

# Webcasting Metrics – Stock Reports

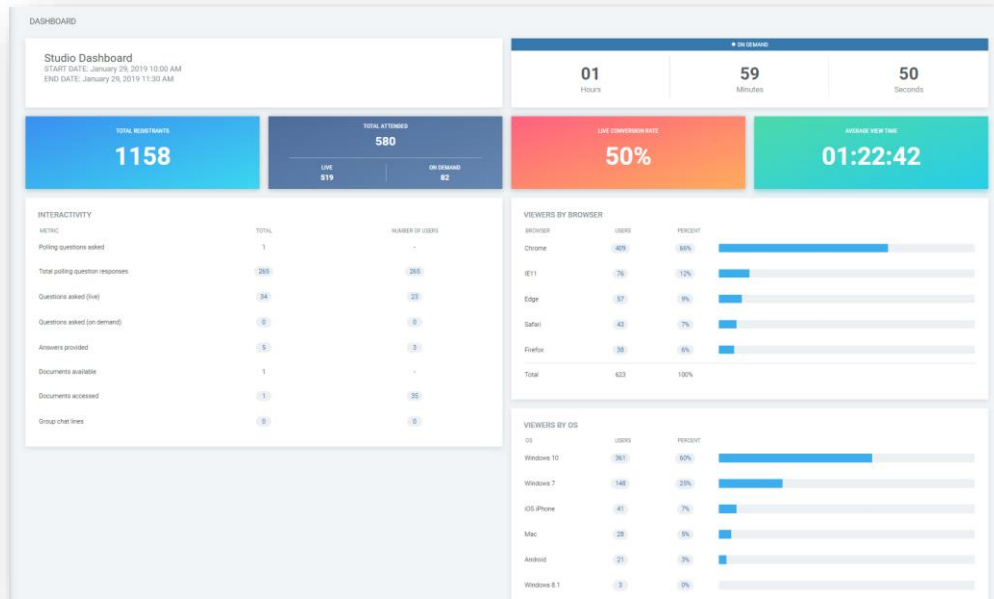
## Overview

A data portal is available for all Webcasting customers to run standard reports at any time. The data portal will provide valuable information about each webcast in both a graphical representation of the activity that occurred, and in drilldown reports that provide even greater detail on user information, webcast interactivity and other valuable data.

With the data portal metrics, you can pull:

- “Up-to-the-minute” reporting results
- Detailed graphs, charts and tables for speakers and hosts to quickly assess webcast success
- Export features that allow you to download data for use in external systems
- Overview reports provide trends and usage details
- Drill down reports to view individual user activity
- Technical data to view how users accessed your webcast
- Insight about how your users responded to content, helping to shape future webcasts

Hyperlinked values can be exported to a CSV format and charts can be exported to PDF, JPG, SVG and PNG formats.



# Summary of Stock Reports

The reports included in the standard data portal for Webcasting are as follows:

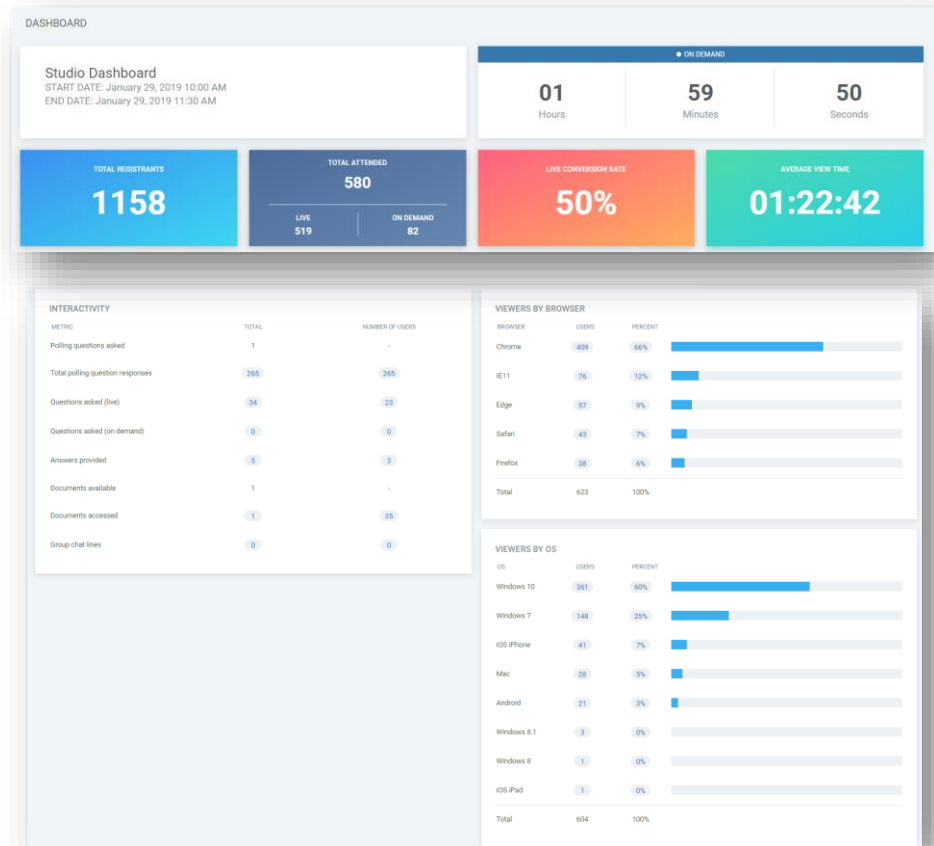
**Dashboard:** Overview report summarizing webcast registration, attendance and user interactivity. Clicking on the hyperlinked value will take you to the appropriate user detail report with additional data.

