

Introduction to Interactive Video Paths analytics

Last Modified on 05/06/2026 8:40 pm IDT

 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 Rich Media Content Management System (Rich Media CMS) and the Video Portal.

Video Portal

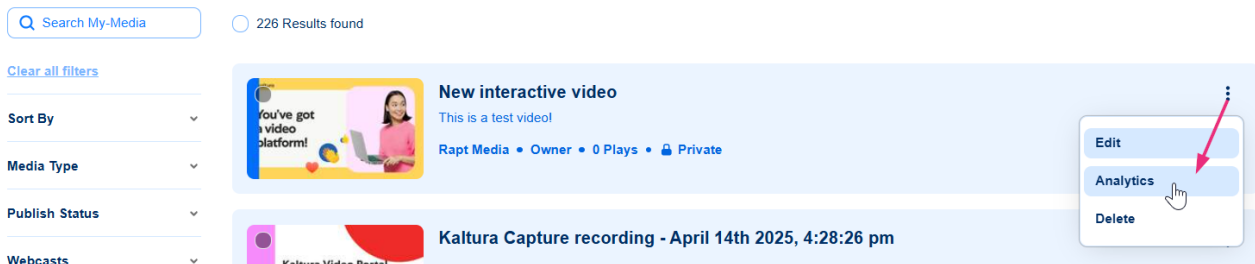
There are two ways to access analytics for an interactive video in the video portal:

Option 1:

Theming users

1. Go to [My Media](#).
2. Click the **three dots** next to the video entry and select **Analytics**.

My Media

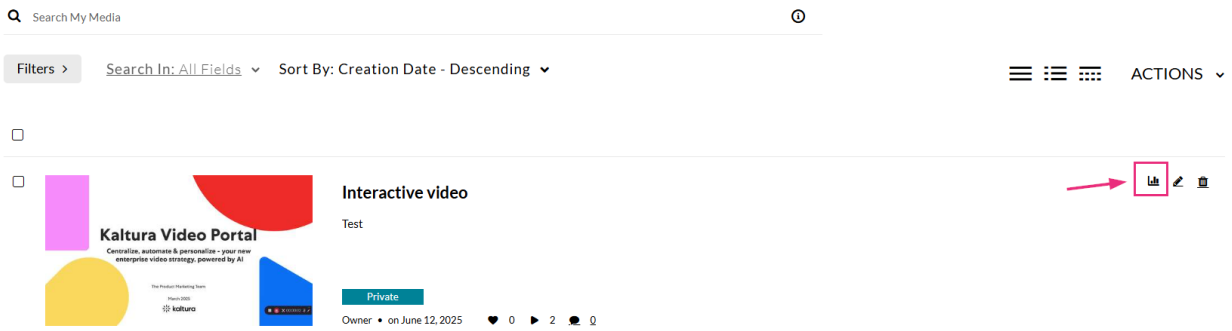


The screenshot shows the 'My Media' interface. At the top, there is a search bar with 'Search My-Media' and a result count of '226 Results found'. Below the search bar are several filter options: 'Clear all filters', 'Sort By', 'Media Type', 'Publish Status', and 'Webcasts'. The main content area displays a list of video entries. The first entry is titled 'New interactive video' with a thumbnail showing a woman and a laptop. Below the title, it says 'This is a test video' and 'Rapt Media • Owner • 0 Plays • Private'. To the right of this entry is a three-dot menu with options: 'Edit', 'Analytics', and 'Delete'. A red arrow points to the 'Analytics' option. The second entry is titled 'Kaltura Capture recording - April 14th 2025, 4:28:26 pm' with a thumbnail showing a red circle and the text 'Kaltura Video Portal'.

