

Introduction to Interactive Video Paths analytics

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This article is designated for administrators.

About

Kaltura provides detailed analytics for interactive videos to help you understand how your viewers engage with branching video experiences. From high-level trends to hotspot-level clicks, the analytics dashboard gives you tools to track performance, optimize structure, and measure impact.

Access analytics

You can view analytics for interactive videos in both the Kaltura Management Console (KMC) and the Video Portal.

Video Portal

There are two ways to access analytics for an interactive video in the video portal:

Option 1:

Theming users

- 1. Go to My Media.
- 2. Click the **three dots** next to the video entry and select **Analytics**.

My Media

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Non-Theming users

- 1. Go to My Media.
- 2. Click the **analytics icon** next to the video entry.



My Media

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Option 2:

Theming users

- 1. Go to My Media.
- 2. Click on the entry to open it.
- 3. Click the three dots under the player and select Analytics.



Non-Theming users

- 1. Go to My Media.
- 2. Click on the entry to open it.
- 3. Click Actions under the player and select Analytics.



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Interactive video

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From Louise Smith June 12, 2025

Details Share	Q	ACTIONS 🗸
Test		✓ Edit☑ Publish
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The analytics page shows high-level metrics like impressions, plays, viewers, and engagement over time.

Kaltura Management Console (KMC)

- 1. Go to the **Playlists** tab in the KMC.
- 2. Select the relevant interactive video playlist.
- 3. Click View Analytics.

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Dashboard overview



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Player Impressions	– Plays	Unique Viewers		Minutes Viewed	
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The dashboard includes the following key panels:

Top metrics

- **Player Impressions** A player impression event is counted each time the player is loaded on the page
- Plays Number of times users clicked play to watch a video
- **Unique viewers** number of authenticated viewers, all anonymous viewers will be counted as a single viewer
- Minutes viewed Total duration of video watched by viewers

Player Impressions	Plays		Minutes Vie	wed	Avg. View	ing Time
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Video performance over time

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Use the chart to explore trends in impressions, plays, and viewing time.

You can:

- View data by day or month
- Hover for detailed values
- Use filters to narrow the data
- Compare different time periods side-by-side

Click **View Details** to see a breakdown table for all metrics over time.

Videos overview

Videos Overview

17 V	17 Videos							
# ^		Name	Plays	Unique Viewers				
1	Adduse measurements	Danny Intro 🏫	12	1				
2	koltura	Whiteboard	7	1				
2	*	Record	3	1				
2		Webcast	2	1				
2	Breakout Your Une Session	Danny Breakout	1	1				
2	*	Quizzes	1	1				

This section shows a list of video nodes within your interactive video, with metrics for each one:

- Video name
- Plays
- Unique views

Click a video to see the video node performance, where you can explore:

- 1. Hotspot name As defined in the editor
- 2. Destination Either another node or an external link
- 3. Number of clicks
- 4. Node level Its place in the branching structure

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