

# Reporting

In the **Reporting** administrative control you can access a wide variety of statistics for any Library in your Ensemble Video Organization. Use this control to view a snapshot of high-level data, or drill down to user-specific and video-specific statistic.

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## Viewing Reports

To access the Reporting menu, click **Administration** in the navigation column, click **Library**, then select **Reporting**.

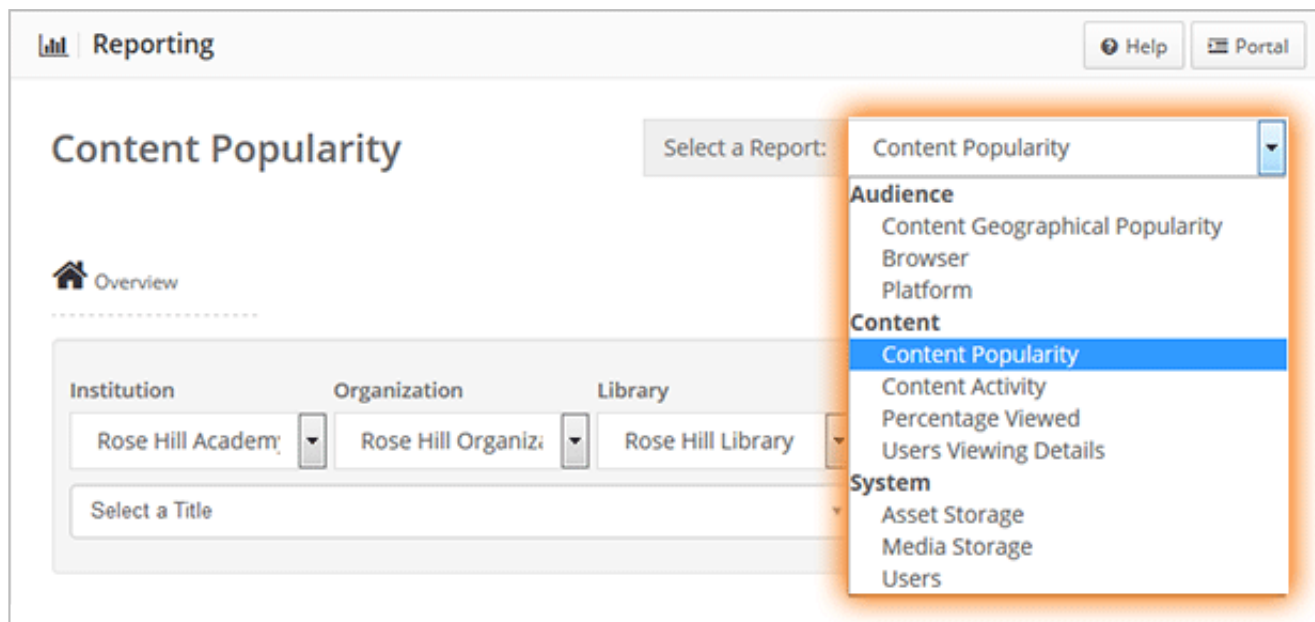
The screenshot shows the Ensemble Video Reporting interface. On the left is a navigation sidebar with the Ensemble Video logo and various menu items. The main content area is titled 'Reporting' and shows a 'Content Popularity' report. The report is for 'Rose Hill Academy', 'Rose Hill Organization', and 'Rose Hill Library' from 'Jul 14, 2015 - Aug 12, 2015'. The report displays three key metrics: 12 Media Items, 57 Total Views, and 5 Avg. per Media Item. Below these metrics is a line graph showing the number of views over time, with a peak of 14 views on July 15, 2015.

Day	Views
July 14	1
July 15	14
July 16	3
July 17	2
July 18	3
July 19	3
July 20	3
July 21	3
July 22	2
July 23	5
July 24	2
July 25	3
July 26	8
July 27	3
July 28	3
July 29	3
July 30	3
July 31	3
August 1	1
August 2	1
August 3	4
August 4	1

The report you see when you first access the Reporting control is the Content Popularity Report. To change the type of report, click the **Select a Report** dropdown menu and select another option.