Non-Theming users

1. Go to [My Media](#).
2. Click the **analytics icon** next to the video entry.

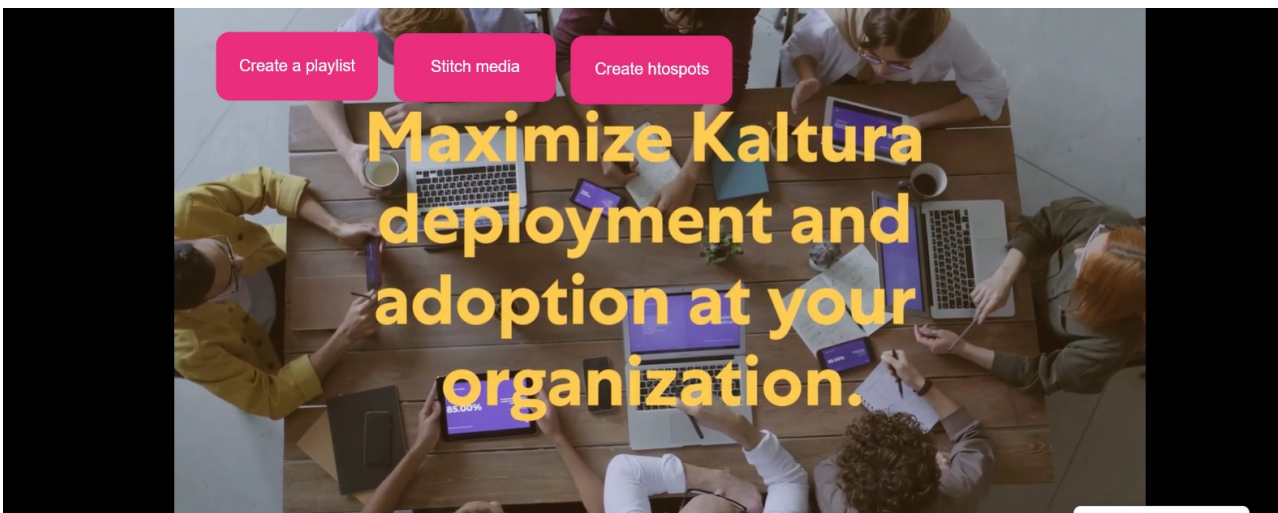
My Media



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**.

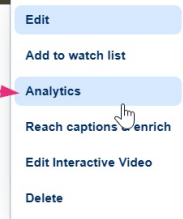


New interactive video

By [Louise Smith](#) • April 23, 2025

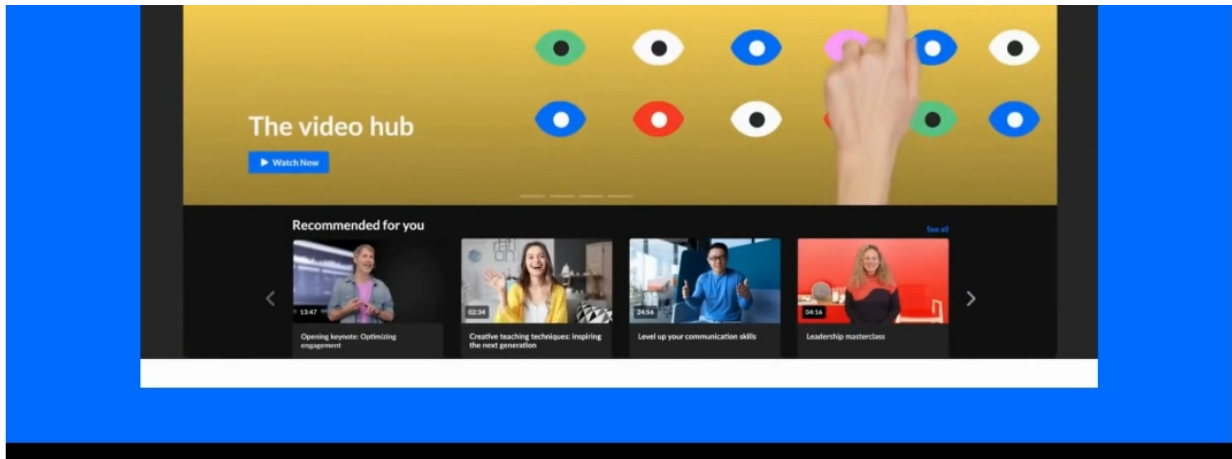
This is a test video!

Choose department [Product](#)



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**.



Interactive video

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From Louise Smith June 12, 2025

Details Share 🔍

Test

Choose departme... [Product](#)

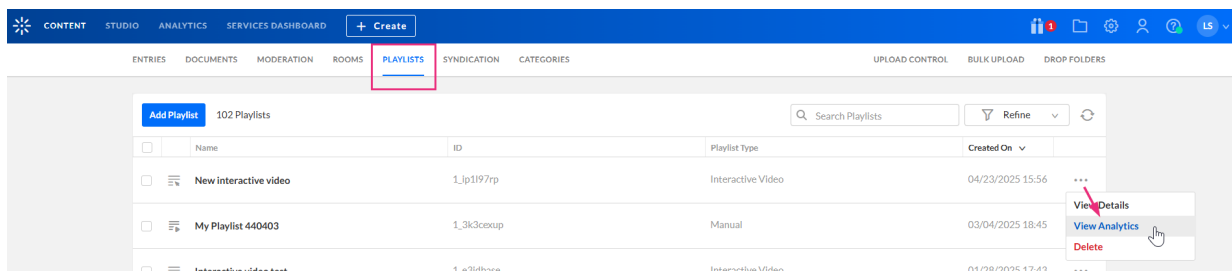
ACTIONS ▾

- ✎ Edit
- 🌐 Publish
- 📊 Analytics
- 🕒 Add to Watch List
- ✏ Edit Interactive Video
- 🗑 Delete

The analytics page shows high-level metrics like impressions, plays, viewers, and engagement over time.

