COVID-19 has changed the way the world works and Live Events are now essential to maintaining enterprise communications. But how do you know if your videos are reaching the right people — and what the quality of the experience is for the viewer? The answer to those questions and more can be found in your Live Event analytics dashboard. Here are six metrics you need to know to analyze Live Video performance.

REACH SCORE

Sum of the number of reported users who viewed the content and the number of anonymous viewing sessions.
Why it matters: Provides insight into the total number of individuals reached by a Live Event.

AVERAGE VIEW DURATION

The average amount of time a view record was reported to have watched the event.
Why it matters: Helps gauge company engagement when compared to baseline metrics.

QUALITY OF EXPERIENCE (QOE) SCORE

Time spent displaying video relative to the total time spent both displaying video and buffering.
Why it matters: Quantifies the quality of a Live Event giving insight into buffering and network bottlenecks.

PEERING EFFECIENCY

Normalized percentage of bytes delivered via peering.
Why it matters: Measures how efficiently network-connected devices transmit Live Video.

BANDWIDTH SAVINGS

Percentage of bytes delivered via peering.
Why it matters: Highlights ECDN effectiveness and network capacity.

GEOGRAPHIC CONSUMPTION

Country-specific Video deliveries displayed as a percent of total deliveries for all content on a scale of 0% to 100%.
Why it matters: Gives global enterprises the opportunity to see how messaging is received globally.

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Real-time analytics optimize communications, enabling IT teams to easily access insights and improve Live Video performance. Speak with an expert to learn how Kollective IQ Analytics can help your business.
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