Field definitions for exported category analytics reports

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This article is designated for administrators.

About

You can export reports from the category analytics dashboard as CSV files, whether you open it for a category in the Rich Media CMS or for a gallery in Content Hubs.

This article explains the columns in three of those reports, **User Engagement**, **Top Videos**, and **Media Engagement**, and how each metric is calculated.

Each column has two names, and the **Descriptive Headers** option in the export window decides which one appears in your file:

- **Descriptive name** - Used by default. For example, Total Plays Count.
- **System name** - Used when you clear Descriptive Headers. For example, count_plays.

Quartile-based and interval-based metrics

Some metrics are calculated from video tracking events, which are milestones recorded while someone watches a video. The label after the metric name shows which type is used:

- **Quartile-Based** - Events sent when a viewer reaches 25%, 50%, 75%, and 100% of the video's length.
- **Interval-Based** - Events sent every 10 seconds of playback.

To learn how to export the reports, see Working with the category analytics dashboard or Working with the gallery analytics dashboard.

User engagement

System name	Descriptive/friendly name	Definition
id	ID	Email address for the user.
full_name	Full Name	First name + last name of the user.

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unique_videos	Unique Videos Viewed Count	Number of videos that were viewed in the category.
count_plays	Total Plays Count	Total number of plays.
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. (Based on the calculation of the quartile play-through.) 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 X .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.

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avg_time_viewed	Average Minutes Viewed (Quartile-Based*)	The average of minutes viewed, calculated by quartile, per play. (Based on the calculation of the quartile play-through.) 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%).

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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.

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Top videos

System name	Descriptive/friendly name	Definition
object_id	Object ID	Entry ID
entry_name	Entry Title	Name of the entry.
creator_name	Entry Creator Name	Name of the entry creator.
created_at	Creation Time	Time the entry was created (in epoch format, which is the date and time relative to which a computer's clock and timestamp values are determined).
status	Entry Status	Entry status (in enumeration).
media_type	Media Type	Media type (in enumeration). 1 = Video 2= Image 3 = Text 4 = Html 5 = Audio 6 = Show 10 = XML 11 = Document 12 = SWF 13 = PDF 201 = Live stream 202 = Live stream Windows Media 203 = Live steam RealMedia 204 = Live stream QuickTime
duration_msecs	Entry Duration (Milliseconds)	Duration of video in milliseconds.
entry_source	Entry Source	The origin or source of the uploaded entry.
count_plays	Total Plays Count	Total number of plays.

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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 X .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.

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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
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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.

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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%).
unique_known_users	Unique Users Count	Number of unique users that sent an event in the specific report.
engagement_ranking	Engagement Ranking (1-10)	This is an engagement score that ranges from 1-10.
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%.
unique_viewers	Unique Viewers Count	Number of unique users that sent a play event.

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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.

Media engagement

System name	Descriptive/friendly name	Definition
object_id	Object ID	Entry ID
entry_name	Entry Title	Name of the entry.
creator_name	Entry Creator Name	Name of the entry creator.
created_at	Creation Time	Time the entry was created (in epoch format, which is the date and time relative to which a computer's clock and timestamp values are determined).
status	Entry Status	Entry status (in enumeration).

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media_type	Media Type	Media type (in enumeration). 1 = Video 2= Image 3 = Text 4 = Html 5 = Audio 6 = Show 10 = XML 11 = Document 12 = SWF 13 = PDF 201 = Live stream 202 = Live stream Windows Media 203 = Live steam RealMedia 204 = Live stream QuickTime
duration_msecs	Entry Duration (Milliseconds)	Duration of video in milliseconds.
entry_source	Entry Source	The origin or source of the uploaded entry.
count_plays	Total Plays Count	Total number of plays.
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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%.
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