

VOD analytics

Last Modified on 09/23/2025 4:59 pm IDT

 This article is designated for all users.

About

The VOD analytics dashboard enables you to discover how your users engage with a specific VOD entry, where they watched it from and with what devices so you can track and optimize your content. The dashboard can be used to explore engagement in different time periods and even compare between different periods. You can also filter based on a variety of parameters, including location and owner.



This includes on-demand content uploaded to the event, apart from session recordings.

Navigate to VOD analytics

1. On the Event page, click the People tab > All users.

[← All](#)
[Event site](#)
Patrick Lorimer ▾

Virtually Live!

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Overview


21 : 04 : 16 : 54
days hrs min sec

Virtually live!

2/2/22 10:00 AM > 2/2/22 4:30 PM
EST (GMT-5)


It's no surprise that virtual events have prevailed over all other forms of business get-togethers since Covid-19 entered our lives. At Kaltura, we spent the past year videoifying events, transforming the conventional into the extrao...

Agenda at a glance
Add session
Full agenda




Opening Keynote

Live webcast Published
10:00 AM - 10:30 AM Tue, February 02



Marketing for Gen-Z: The right way

Pre-recorded Published
10:00 AM - 10:30 AM Tue, February 02
LIVE




Knights in Marketing ArmorKnight...

Pre-recorded Published
10:00 AM - 10:30 AM Tue, February 02


3 more sessions

Speakers
Invite
See all




Julian Lang

Director of Marketing Strategy, Kaltura
Registered




Celine Garnier

Content marketing specialist personalizat...
Registered




Laura Steven

Head of Global Campaigns, Kaltura
Registered



Brian Dennis

Director of Marketing, Kaltura
Registered



James Li

Digital Marketing Manager, Kaltura
Registered

The All users page displays.

[← All](#)
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[All users](#)
[Speakers](#)
[Moderators](#)
[Event team](#)

[Interactions >](#)
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[Settings](#)

All users

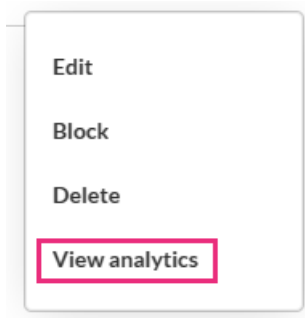
Manage, track and invite attendees, moderators, and speakers to your event.

All roles ▾
255 Users
[Bulk Invite](#)
[Invite](#)




User details	Email	Event role	Registration type	Status	Creation date ▾
 Eric Grant	eric.grant@kaltura.com	Event manager, Speaker, Moderator	Registration	Blocked from chat	10/09/21 ⋮
 Lori Hattaway	lori.hattaway@kaltura.com	Moderator	Registration	Registered	10/09/21 ⋮
 Ella Williams	ella.williams@kaltura.com	Attendee	Registration	Attended	10/09/21 ⋮
 Julie Davis	julie.davis@kaltura.com	Attendee	Registration	Attended	10/09/21 ⋮
 James Li	james.li@kaltura.com	Event manager, Moderator	Registration	Unregistered	10/09/21 ⋮
 Adele Laurelton	adele.laurelton@kaltura.com	Speaker	Registration	Invited	10/09/21 ⋮
 Liam Gibson	liam.gibson@kaltura.com	Attendee	Registration	Invited	10/09/21 ⋮
 Sandra Sullivan	sandra.sullivan@kaltura.com	Attendee	Registration	Blocked	10/09/21 ⋮

<
1
2
3
>

2. Click the three blue dots to the right of the creation date and choose View analytics.



3. Scroll down to the Content on-demand section and click to choose the desired content.

Content on-demand		
15 videos viewed		
Name	Minutes viewed	Completion rate
 Make it Count	45	47%
 Leadership Pa...	27.8	47%
 Leadership Pa...	27.8	47%

Dashboard

The top panel of the VOD dashboard provides an overview with details and highlights on the specific content.

