

# Introduction to interactive videos 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.

This article provides an overview of what's available.

## Where to access analytics

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



The analytics available in the video portal are entry-level metrics only. For detailed data on branching structure, node performance, and hotspot clicks, use the [interactive video analytics dashboard](#) in the KMC.

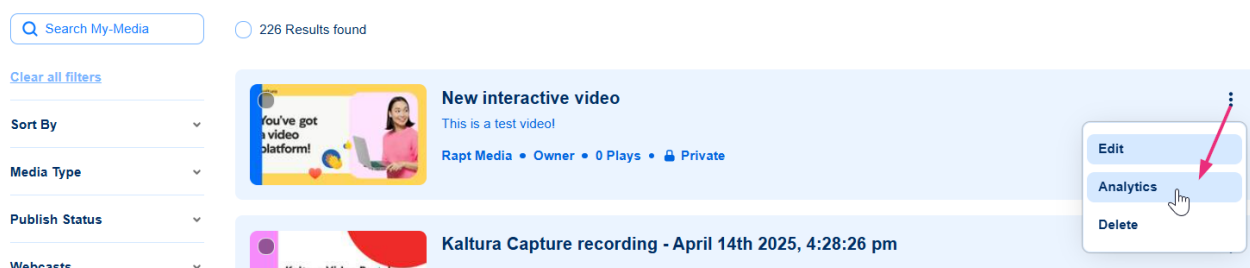
## Video Portal

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

Option 1:

