Track player events with Google Tag Manager

Content updated: 11/12/2026

This article is designated for administrators.

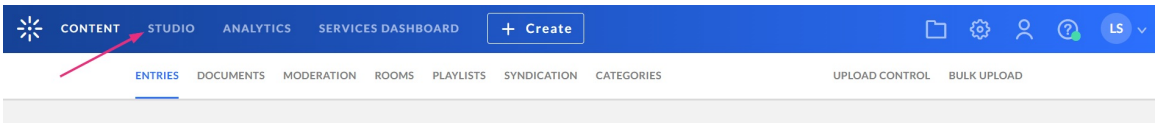
About

Google Tag Manager lets you manage your website's tracking tags from one web interface. If you use it, you can connect the player to Google Tag Manager and track player events there.

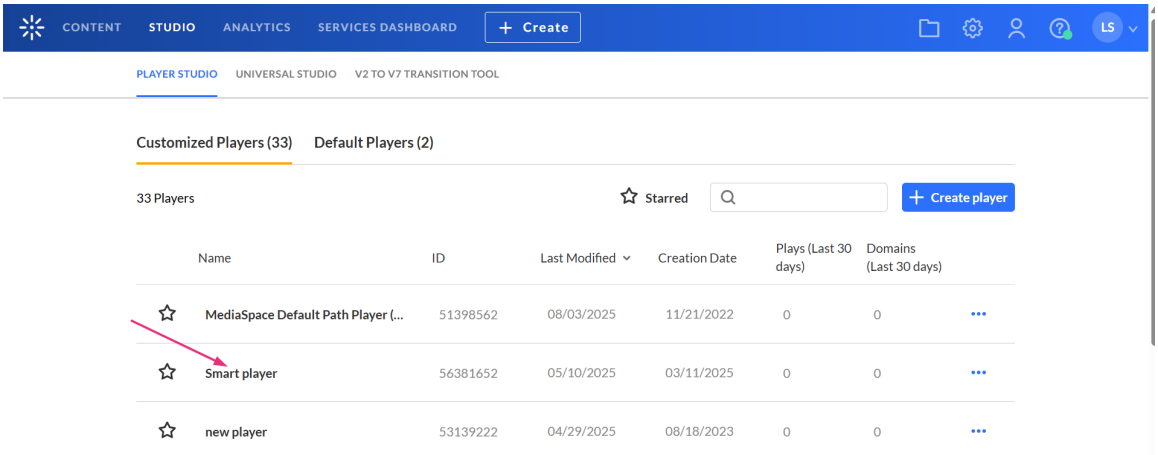
VOD

Access the Integrations settings

1. Log in to your Rich Media CMS and select the **Studio** tab.

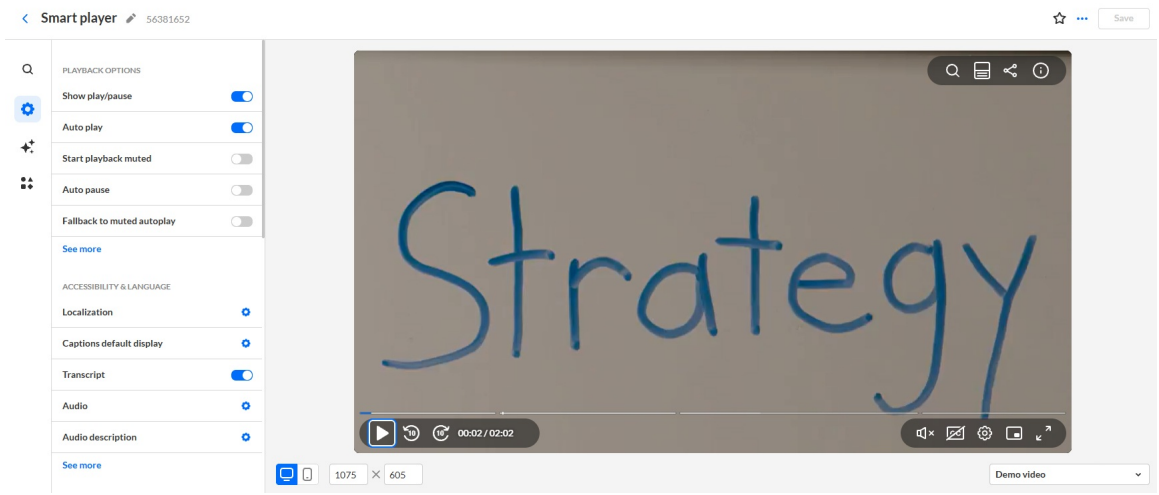


2. From the list, select the player you want to configure.

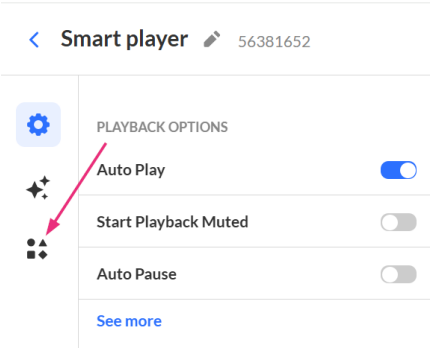


The player settings open.