Rich Media Content Management System (Rich Media CMS)

1. Go to the **Playlists** tab in the Rich Media CMS.
2. Select the relevant interactive video playlist.
3. Click **View Analytics**.







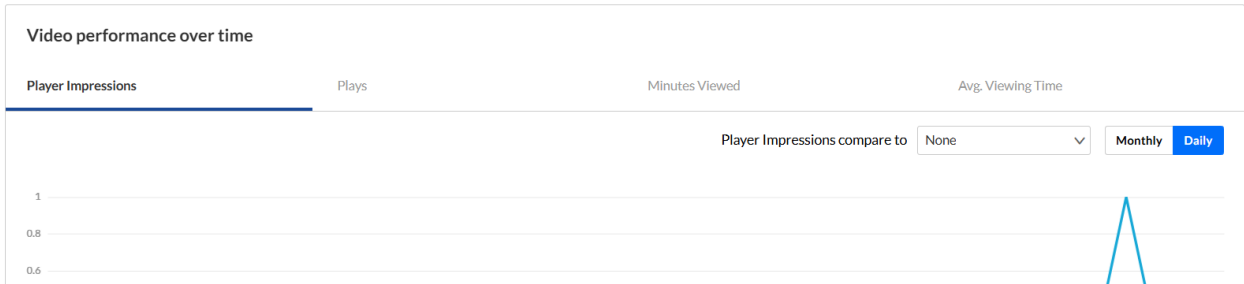
Dashboard overview

Test

 Export Filter Last 30 Days May 16, 2025 - Jun 14, 2025

Interactive Video | Owner: Louise Smith

 1 Player Impressions	 1 Plays	 1 Unique Viewers	 0.7 Minutes Viewed
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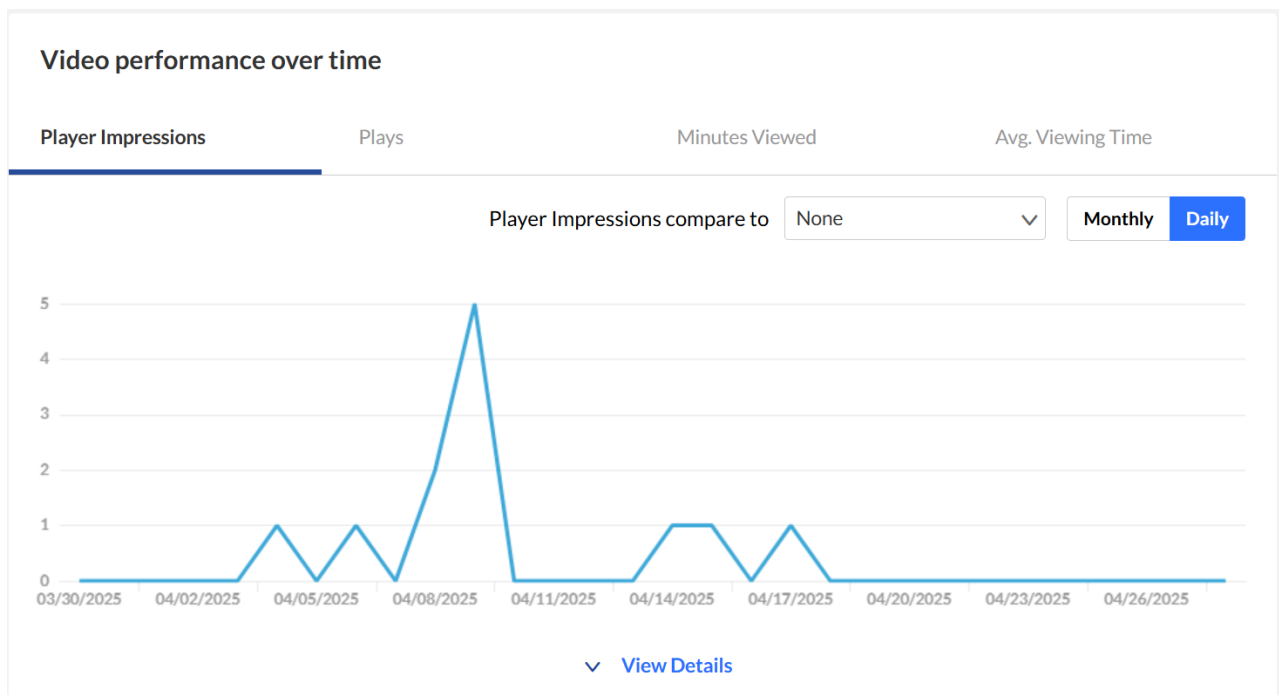


The dashboard includes the following key panels:

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

Video performance over time










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 Videos				
# ^		Name	Plays	Unique Viewers
1		Danny Intro 	12	1
2		Whiteboard	7	1
2		Record	3	1
2		Webcast	2	1
2		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