- Details - Entry owner
- Highlights - Displays a snapshot of the important metrics for the selected timeframe

[Back to Entry \(admin\)](#)






Unlocking scientific discovery with collaboration

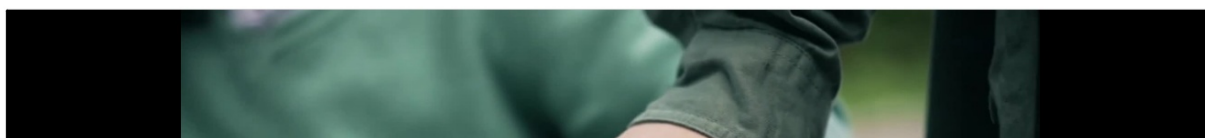
Export

Filter

Creation Dec 17, 2024 - Sep 23, 2025

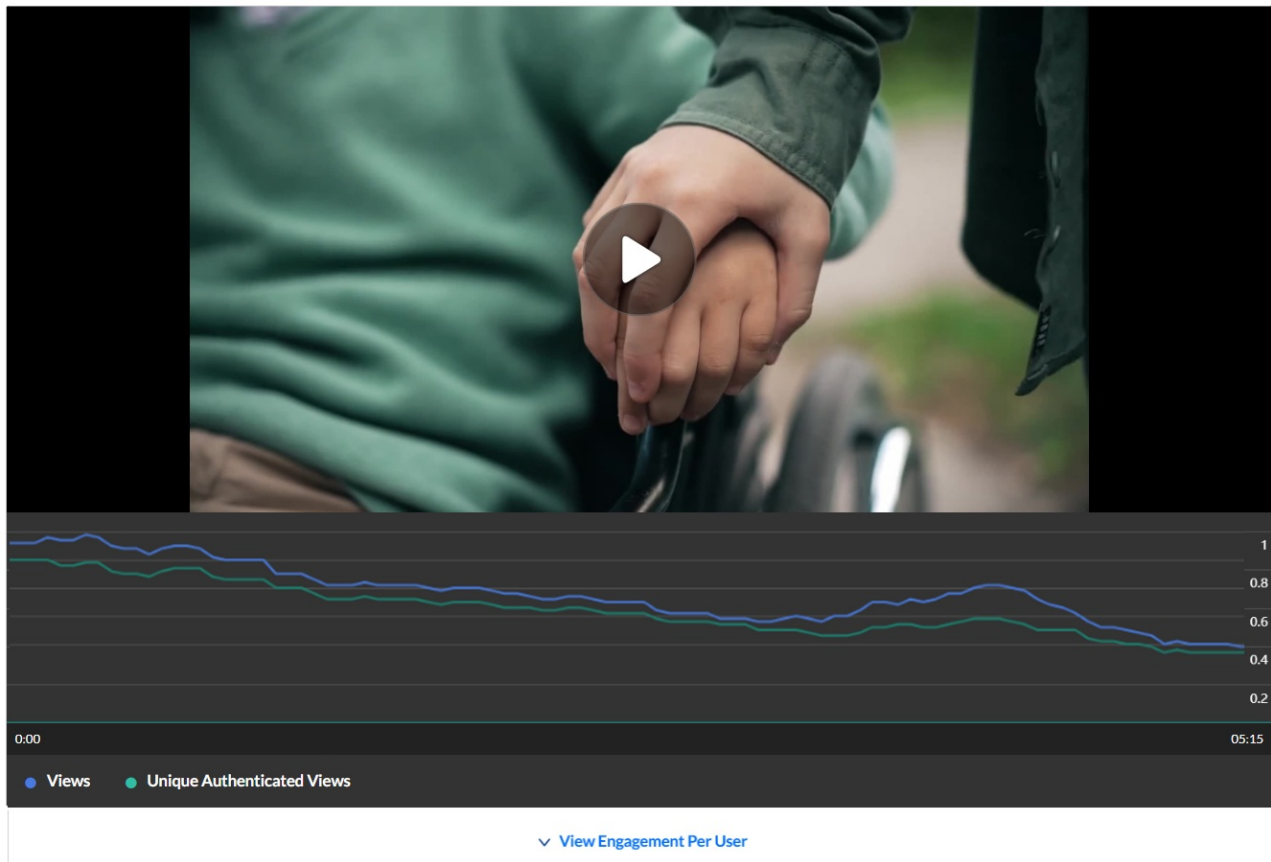
Video | Owner: da...com

 1 Player Impressions	 0 Plays	 0 Unique Viewers	 0 Minutes Viewed	 0% Avg. Completion Rate
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Views on playback

In this section, you can see number of views over the duration of the content, understand which sections of the video generated interest and when you lost your audience.



User engagement

By clicking on "View Engagement Per User" under the player graph you can see an in-depth analysis of all users that viewed this entry.

