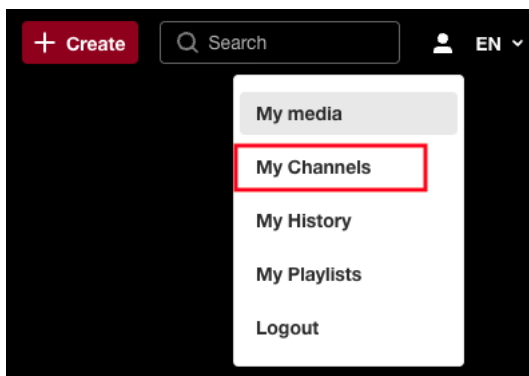


Kaltura - Reviewing analytics in MediaSpace channels

Kaltura MediaSpace can provide analytics for your media when your videos are hosted and viewed in a channel.

To view analytics on a channel:

1. Click your username button in the upper right corner and select **My Channels**.
2. Click on the channel you want to look at.
3. Click on the **Channel Actions** button and select **Analytics**:



Media Playlists Learn More ⋮ Actions

🔍 Search in Media

01:33:49

ArcGIS Dashboards: rappresentare e interrogare i dati tramite mappe, grafici, indicatori

02:23:27

Introduzione ad ArcGIS Online: la piattaforma di mappatura e collaborazione per la pubblicazione di map...

52:21

Digital Week 2024 - Lucrez-IA e ChatUnipd

56:00

Lucrez-IA in Moodle

44:37

H5P per la creazione di contenuti interattivi

01:00:52

IA Generativa: casi concreti nelle discipline

4. The channel analytics screen will display:

[Back to Channel](#)

Channel Name **1** **2** **3** **4** **5** **6**

Parent: channel | ID: [redacted] | Sub Categories: 1 | Creation Date: 05/13/2020 | Last Update: [redacted] | Export | Filter | May 5, 2020 - Jun 3, 2020

Media Type
 Video
 Audio
 Images

Entry Source
 Upload
 Webcasting
 Capture
 Classroom

Viewing Context
 All
 Category Page Only
 Sub-Categories
[Select Sub-Category](#)

Tags

Country

Region

City

Apply **7** **8**

Highlights [See Details](#)

- 1,051 Player Impressions
- 14 Plays (Out of 11 Played Entries)
- 2 Unique Viewers
- 4 Minutes Viewed
- 3 Contributors

Category Page Views [Edit](#)

Views from category page compared to all views

8 / 14 Plays

1 / 2 Unique Viewers

Top Videos **9** [See Details](#)

- 1 Test Video 6:8/10
- 2 Uploading to Canvas KaL... 5/10
- 3 TestVideoForKultura3.m... 4:5/10

Top Viewers **10** [See Details](#)

- 1 [redacted] 12 Plays
- 2 Unknown 2 Plays
- 3 [redacted] 0 Plays

Insights **11** [See Details](#)

1660902-6.kaf.kultur...
 Most Viewed Domain

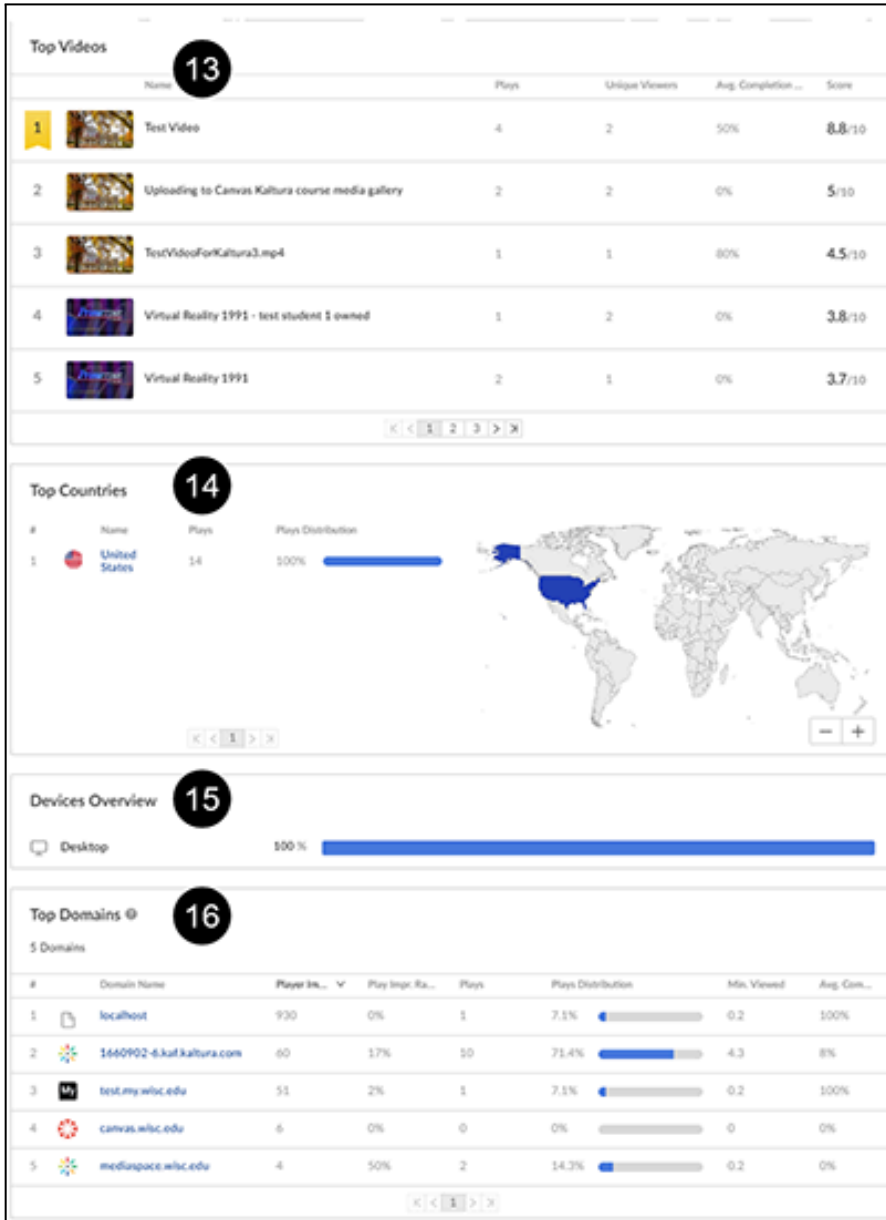
1660902-6.kaf.kultur.com | Other Domains

