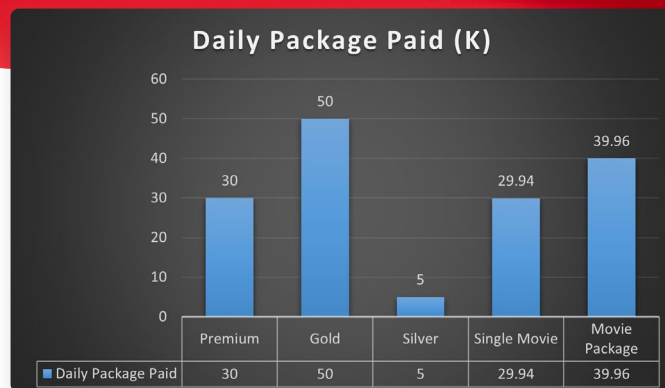


Kaltura Cloud TV Platform

Business Reports



Empower your data analysis with multi-domain reports

Comprehensive Reports Suite

The TV platform data lake continuously collects usage, configuration, transactions, and errors, at countless data points as part of the standard operation of a TV provider service.

This data is available to the TV service operator providing a clear understanding to feed the operator's analytics systems, recommendations engines, service assurance systems and more.

Business Stakeholders Benefits

The reports enable analytics systems to cross reference playback and other usage data with users' and devices' identifiers

Business analysts can evaluate past & current data to improve the decision-making processes of your organization.

You can use your own BI system to calculate the users' watch behavior and content usage, develop content strategies and increase user engagement based on content performance on different timescales.

Measure Your Service

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

Large Use Cases Coverage

The data reports can be used to analyze different use & learn cases of your TV platform such as

- Households or user growth & changes
- Customer's device growth, changes, and model usage, Identity top used device platforms
- Monetization activity, including transactions failures and reasons
- Identify less or non-used devices platform for EOS/EOL consideration
- Active, suspended, or inactive household entitlements
- User preference and completion rate

Multi-Domain Reports

The business reports assist to explore the usage & performance of your TV Platform service, the reports aggregate data from different sources to cover multiple domains like:

Households, Users Profiles, Devices, Consumption, Transaction, Entitlements and Users Metadata.

With simple format, you can build your own queries or use any BI tool to measure, track and conclude about trends in your business acquisition, cancellations, business monetization and content performance.

ts_date	user_id	household_id	device_id	payment_number	module_type	module_id	module_name	asset_id	catalog_price	entry_code	currency_code	paid	payment_method	billing_status
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9/20/2021 11:46	1204752	1204010	12245		1	SUBSCRIPTION	34111 Gold		10 USD	USD		10	VISA	SUCCESS
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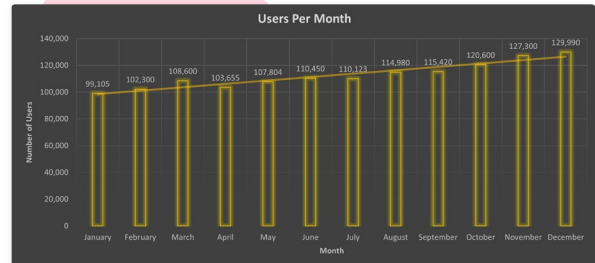
Dynamic Reports Set

The Kaltura TV platform reports, includes a collection of pre-defined reports covering your TV platform domains with multi-level reports set definitions:
 Report-interval – Hourly, Daily, Weekly
 Report Type - Incremental, Snapshot
 Report Destination - Customer S3 or SFTP

Extensive Reports Coverage

Quickly explore your system performance and usage with your TV platform reports

- **Users** – Registered households and profiles in the system.
- **Transaction** – The transactions taken by the user or behalf of him.
- **Entitlement** – Users’ entitlements whether purchase or grant.
- **Playback Log** – Any action the users take during playback.
- **Device Inventory** - Registered devices, including household association, and identifiers.
- **Device Activity** – Device last active time, with distinction for action type.
- **Consumption** – Aggregative playback records per each playback session a user took.
- **Dynamic User data** – Users’ Dynamic metadata, with distinction for metadata types & values.
- **OPC Audit** - Track OPC users’ activities, to monitor & troubleshoot setting changes.



The Ultimate Cloud TV Experience

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