

# Mediasite Tracking and Reporting

Measuring the impact and value of your webcasting or lecture capture initiatives is critical to their ongoing success. With Mediasite, powerful tracking and reporting 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 or group 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 and server and then displays the data in easy-to-understand graphs, intensity maps or playback statistics.

- **Presentation reports** show which presentations have been watched, when and by whom during any given time period. Intensity maps indicate which presentation segments were watched most, and you can even drill down to viewing activity by individual users.
- **User reports** show a specific user's (or group of users) viewership over any given time period, including presentations watched, viewing durations and viewing activity detail.
- **Presenter reports** 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 viewer.
- **Authoring reports** show how much content a presenter (or group of presenters) has recorded with Mediasite.
- **Server usage reports** provide a history of your overall Mediasite Server usage including peak connections and the desktop OS, media players and browsers used to watch presentations.
- **"What's Being Watched" dashboards** give a real-time snapshot of presentation viewing.

Plus, Mediasite reports can be easily customized and saved for convenient reuse, or the data can be exported to Excel or XML for deeper analysis with other tools.

## System requirements

- Mediasite EX Server
- Microsoft® Silverlight® 3.0