The Dashboard will provide data on the following items:

- The current status of the webcast (Live, On Demand, Starts In...)
- Total Registrants, Total Attended (Live & On Demand), Live Conversation Rate & Average View Time
- Interactivity with Polling Questions, Q&A, Documents Accessed (Handouts) & Group Chat Lines
- Viewers by Browser
- Viewers by OS

For further details on the Dashboard, [click here](#).

All Dashboard reports can be downloaded to a CSV format.

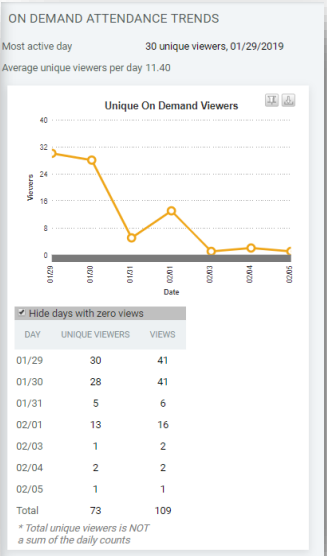
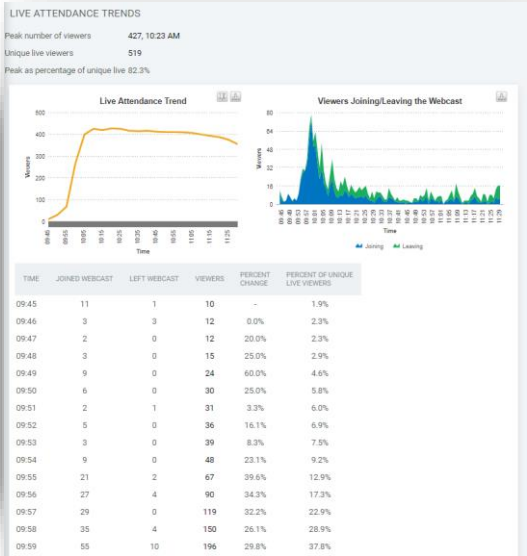
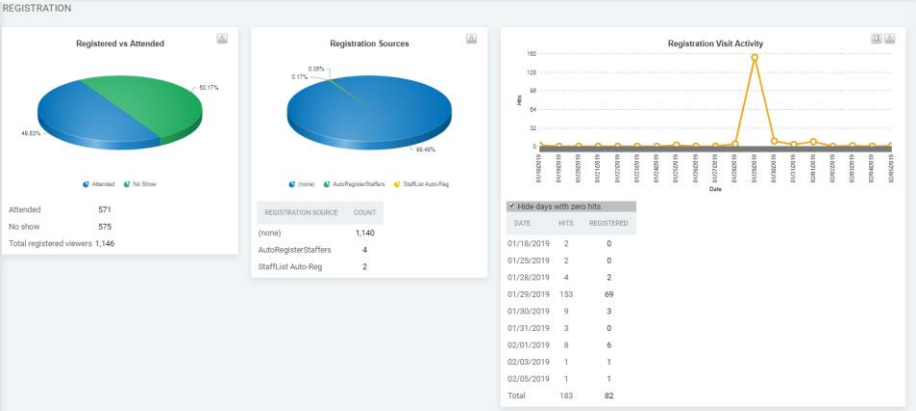


# Summary of Stock Reports

**Registration:** Includes registered vs. attended, registration page hits, number of registrants for each day and affiliate data tracking complete with conversion rates.