For each user you will see:

- Player impressions
- Plays
- Average completion rate
- Total completion Rate

You can also filter by specific users, using the Filter Users field on the top right.

69 Viewers Filter Users

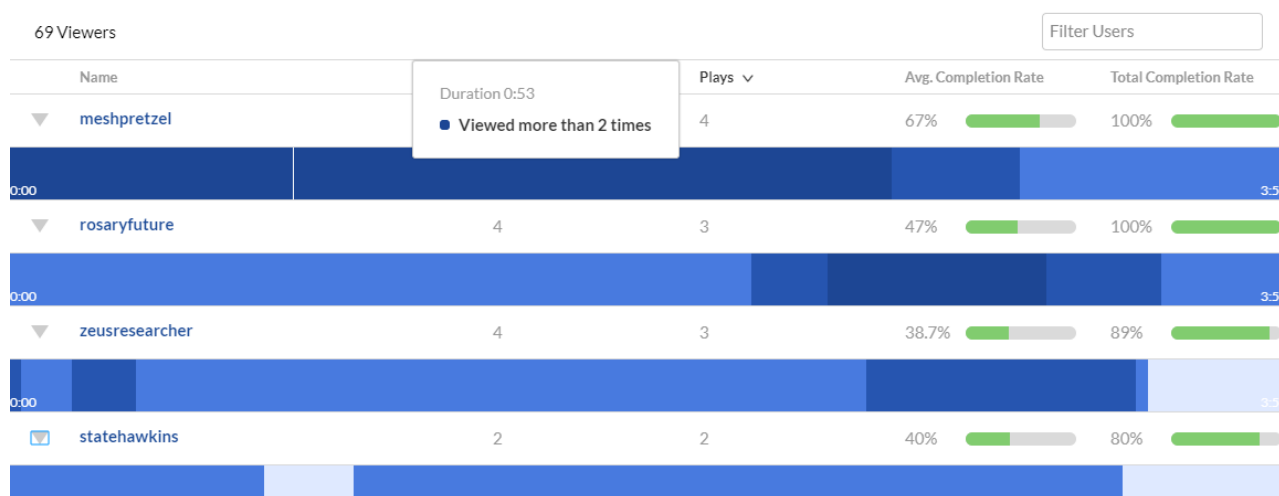
Name	Player Impressions	Plays ▾	Avg. Completion Rate	Total Completion Rate
▶ meshpretzel	5	4	67% <div><div></div></div>	100% <div><div></div></div>
▶ rosaryfuture	4	3	47% <div><div></div></div>	100% <div><div></div></div>
▶ zeusresearcher	4	3	38.7% <div><div></div></div>	89% <div><div></div></div>
▶ statehawkins	2	2	40% <div><div></div></div>	80% <div><div></div></div>

User engagement heatmap

For each user, by clicking the arrow next to their name, you can view a heatmap indicating which part of the video they watched.

