays. Calculated for VOD entries only.</p> <p>Calculation: Sum of quartiles viewed by all users divided by the number of plays.</p> <p>Example: Viewer 1 viewed 100% of the entry (4 quartiles), Viewer 2 viewed 65% (3 quartiles), and Viewer 3 viewed 40% (2 quartiles). Sum of quartiles viewed is $4 + 3 + 2 = 9$. Number of plays is 5. Average Drop-Off Rate is 9 divided by 5 = 1.8 quartiles. This means, on average, users watched about 45% of the entry (since 1.8 out of 4 quartiles = 45%).</p>
avg_completion_rate	Average Completion Rate (Interval-Based*)	<p>Average percentage of completion, across all plays. Calculated for VOD only.</p> <p>Calculation: Sum of the percentiles that the user has viewed divided by the number of plays.</p> <p>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 =</p>



		60%.
count_viral	Entry Shares Count	Number of times that the entry was shared from the player.
unique_viewers	Unique Viewers Count	Number of unique users that with at least one play event.
sum_view_period	Total Minutes Viewed (Interval-Based*)	View time calculated from events sent every 10 seconds during VOD and live streams (excluding meetings).
avg_view_period_time	Average Minutes Viewed (Interval-Based*)	<p>Average duration a viewer spends actively watching content - whether on VOD or live streams - per play. Calculation: "Total Minutes Viewed" divided by the number of plays.</p> <p>Example: Viewer 1 watched one minute. Viewer 2 watched two minutes. Viewer 3 watched 1 minute. Total view time is 60+120+60 = 240 seconds. Number of plays is 3. Average View Period Time is 240 divided by 3 = 80 seconds.</p>

User engagement

System name	Descriptive/Friendly name	Definition
id	ID	User ID
full_name	Full Name	First name + last name of the user.
unique_videos	Unique Videos Viewed Count	Number of videos that were viewed in the category.
count_plays	Total Plays Count	<p>Total number of plays.</p> <p>These count plays are calculated by the play-through quartiles (25, 50, 75, 100). Each time a user will watch through the 25%, 50%, 75% or 100% point of the video, a play count event will be counted. For example, if a video is 10 seconds long, when a user watched the 25th second, there is a count.</p>
count_plays_25, count_plays_50, count_plays_75, and count_plays_100	count_plays_25, count_plays_50, count_plays_75, and count_plays_100	These count plays are calculated by the play-through quartiles (25, 50, 75, 100). Each time a user will watch through the 25%, 50%, 75% or 100% point of the video, a play count event will be counted. For example, if a video is 10 seconds long, when a user watched the 25th



		second, there is a count.
sum_time_viewed	Total Minutes Viewed (Quartile-Based*)	Total effective viewing time. Calculation: The number of minutes in the entry multiplied by the percentage of last quartile viewed. Example: The entry is 60 minutes long. The viewer watches 50 minutes of the entry. The last complete quartile viewed is 75%. Total Minutes viewed is $60 \times .75 = 45$.
sum_time_viewed_new	Total Minutes Viewed (Not Quartile-Based*)	Represents the sum times that are NOT based on the quartile calculation, but rather on a newer calculation where when a user watches a video, every few seconds there's a count saying they're still watching it.
avg_time_viewed	Average Minutes Viewed (Quartile-Based*)	The average of minutes viewed, calculated by quartile, per play. Calculation: "Total Minutes Viewed" divided by the number of plays. Example: The entry is 60 minutes long. Viewer 1 watches 10 minutes and reaches no quartiles (0%), Viewer 2 watches 25 minutes and reaches 1st quartile (25%), and Viewer 3 watches 40 minutes and reaches 2nd quartile (50%). Average time viewed is sum of quartiles viewed $0\% + 25\% + 50\% = 75\%$ divided by 3 plays = 25% multiplied by 60 minutes = 15 minutes
avg_time_viewed_new	Average Minutes Viewed (Not Quartile-Based*)	Represents the avg times that are NOT based on the quartile calculation, but rather on a newer calculation where when a user watches a video, every few seconds there's a count saying they're still watching it.
avg_view_drop_off	Average Drop-off Rate (Quartile-Based*)	The average percentage of drop-off quartile (last quartile watched), across all plays. Calculated for VOD entries only. Calculation: Sum of quartiles viewed by all users divided by the number of plays. Example: Viewer 1 viewed 100% of the entry (4 quartiles), Viewer 2 viewed 65% (3 quartiles), and Viewer 3 viewed 40% (2 quartiles). Sum of quartiles viewed is $4 + 3 + 2 = 9$. Number of plays is 5. Average Drop-



		Off Rate is 9 divided by 5 = 1.8 quartiles. This means, on average, users watched about 45% of the entry (since 1.8 out of 4 quartiles = 45%).
count_loads	Player Impressions Count	Number of player impressions. A player impression event is counted each time the player is loaded on the page.
load_play_ratio	Play-to-Impression Ratio	Player load to play conversion rate. Calculation: Total number of plays divided by the total number of player impressions.
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_viral	Entry Shares Count	Number of times the entry was shared from the player.
total_completion_rate	Total Completion Rate (Interval-Based*)	Number of percentiles viewed per user.
sum_view_period	Total Minutes Viewed (Interval-Based*)	View time calculated from events sent every 10 seconds during VOD and live streams (excluding meetings).
avg_view_period_time	Average Minutes Viewed (Interval-Based*)	Average duration a viewer spends actively watching content - whether on VOD or live streams - per play. Calculation: "Total Minutes Viewed" divided by the number of plays. Example: Viewer 1 watched one minute. Viewer 2 watched two minutes. Viewer 3 watched 1 minute. Total view time is 60+120+60 = 240 seconds. Number of plays is 3. Average View Period Time is 240 divided by 3 = 80 seconds.

*Video tracking events are **specific milestones** that are tracked while someone is watching a video. When talking about **Quartile-Based video tracking events**, we are referring to events fired when a viewer reaches certain percentages of the video's length (25%, 50%, 75%, and 100%). When talking about **Interval-Based video tracking events**, we are referring to events fired every 10 seconds of viewing/playback.