**Live Attendance Trends:** Minute-by-minute breakdown of attendance during live run of the webcast. This report will highlight peak number of viewers, unique live viewers, when viewers joined and left the webcast, providing insight into audience interest in the content.

**On Demand Attendance Trends:** Day-by-day breakdown of attendance during the on demand period including the number of unique viewers by the most active day.

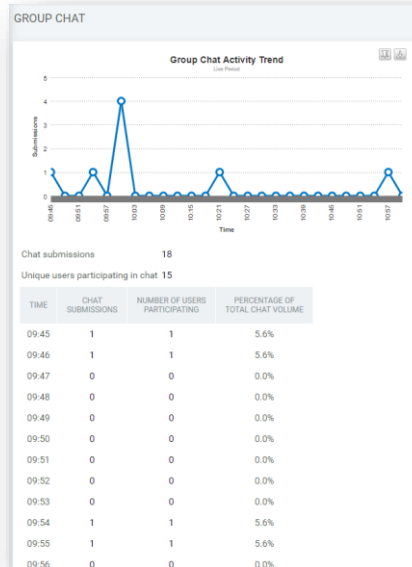


# Summary of Stock Reports

**Question and Answers:** Summary of question status (asked, answered, ignored, approved, untouched), and trend tracking to determine volume of questions during live run of the webcast. Provide this report to speakers after the live broadcast to review activity and follow up with users.

**Group Chat:** Trend tracking to determine volume of chat activity during live broadcast of the webcast. A full transcript of all chat activity can be reviewed and exported from this report.

**Polling questions:** Summary of all polls pushed during the webcast and the number of respondents during the webcast and unique viewers.



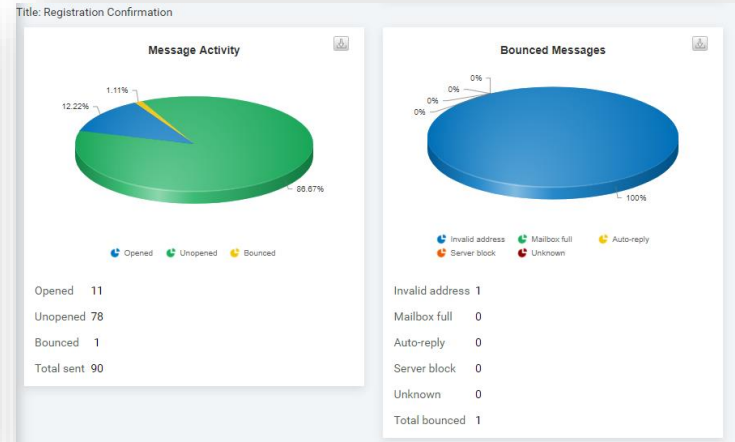
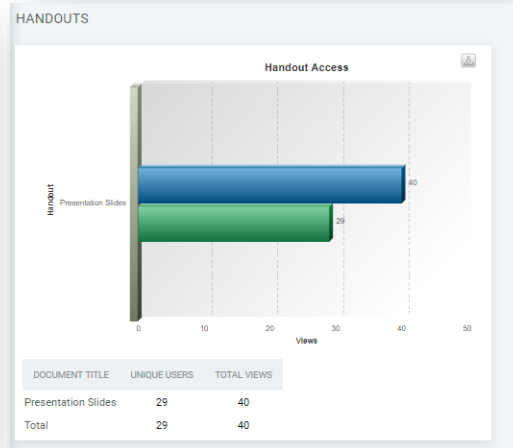
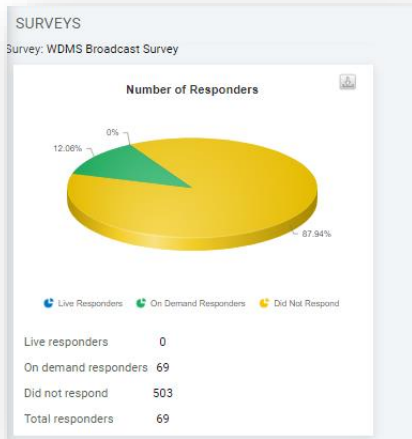
# Summary of Stock Reports

**Surveys:** Includes number of responses to each question and a breakdown of the responses. This also measures the number of users who viewed the question, but elected not answer.