For each user, 4 tiers are available to analyze their engagement on the duration of the entry:

- Not viewed - this section wasn't viewed by the user
- Viewed once - this section was viewed once by the user
- Viewed twice - this section was viewed twice by the user
- Viewed more than 2 times - this section was viewed more than two times by the user



Metrics over time

To explore engagement trends over time, use the graph to review key metrics:

- Number of player impressions
- Number of plays
- Number of unique viewers - number of authenticated viewers, all anonymous viewers will be counted as a single viewer
- Number of minutes viewed

- Average completion rate - how much of the video was watched



You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. You can also compare to another metric by selecting another metric from the drop down list.

To change the time period or filter the data, use the date picker and filter panel at the top of the dashboard. You can also compare data from different time periods.

You can click on **View Details** to see a table of all the metrics for the time frame.

^ Hide Details

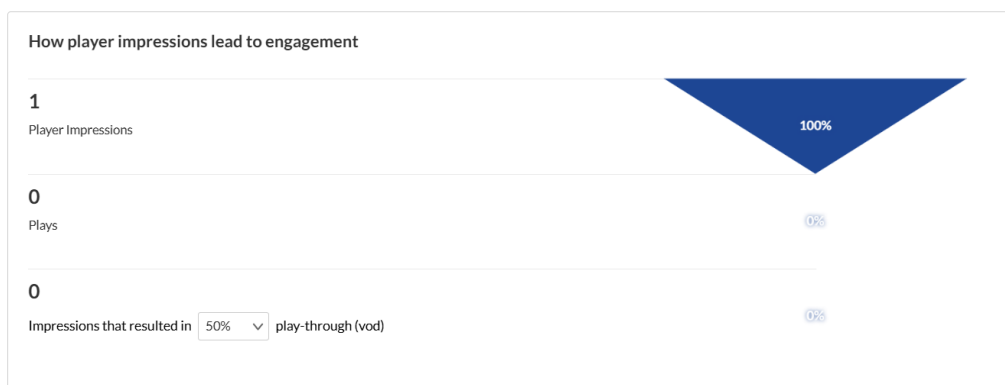
Dates ▾

Date ▾	Player Impressions	Plays	Unique Viewers	Minutes Viewed	Avg. Completion Rate
02/05/2020	12	7	2	5.9	36.1%
02/06/2020	0	0	0	0	0%
02/07/2020	0	0	0	0	0%
02/08/2020	0	0	0	0	0%
02/09/2020	0	0	0	0	0%

Engagement funnel

The engagement funnel shows the viewer journey, from discovery to viewing the entire video. The following metrics are shown in the funnel:

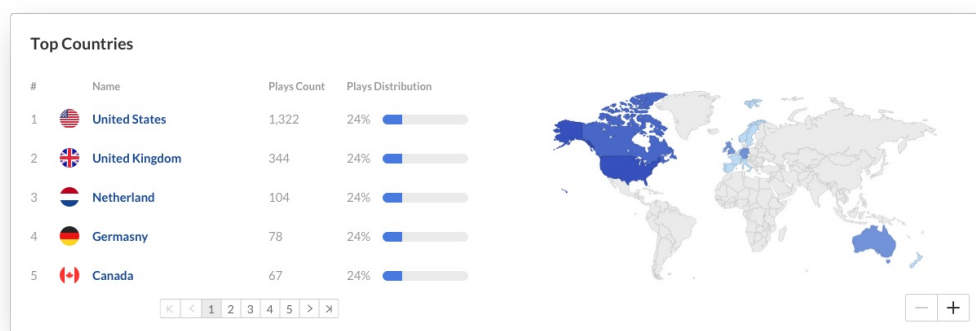
- Player impressions
- Plays
- Impressions that resulted in <x%> percent play-through (vod) - this can be selected by the user.



Top countries

The Top Countries panel ranks the geographical distribution by plays. The heatmap shows the countries, the darker the shade, the more plays for that country. The table ranks the countries by plays and also shows plays distribution compared to total number of plays.

You can drill down to region by selecting a country on the map or from the table. Select a region to drill down to cities.



Devices overview

The Devices Overview displays the distribution of devices usage by plays. You can see on which device viewers watched the entry.

