

Kaltura MediaSpace (KMS) Entry Analytics

Getting Started Guide

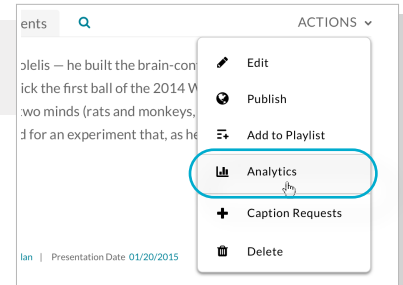


KALTURA

Dive deep into the data, understand what's working and who your viewers are, and get actionable insights so you can track and optimize your content over time

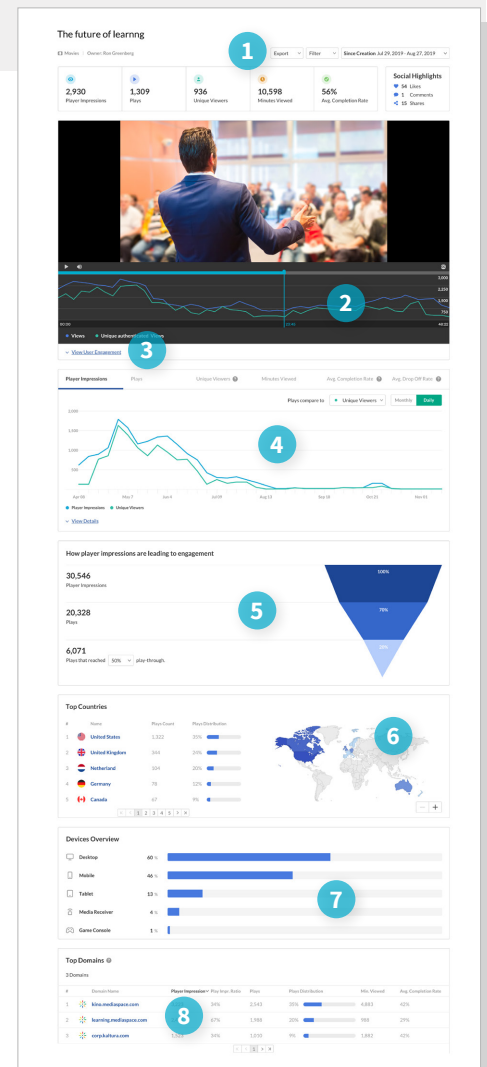
To view the analytics of a video you own:

- a. Click on the **Actions** menu located below the video entry.
- b. Select **Analytics** from the drop down menu.



To get started, check out the following:

- 1 View entry **highlights**, **export** data, **filter**, and **set time period** options to track your entry over time or compare performance across time periods.
- 2 Understand which **sections** of your video generated the most and least interest.
- 3 Drill down by viewing engagement **heatmaps**. Each heatmap indicates which part of the video was watched by each individual and how many times.
- 4 Explore **engagement trends** over time across key metrics: player impressions, plays, unique viewers, minutes viewed and more.
- 5 Track your **viewers' journey** from player impressions to video playthrough.
- 6 Learn where viewers are located by **city and country**.
- 7 Understand which **device** (desktop, mobile) your audience is consuming your content on.
- 8 Measure which **domains** have the most activity in a certain time frame.



For more information visit Kaltura Knowledge and check out our Overview of KMS Entry Level Analytics: <https://knowledge.kaltura.com/help/entry-level-analytics-kms-kaf>

Get in touch: fill out this form <https://corp.kaltura.com/company/contact/>

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