**Handouts:** Total document views and unique viewers.

**Invite a Friend Activity:** Includes all “Invite a Friend” usage, and conversion rates to registrations.

**Messaging:** Complete tracking of all messaging activity, such as when the email was sent, whether it was opened, bounced, un-opened and additional details on potential reasons for the bounced emails.

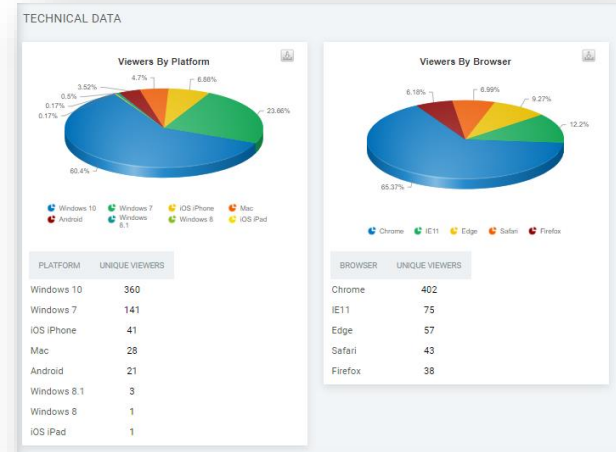


# Summary of Stock Reports

**Technical Data:** Summary of users by platform and browser to evaluate the devices (e.g. Desktop, Mobile) and other information on how participants engaged with the webcast.

**Speaker Activity:** A comprehensive log of all presenter actions such as starting the webcast, transitioning slides and pushing polls to the audience.

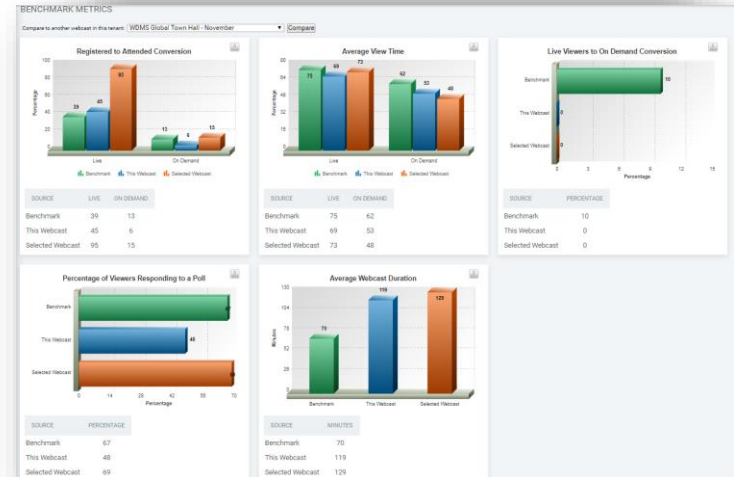
**Benchmarks:** Compare one webcast to another webcast within the tenant. Allowing the ability to compare registration to attended conversion, live to on demand conversion, average view time, average webcast duration and polling responses.



PRESENTER ACTIVITY

Live period only - All data

DATE/TIME	PRESENTER	ACTIVITY	DETAIL
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519001
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: How are your New Year's resolutions going so far?
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: How are your New Year's resolutions going so far?
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Which one word resonates most with you in 2019?
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Which one word resonates most with you in 2019?
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519002
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519003
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519004
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519005
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519006
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519007
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519008
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519009
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519010
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519011
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519012
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519013
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519014
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519015
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519016
01/16/2019 14:55:21	Maureen Brunel	Slide Change	Slide Deleted Title: Town_Hall_January_2019_010519017
01/25/2019 10:23:43	Webcast Engineer 2	Moderator Entered	Connected
01/25/2019 10:23:43	Webcast Engineer 2	Speaker Connect [WS]	Connected {"Conn":{"ID":17289384,"EAK":36703946,"ESK":1222797,"MP":32161791,"UN":"Webcast Engineer 2","PURL":"https://onlinexperiences.com/eh/images/ta/Use/Electrons/Default.gif"}}



# Summary of Stock Reports

**QoE Report:** Summary of users based on their experience and the quality of their viewing experience. Overview on the QoE Report can be accessed [here](#).

