User engagement, Top videos, and Media engagement reports

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Kaltura analyzes data collected on all the activities pertaining to a specific category. Each metric is defined below, along with its method of calculation.

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.
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.
		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

		Calculation: "Total Minutes Viewed" divided by the number of plays.
avg_time_viewed	Average Minutes Viewed (Quartile-Based*)	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.
	Average Completion Rate	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.

avg_completion_rate	Average Completion Rate (Interval-Based*)	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.

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 (in enumeration). 1 = Video

media_type	Media Type	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.
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.
		The average of minutes viewed, calculated by quartile, per play.

avg_time_viewed	Average Minutes Viewed (Quartile-Based*)	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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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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Media engagement

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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).
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*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.