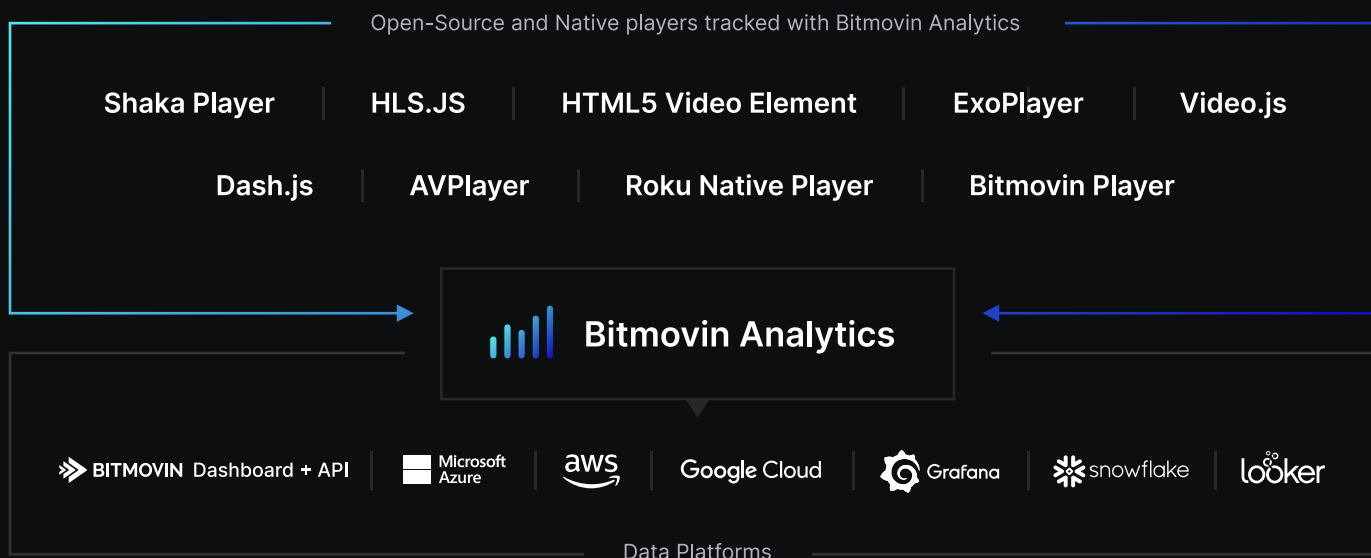


Bitmovin's Analytics for Open-Source and Native Video Players



With Bitmovin's Analytics, you can gain the insight you need to deliver a seamless viewer experience by tracking and monitoring playback events across a wide range of open-source and native video players. Whether you're leveraging popular open-source players or integrating native players into your applications, our analytics solution provides comprehensive tracking and actionable data to help you make informed decisions and elevate your video streaming capabilities.



KEY METRICS TRACKED



Audience Metrics

Gain deep insights into viewer demographics, behavior, and engagement, including location, devices, and habits, to tailor content and delivery strategies.



Quality of Experience

Monitor real-time video stream quality metrics that give you insight into performance, buffering rates, and stream quality to enhance the overall user experience.



Error Tracking

Proactively identify playback issues before they're reported by viewers. Use deep debugging tools to find the root cause of errors across your video players, devices, DRMs, CDNs, and ad servers.

Start your
trial today



Playback



VOD Encoding



Live Encoding



Streams

www.bitmovin.com

Analytics features & capabilities overview

Metrics		
Audience	Total Impressions	
	Unique Users	
	Concurrent Viewers	
	Total Page Loads	
	Total Hours Watched	
	Session List	
	Performance	Total Startup Time
		Player Startup Time
		Video Startup Time
		DRM Load Time
Seek Time		
Data Downloaded		
Download Speed		
Page Load Time		
Bandwidth		
Quality		Video Bitrate
	Scale Factor	
	Audio Bitrate	
	Audio Language	
	Subtitle Language	
	Dropped Frames	
	View Time	
	Screen Width	
	Screen Height	
	Supported Codecs	
Player	Player Width	
	Player Height	
	Rendition Width	
	Rendition Height	
	Quality	Player Name
		Player Type
		Player Version
		Browsers
		Platforms
		Domains
Experiments		

Metrics	
Debugging	Error Percentage
	Rebuffer Percentage
	Buffering Time
	Start Failures
	Error Code
	Error Message
	Error Stack Trace
	Played Duration
	Seek Duration
	Paused Duration
Advertising	Number Packets Sent
	Segment Name
	Number of Segments Downloaded
	Time Spent Downloading Segments
	Video Duration
	Video Start Failure
	Reason for Video Start Failure
	Subtitles Enabled

Advertising Metrics			
Audience	Ad Impressions		
	Completion Rate		
	View Rate		
	View Percentage		
	Started		
	First Quartile		
	Midpoint		
	Third Quartile		
	Completed		
	Click Rate		
Click	Click Position		
	Skipped		
	Skip Position		
	Ad Aborted		
	Abort Position		
	Performance	Ad Tag Load Time	
		Ad Startup Time	
		Debugging	Error Percentage

Analysis Screens	
API Explorer	
Countries	
Error Data	
Network Explorer	
Session Tracking	
Top Errors	
Video Bitrate Heatmap	
Real-Time Monitoring	

Filters & Breakdowns	
Browser	
CDN Provider	
Country	
Custom Data 1-5	
Domain	
Experiment	
Internet Service Provider	
Live	
Operating System	
Platform	
Player Name	
Player Type	
Player Version	
Video Title	
Video Codec	
Audio Codec	
Autoplay	
Browser User Agent	
Browser Version	
Custom User Id	
Stream Format	
Custom Video Id	
Device Class	
Device Type	
DRM Type	
Browser Language	
Stream URL	
Collector Platform	
Geographic Region	

Please note: these fields are available through the Analytics API. A subset are also available in the Analytics Dashboard.

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