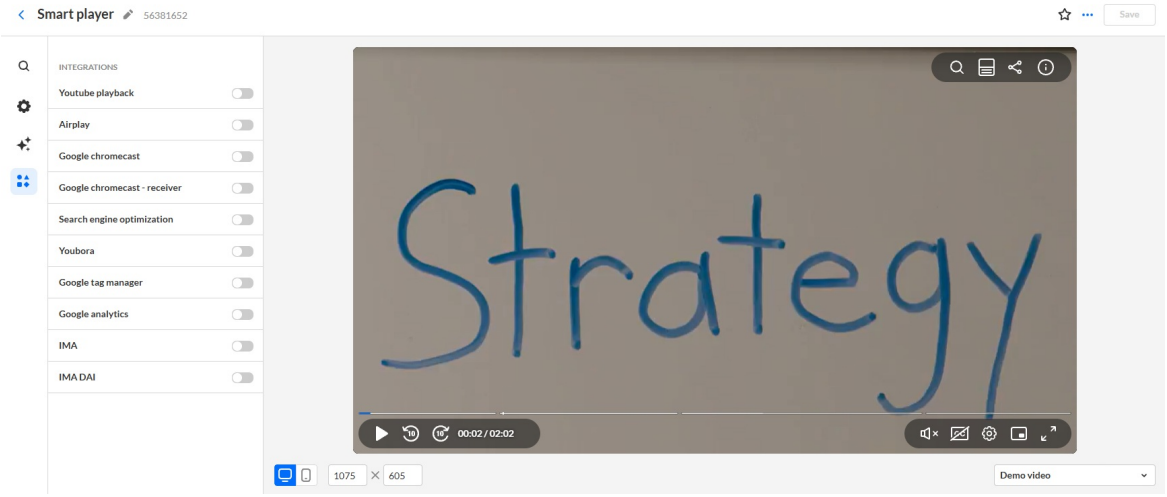
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3. In the left panel, select the **shapes** icon.



The integration settings display.

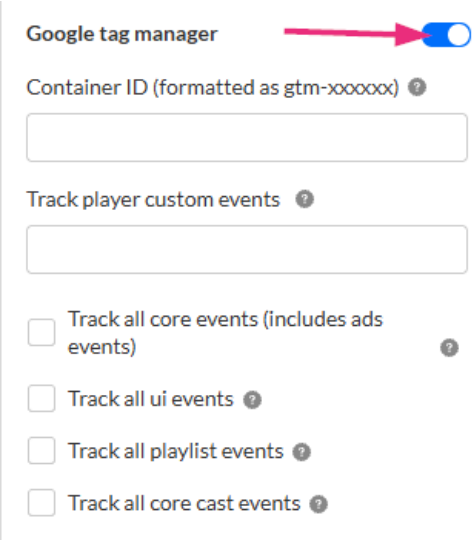


Set up Google Tag Manager

Google tag manager isn't supported in iframe embeds.

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1. Next to **Google tag manager**, select the toggle to enable the setting. More options display.

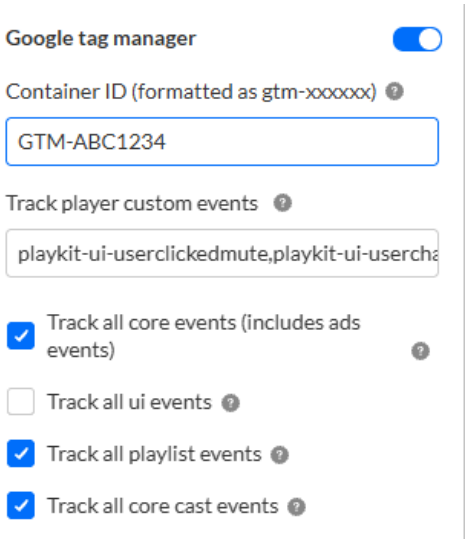


2. Configure the following:
   - **Container ID** - Enter the container ID shown on the **Admin** tab of your Google Tag Manager dashboard. It's formatted as `GTM-XXXXXX`. To find your container ID, go to https://tagmanager.google.com/.
   - **Track player custom events** - Enter a comma-separated list of events to track, with no spaces. Use custom events to track specific events from the full list of player custom events. For UI events, replace `{namespace}` at the start of the event name with `playkit-ui`. For example, `{namespace}-userclickedmute` becomes `playkit-ui-userclickedmute`.
   - **Track all core events** - Select to have the player send all core events, including ad events.
   - **Track all UI events** - Select to have the player send all UI events.
   - **Track all playlist events** - Select to have the player send all playlist events.
   - **Track all core cast events** - Select to have the player send all cast events.
3. Select **Save** at the top right of the settings page.

Example

The following settings track all core, playlist, and cast events, plus two UI events: `playkit-ui-userclickedmute` and `playkit-ui-userchangedvolume`.

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