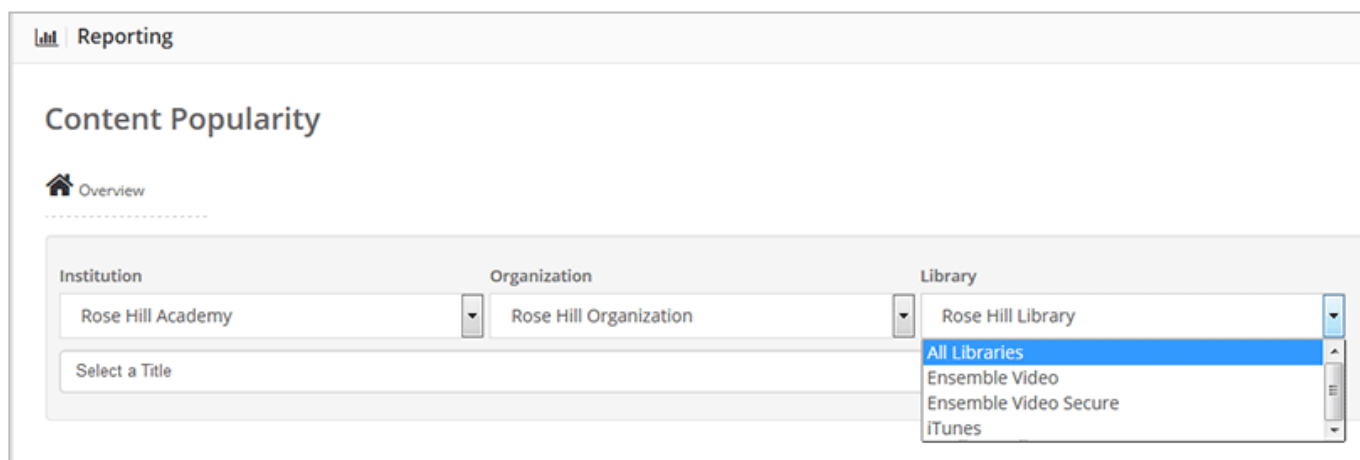
## Support - Ensemble Video

Help, How-To's & FAQ's  
<http://support.ensemblevideo.com>



The screenshot shows the 'Reporting' section of the Ensemble Video interface. The main heading is 'Content Popularity'. Below it, there is a 'Select a Report:' dropdown menu. The dropdown menu is open, showing a list of report categories: 'Audience' (Content Geographical Popularity, Browser, Platform), 'Content' (Content Popularity, Content Activity, Percentage Viewed, Users Viewing Details), and 'System' (Asset Storage, Media Storage, Users). The 'Content Popularity' option is highlighted in blue. To the left of the dropdown, there are three dropdown menus for 'Institution' (Rose Hill Academy), 'Organization' (Rose Hill Organiz:), and 'Library' (Rose Hill Library). Below these is a 'Select a Title' dropdown menu.

Use the **Institution**, **Organization**, and **Library** dropdown menus to access Reporting statistics for any Media Library you have permission to access. As an Institution Administrator, you can select *All Libraries* and *All Organizations* to get summary statistics for an entire Organization/Institution.



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You can also select a title to view data on an individual media item. Select a preset or custom date range for which you would like to view your report. Export a report anytime using the **Export** dropdown.

## Support - Ensemble Video

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The screenshot shows the 'Reporting' section of the Ensemble Video interface. At the top, there are 'Help' and 'Portal' buttons. The main heading is 'Content Popularity', with a dropdown menu set to 'Content Popularity'. Below this is an 'Overview' link. The main configuration area includes dropdown menus for 'Institution' (Rose Hill Academy), 'Organization' (Rose Hill Organizi), and 'Library' (Rose Hill Library). A 'Date Range' dropdown is set to 'Jul 14, 2015 - Aug 12, 2015'. There is also a 'Select a Title' dropdown. An 'Export' button is highlighted with an orange glow, and its dropdown menu is open, showing options for 'PDF' and 'CSV'.

### Types of Reports

#### AUDIENCE REPORTS

- **Content Geographical Popularity** – Represents content views by geographic location. Click the map to explore data by country, state, and city.
- **Browser** – Represents content views by web browser. Click the pie chart to explore detailed statistics by browser version.
- **Platform** – Represents content views by platform (Mac, Windows, IOS, and Android). Click the pie chart to explore detailed information about which platform versions your viewers are using.