Category Performance Over Time **12**

Player Impressions | Plays | Unique Viewers | Minutes Viewed | Avg. Drop Off Rate | Avg. Completion Rate

Monthly | **Daily**

[View Details](#)



1. **ID:** A unique numerical identifier for your Canvas Kaltura channel which can be useful when reporting problems to the DoIT Help Desk for troubleshooting.
2. **Creation date:** When your channel was created.
3. **Last update:** When your channel was last updated. Depending on your browser zoom level, this may be obscured by the "Export" drop-down menu. This behavior has been reported to Kaltura.
4. **Export:** Opens a drop-down menu to export various pieces of your channel analytics into CSV files.

5. **Filter:** Various filters to filter your analytics by media type (video, audio, images), entry source, viewing context, tags, country, region, or city.
6. **Date range:** You can select from preset ranges (Ex: Last 7 Days, Last 30 Days, etc.), a specific date range, or all the analytics gathered since the media entry's creation. This menu also allows you to compare the analytics in the date range you selected with another date range.
7. **Highlights:** High level analytic data on the usage of media in your course includes the following:
 - Player Impressions:** The number of times the video was displayed in a page or course.
 - Plays:** The number of times someone clicked the "Play" button on the media entry.
 - Unique Viewers:** The number of authenticated viewers who have played the media entry. All anonymous viewers will be counted as a single viewer. All instances where the media entry is embedded using iframe embed code are counted as anonymous viewers.
 - Minutes Viewed:** The total number of minutes that the media entry has been viewed by all viewers.
 - Contributors:** The number of users who have contributed media to the channel.
8. **Category Page Views:** The number of times your channel has been viewed.
9. **Top Videos:** A summary of the three most popular videos based on Kaltura's engagement formula. Click **See Details** to jump down to more detailed information on your top videos.
10. **Top Viewers:** Top viewers based on the user's number of plays. Click **See Details** to jump down to Category Performance Over Time where you can then expand View Details to see more information on how users are viewing your channel content.
11. **Insights:** A summary of Top Location, Most Viewed Domain, and Most Popular Device. Click See Details on each window to jump to a more detailed examination of that data.
12. **Category Performance Over Time:** Displays a graph of the following selectable analytics:
 - Number of player impressions per day or month
 - Number of plays per day or month
 - Unique viewers per day or month
 - Minutes viewed per day or month
 - Average completion rate per day or month

Average drop off rate per day or month

Clicking View Details displays a table of information on Users, Entries, or Dates pertaining to the selected category above.

13. **Top Videos:** A table ranking your channel's most popular videos based on Kaltura's engagement formula. The table includes columns for plays, unique viewers, average completion, and score. The score is based on Kaltura's engagement formula.
14. **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.
15. **Devices Overview:** The Devices Overview displays the distribution of devices usage by plays. You can see on which device viewers watched the entry.
16. **Top Domains:** The Top Domains panel requires some technical knowledge of what the domains listed are to interpret. For example, 1660902-6.kaf.kaltura.com is the primary domain that serves Kaltura content to UW-Madison Canvas courses. The top domains are ordered by domains that had the most number of plays in the selected time frame. For each domain the following metrics are available:
 - Player impressions:** The number of times the media entry was loaded from that domain
 - Player impression ratio:** The number of plays divided by number of impressions for that domain
 - Plays:** The number of times the media entry was played from that domain
 - Plays distribution:** The number of plays for that domain divided by the total number of plays in the selected timeframe
 - Minutes viewed:** The total number of minutes of views for that media entry for that domain
 - Average completion rate:** Measured by viewer reaching playback quartiles