How to access analytics for videos from Moodle

These instructions refer to Moodle 3.8 from September 2020 onward

Moodle Help & Support
Integrated within Moodle is a comprehensive media (audio and video) handling system. This Guide show you how to access video analytics from Moodle.

How to access analytics for videos from Moodle

You can easily upload and share media files in Moodle and your students will be able to play the content back on any device. You can also ask your students to submit media assignments. If you want to do this, please refer to the alternative documentation How to add a Video or Audio Assignment.
If you want to upload media files outside of Moodle, please refer to the alternative documentation How to use MediaSpace.

To use this Guide you should be familiar with the addition of video and audio to Moodle through Mediaspace: How to add video and audio in Moodle

1. Go to My Media page (found under Site home from the 'Hamburger menu' in Moodle)

2. Click on the video thumbnail, then select Analytics from the Actions menu:

3. Choose the time period for which you want to view analytics
Overview

The top panel of the User Analytics dashboard provides an overview with highlights and details about the students’ activities.

**Highlights** - Displays a snapshot of the important metrics for the selected timeframe

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Player Impressions</strong></td>
<td>4,117</td>
</tr>
<tr>
<td><strong>Plays</strong></td>
<td>139</td>
</tr>
<tr>
<td><strong>Unique Viewers</strong></td>
<td>49</td>
</tr>
<tr>
<td><strong>Minutes Viewed</strong></td>
<td>773.9</td>
</tr>
<tr>
<td><strong>Avg. Completion Rate</strong></td>
<td>56%</td>
</tr>
</tbody>
</table>

**Player Impressions** is the count of the number of times the video player was loaded (even if the video was not watched), so for example if a player is embedded on a Moodle page, this will count how many times the page was accessed even if the student did not click on the video.

**Plays** is the number of times that the actual video content starts playing.

**Unique Viewers** is the number of different students that have watched the video.

**Minutes Viewed** is the total number of minutes of the video that have been watched.

**Avg Completion Rate** is the average percentage of the video that students watched.

**Views on Playback**

You can view the number of times that an individual student viewed the video along with the Average completion rate and Total Completion rate for each student.
Heatmap

For each student, by clicking the arrow next to their name, you can view a heatmap indicating which part of the video they watched.

For each user, 4 tiers are available to analyse their engagement on the duration of the entry:

- Not viewed - this section wasn’t viewed by the user
- Viewed once - this section was viewed once by the user
- Viewed twice - this section was viewed twice by the user
- Viewed more than 2 times - this section was viewed more than two times by the user

If you click on a student’s username you will be able to see further analytics for that individual student.

Metrics over time

To explore engagement trends over time, you can use the graph to review key metrics:

- Number of player impressions
- Number of plays
- Number of unique viewers - number of authenticated viewers.
- Number of minutes viewed
- Average completion rate - how much of the video was watched
- Average drop off rate - measured by viewer reaching playback quartiles

Video performance over time

[Graph showing video performance over time with various metrics]
You can view the data for each metric in daily or monthly granularity. Hover over any point in the graph to see the detailed data. You can also compare to another metric by selecting another metric from the drop down list.

To change the time period or filter the data, use the date picker and filter panel at the top of the dashboard. You can also compare data from different time periods.

**Top Countries**

You can see the countries from which the video was accessed.

![Top Countries Chart]

**Devices Overview**

You can see the devices that the students were using to access the video.

![Devices Overview Chart]

**Similar tutorials**

The following other resources are also relevant to this topic:

- How to add video and audio in Moodle
- How to add a Media Assignment Activity
- How to download captions from videos in Moodle