

Mediasite Analytics

Measuring the impact and value of your webcasting or lecture capture initiatives is critical to their ongoing success. With Mediasite Enterprise Video Platform, powerful analytics tools show exactly who is watching what content when and provide the deep insight you need to:

- **Analyze patterns** in viewing frequency and behavior
- **Correlate these trends** to learning outcomes, individual performance or overall program effectiveness
- **Measure** your return on investment
- **Make informed decisions** about your elearning programs
- **Plan effectively** for future needs and system expansion

People are watching. Mediasite helps you prove it.

Mediasite tracks viewing activity for every presentation, user, presenter, catalog and server, presenting the data in interactive graphs, intensity maps or playback statistics.

- **“Who’s Watching Now” dashboards** give a real-time snapshot of presentation viewing.
- **Presentation and catalog analytics** show which content is watched, when and by whom during any given time period. Intensity maps indicate which presentation segments are watched most, and you can even drill down to viewing activity by individual users.
- **User analytics** show a specific user’s (or group of users) viewership over any given time period, including presentations watched, viewing activity, durations and registration data.
- **Presenter analytics** show how many of a presenter’s (or group of presenters’) presentations are being watched and by whom, including total views, average viewing per presentation, most watched presentations and most frequent viewers.
- **Server analytics** provide a history of your overall Mediasite Server usage including peak connections and the desktop OS, media players and browsers used to watch presentations.

For convenient visibility to key viewership metrics, easily embed viewership data in any web page with new Mediasite analytics widgets or export data to Excel or XML for deeper analysis with others tools. Plus, all Mediasite reports can be customized and saved for convenient reuse.

System requirements

- Mediasite Enterprise Video Platform
- Internet Explorer 8.0® or later, Firefox 3.6® or later, Safari 4.0® or later or Chrome™