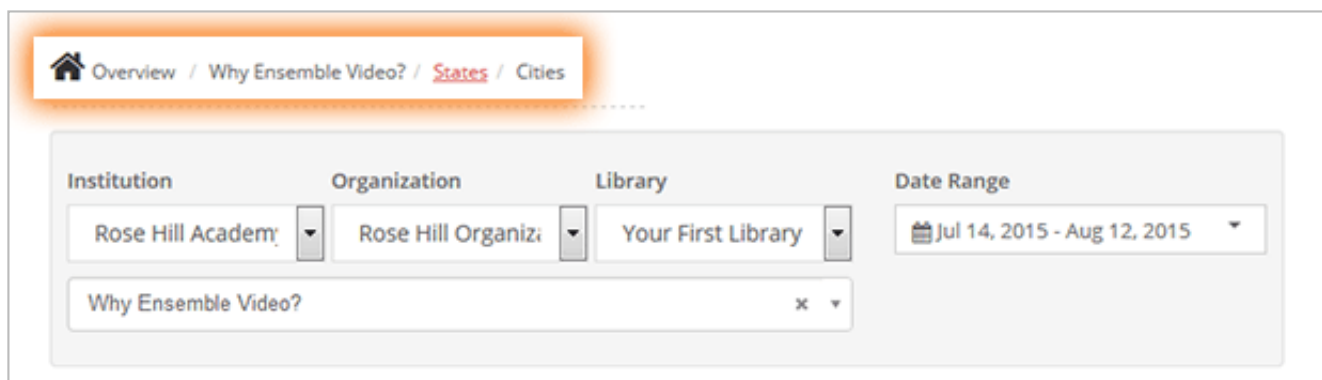
#### CONTENT REPORTS

- **Content Popularity** – Allows you to explore how viewers interact with your media, including number of plays and duration of plays. The “Avg Rating” and “Number of Comments” columns refer to Portal views (if applicable).
- **Content Activity** – Provides information on how internal users have interacted with your media item. Entries appear on this report when users signed into your Ensemble Video account add, edit, or view your item.
- **Percentage Viewed** – Shows how many viewers watched specific portions (25%, 50%, etc.) of a video.
- **Users Viewing Details** – Allows you to see the total number of plays and time spent with your media items, overall.

### SYSTEM REPORTS

- **Asset Storage** – Provides an itemized breakdown of disk usage for non-video files, such as images.
- **Media Storage** – Provides an itemized breakdown of disk usage for video files.
- **System Activity** – Provides information on how internal users have interacted with your media item. Entries appear on this report when users signed into your Ensemble Video account add, edit, or view your item.
- **Users** – Allows you to view vital information about the Users in any Media Library (or all Libraries) within your Organization.

Use the breadcrumbs at the top of the page to navigate to a higher level of data, after you have drilled down to a more detailed view. For example, if you have narrowed your focus to the *City* level, of the Content Geographical Popularity Report, you can use these links to get back to the *State* level of the report.



### How Reporting Data is Collected

#### Data Sources

Data collected in real-time within the Ensemble Video Web application is the data source for the following reports: Content Activity, Asset Storage, Media Storage, System Activity, and Users reports.

Log files from the streaming media server (Wowza Server Engine) are the data source for the following reports: Content Geographical Popularity, Browser, Platform, Content Popularity, Percentage Viewed and the Users Viewing Details reports.

- **Update Frequency:** Typically Wowza log files are processed once per hour, so there will be a delay between when someone views content and when that is reflected in Ensemble Video reporting interface. Your Ensemble Video system administrator may configure whatever frequency they desire for Wowza log file processing, so the delay you experience could be more or less.
- **Content Reported:** Because the source of content is Wowza server log files, any content that is not delivered via Wowza will not be included in reports. This includes

content delivered via HTTP progressive download (from a Web server), and content streamed/downloaded from an external server (e.g., Echo360 content and other "external" media URLs).

- **Geographic Reporting:** Third-party modules are used to convert IP addresses, to identify local geography on a world-wide basis. Not all regions have reliable local geography mapping, so the results may be limited for some areas outside the U.S.
- **Duration Reporting:** When viewers seek around a video or audio file, to watch portions of the media more than once (e.g., a student viewing a portion of a lecture multiple times in one viewing session), the total duration of viewing can be greater than 100% if the user spent more time viewing media than the total duration of the audio/video content.

Also, because viewing duration is based strictly on streaming server logs, the duration reported can be slightly inflated due to player/buffering interactions. For example, for a 10-minute video with typical viewing behavior (including pauses and/or seeking), the reported viewing duration might be in the neighborhood of 30 seconds to a minute greater than the actual time a viewer watched the video.