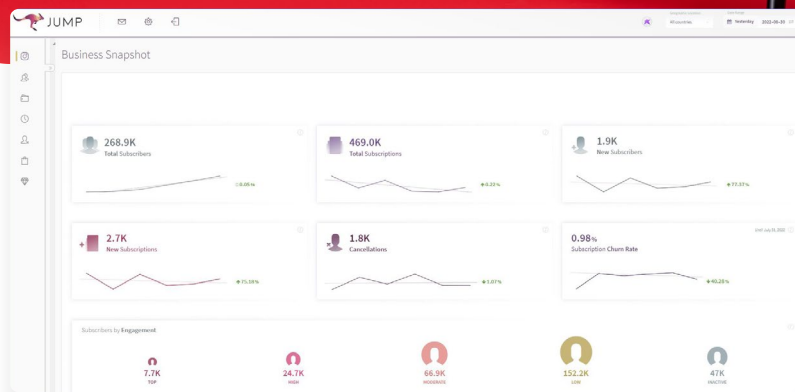


Kaltura Cloud TV Platform

Business Insights Dashboard



Empower your business decisions by analyzing your business performance

Powerful Insights Dashboard

Kaltura Business Insights Dashboard (powered by Jump TV) provides a modern business intelligence insights tool.

Analyze and understand your user's journey and interaction with your video platform, to answer the most critical questions about your video streaming service.

Extensive Data Sources

The Business Insights leverage Kaltura TV platform data sources to present multiple dashboards, including User Consumption, Acquisition, Transaction and Entitlements, providing a clear focus on different areas of your business.

How Your Service is Performing

Understand your video streaming service's overall performance, allow you to take immediate actions to improve your business strategy, increase retention, and user engagement.

Business stakeholders can explore alternatives and focus their decisions based on real system data

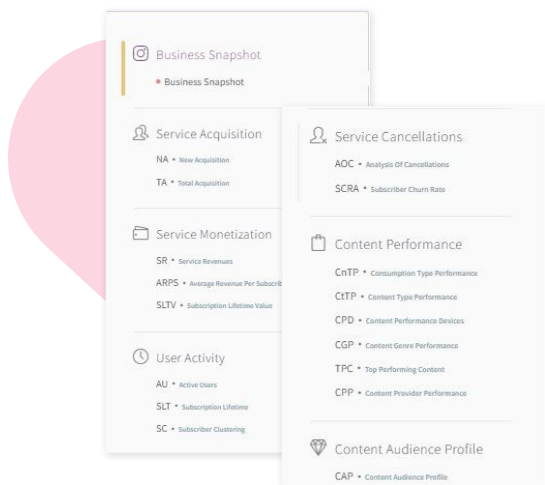
Business Stakeholders Benefits The

Business Insights enables business analysts to evaluate past & current business data and improve the decision-making processes of your organization. Marketers can develop unique campaign ideas to market a company's products, services, or overall brand identity.

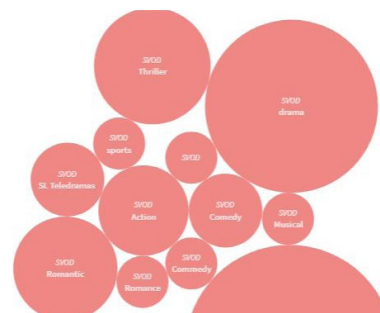
Content editors can analyze audience data to develop content strategies and increase user engagement based on content performance on different timescales.

Multi-Domain Insights

Explore the main domains of your TV Platform with business snapshot dashboard, and others like: Service Acquisition, Service Monetization, User Activity, Service Cancellation, Content Performance and Content Audience Profile.



- **User Activity** - Provide answers to the question: How engaged is my video service audience and why?
- **Service Cancellation** - Provides answers to the question: How is my Retention strategy performing?
- **Subscriber Churn rate** - The rate at which subscribers stop doing business with the service
- **Content performance** - Provide answers to the question: Do I have the right catalogue for my video service?
- **Top performing content** - The top 20 content performers of your video service
- **Content Audience profile** - Focus on selected content performance to decide on content promotion.



Data Privacy

Kaltura Business Insights dashboard is a pre-integrated solution and doesn't require any additional integration effort with external systems. Users' data privacy is important, the data is kept anonymized. Personal information is not shared with 3rd party products.

Variety of Measurements

Multiple insights of the top services presented with different filtering and granularity, such as Service Acquisition – Provide answers to the question: How is my Acquisition strategy performing? Service Monetization – Provides insights into revenue growth, subscription profitability, customer value.

Historical Data & Granularity

The Business Insights dashboard can store historical data for large period, allowing business decision makers to analyze business performance for long periods and compare to existing trends. Each insight can be viewed with multiple granularity levels to explore changes in different time resolutions like days, week, months, or years in some cases.

The Ultimate Cloud TV Experience

[Request a Demo](#)

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Every day, millions of people use Kaltura's products to teach, learn, and work together. Kaltura's Media and Telecom adds entertainment into the mix. Over the years, we've helped tens of media and telco companies deliver next-gen TV experiences. Among them, you'll find 15+ global brands, including Vodafone, Astro, wawe Americas, Mediacorp, YLE, SRG SSR, and Watch Brazil.