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

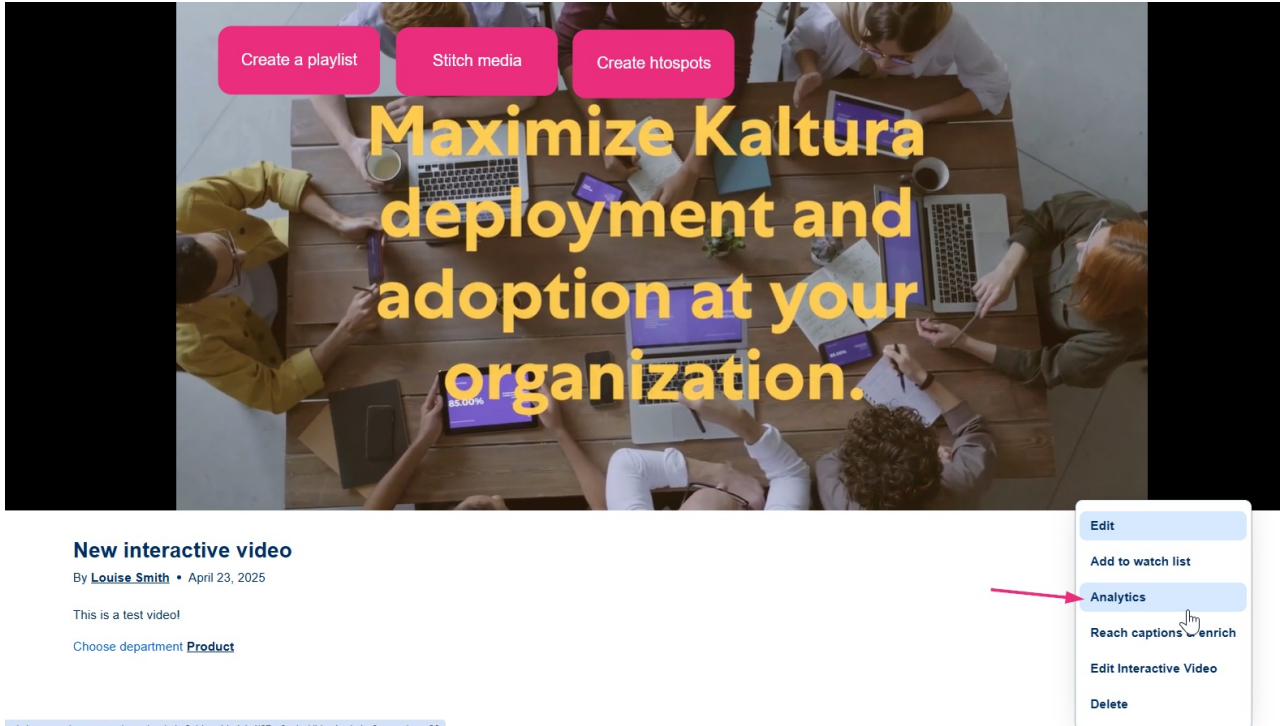
### My Media



The screenshot shows the 'My Media' interface. At the top, there is a search bar labeled 'Search My-Media' and a status '226 Results found'. Below the search bar, there are filter options: 'Clear all filters', 'Sort By', 'Media Type', 'Publish Status', and 'Webcasts'. The main content area displays a video entry titled 'New interactive video' with a thumbnail showing a woman. Below the title, it says 'This is a test video!' and 'Rapt Media • Owner • 0 Plays • Private'. To the right of the video entry, a menu is open, showing options: 'Edit', 'Analytics' (highlighted with a red arrow), and 'Delete'.

## Option 2:

1. Go to [My Media](#).
2. Click on the entry to open it.
3. Click the **three dots** under the player and select **Analytics**.



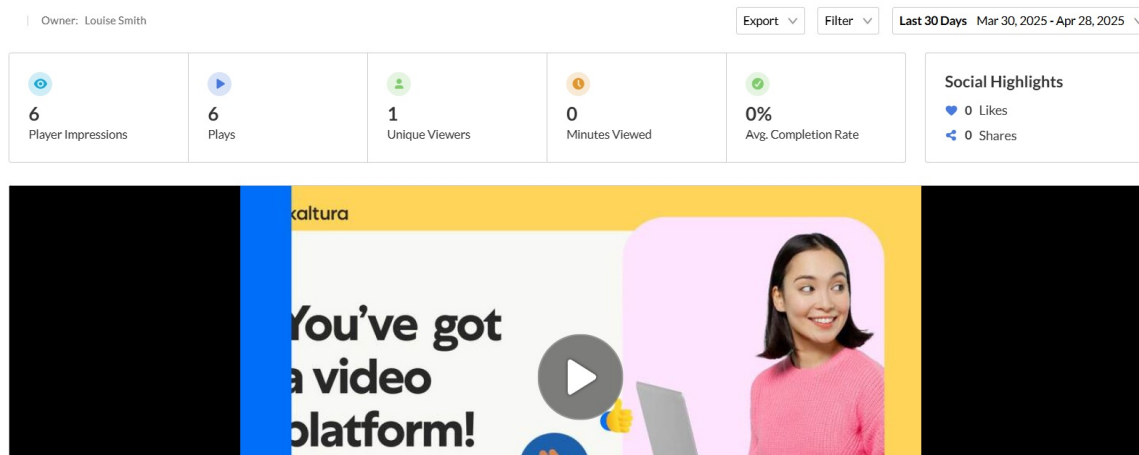
The analytics page shows high-level metrics like impressions, plays, viewers, and engagement over time.



For advanced data, use the KMC dashboard.

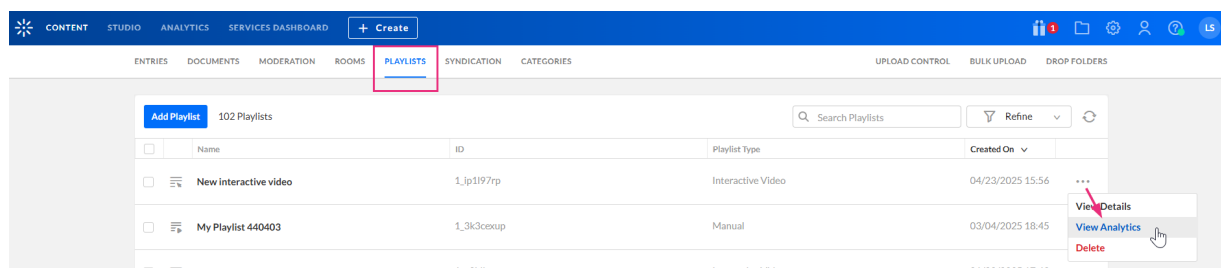
[Back to media page](#)

