

Mediasite Analytics

MEASURE VIDEO'S IMPACT AND VALUE

Mediasite's powerful video analytics and built-in reports show exactly who is watching what and when.:

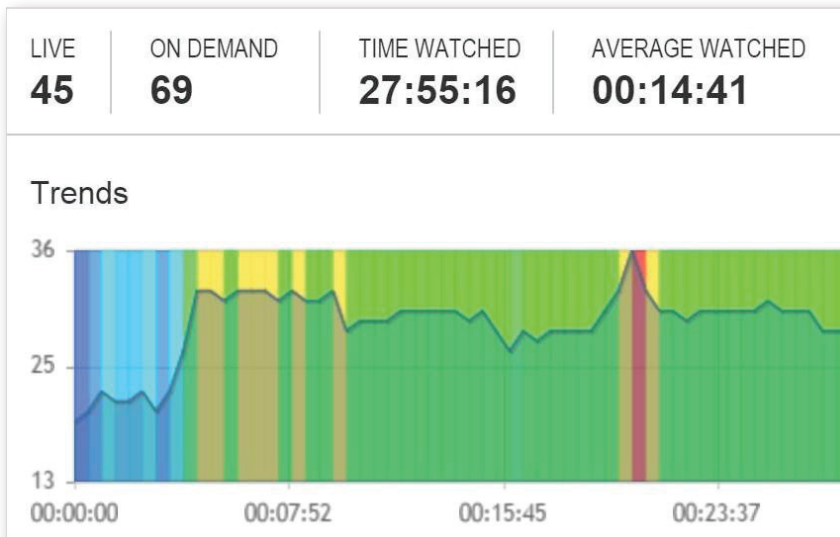
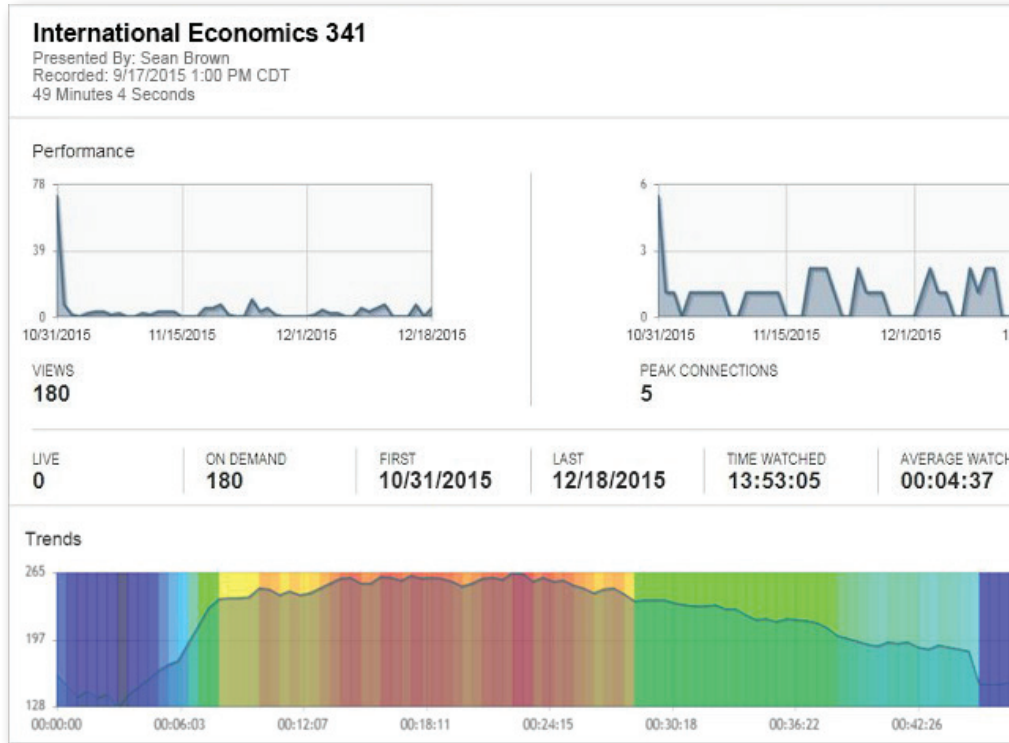
- Understand viewing behavior and engagement
- Evaluate each video's effectiveness and impact on learning and performance
- Measure your return on investment and make informed decisions

REAL-TIME DASHBOARDS



Mediasite puts all the viewership and performance data you care about front and center. Each video's at-a-glance dashboard lets content creators immediately identify viewer engagement with intensity maps and data highlighting the most viewed segments as well as viewer drop off points.

For live broadcasts, Who's Watching Now dashboards provide a valuable snapshot of real-time viewing activity across your entire video library.



YOUR METRICS, YOUR WAY

All reports can be customized, saved, reused and exported. Or provide quick and convenient visibility to key metrics by auto-emailing activity reports to content owners and authorized users or embedding a Mediasite Analytics widget in any web page.

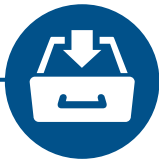
VIEWING ACTIVITY & ENGAGEMENT



Mediasite tracks viewing activity for every video, user, speaker, video catalog and server—providing customizable reports that let you drill into the most meaningful data.

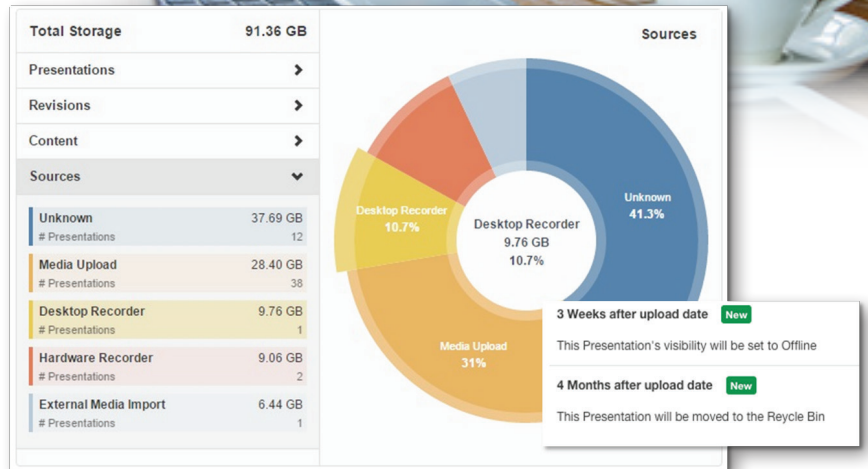
- **Video and catalog activity** show which content is watched, when and by whom during any time period. Intensity maps indicate which video segments are watched most and let you see viewing activity by individual user.
- **User activity** shows a specific user's (or group of users') viewership over any time period, including videos watched, viewing activity, durations, registration data and more.
- **Presenter activity** shows how many of a speaker's (or group of speakers') presentations are being watched and by whom, including total views, average viewing per presentation, most watched presentations and most frequent viewers.

CONTENT STORAGE & RETENTION TOOLS



Mediasite content managers now have a holistic view into how video storage is used and by whom.

- **Content storage reports** track storage use by presentations, revisions, content type and sources.
- **User quota reports** indicate quota thresholds and use, total storage allowed and total storage remaining per user.



VIDEO LIBRARY MANAGEMENT



Based on content storage reports, content managers streamline and automate their video retention practices by pre-scheduling actions to change a video's visibility (viewable, private or offline) or moving it to the recycle bin on a specific date or after a defined period of time.

Mediasite Analytics also let administrators continually monitor peak activity, server utilization, viewership by browser, operating system, device type and more to plan effectively for future video needs.

mediasite[®]

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