## New interactive video

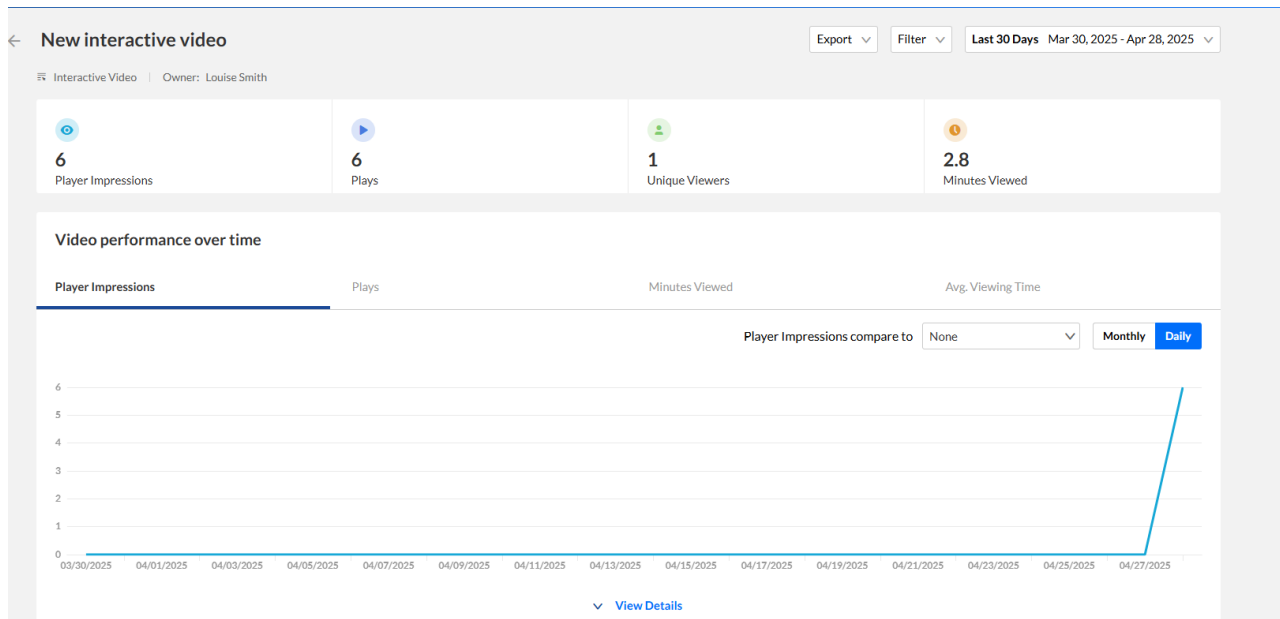


## Kaltura Management Console (KMC)

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



The interactive video analytics dashboard provides in-depth data on how users engage with your interactive video, from overall viewing trends to hotspot-level clicks.



Here's a quick look at what's included:

- **Overview metrics** – Impressions, plays, unique viewers, watch time, and buffering percentage
- **Performance over time** – Track viewer activity by day or month, and compare time periods
- **Video-level insights** – See how each video node performed
- **Hotspot activity** – View clicks and destinations for each hotspot
- **Filters and export** – Filter by user, country, category, and more, or export data as a CSV

For step-by-step instructions and feature details, see [Kaltura Interactive Video Paths Analytics](#) and [Working with the Interactive Video Paths Analytics Dashboard](#).