STUDIO VIEWER STATS SUMMARY (MEDIA VERSION: 1)																			
Viewers who attended the webcast.																			
FIRST REPORT DATE	STREAM TYPE	PLAYER TYPE	DURATION	BUFFERING	QUALITY LEVEL CHANGES UP	QUALITY LEVEL CHANGES DOWN	BYTES DOWNLOADED	AVG QUALITY LEVEL	CDN	AMPLIFY	INTERNAL IP	PUBLIC IP	BROWSER	OS	SCORE	CITY	STATE	COUNTRY	
1/29/2019 9:59 AM	DASH HTTPS	HTML5	00:05:47	00:01:43	8	8	21.27 MB	528	Akamai FreeFlow EC			208.87.237.201	Chrome	Windows 7	2				
1/29/2019 10:05 AM			00:10:54	00:04:12	7	7	62.07 MB	800				208.87.237.201	Chrome	Windows 7	1				
1/29/2019 10:23 AM	DASH HTTPS	HTML5	00:01:31	00:00:02	2	2		928	Akamai FreeFlow EC			208.87.237.201	Chrome	Windows 7	4				
1/29/2019 10:25 AM	DASH HTTPS	HTML5	00:54:10	00:04:45	3	2	371.08 MB	928	Akamai FreeFlow EC			75.78.103.10	Chrome	Windows 7	1				
1/29/2019 10:01 AM	HLS HTTPS	Flash Player	00:48:03	00:00:00	19	21	342.34 MB	928	Akamai FreeFlow EC			208.87.237.201	IE11	Windows 10	4				
1/29/2019 10:49 AM	HLS HTTPS	Flash Player	00:20:46	00:00:00	17	20	97.62 MB	528	Akamai FreeFlow EC			208.87.237.201	IE11	Windows 10	4				
1/29/2019 11:10 AM	HLS HTTPS	Flash Player	00:06:15	00:00:02	1	4	7.27 MB	128	Akamai FreeFlow EC			208.87.237.201	IE11	Windows 10	4				
1/29/2019 11:16 AM	HLS HTTPS	Flash Player	00:12:35	00:00:01	10	13	49.08 MB	528	Akamai FreeFlow EC			208.87.237.201	IE11	Windows 10	4				
1/29/2019 11:29 AM	HLS HTTPS	Flash Player	00:19:36	00:00:03	8	10	66.56 MB	328	Akamai FreeFlow EC			208.87.237.201	IE11	Windows 10	4				
1/29/2019 10:01 AM	DASH HTTPS	HTML5	01:46:58	00:00:06	1	1	694.68 MB	928	Akamai FreeFlow EC			69.10.244.11	Chrome	Windows 7	4				
1/29/2019 9:56 AM	DASH HTTPS	HTML5	01:52:12	00:04:36	9	9	741.62 MB	928	Akamai FreeFlow EC			192.151.178.180	Chrome	Windows 10	1				

# Drilldown Report Access & Information

In all standard reports, a hyperlinked value displays to allow you to access a list of users representing the numerical values shown in each report table. This drilldown report can be configured from within your data portal by accessing the “Report Setup” option in the left navigation and selecting the columns you would like shown.

USER DETAIL																	EXPORT
Users that viewed the webcast during either the live or on-demand period.																	
NAME	COMPANY	EMAIL	VIEWED WEBCAST	VIEWED WEBCAST LIVE	VIEWED WEBCAST ON DEMAND	FIRST VIEWED DATE	NUMBER OF LIVE VIEWS	LIVE VIEWS DURATION	NUMBER OF ON DEMAND VIEWS	ON DEMAND VIEWS DURATION	TOTAL VIEWS	TOTAL VIEW DURATION	JOB TITLE	LANGUAGE/LOCALE	TIME ZONE	TYPE	LOGIN ID
<a href="#">Report Title</a>	<a href="#">Company</a>	<a href="#">Email</a>	Y	Y	N	1/9/2019 10:01 AM	2	01:06:48	0	00:00:00	2	01:06:48		English United States	(default - Central Time)	Attendee	AEKING@EVENTSVC.COM
<a href="#">Report Title</a>	<a href="#">Company</a>	<a href="#">Email</a>	Y	Y	Y	1/9/2019 10:00 AM	2	01:07:50	1	00:02:26	3	01:10:16		English United States	(UTC-05:00) Eastern Time (US & Canada)	Attendee	ABIGAIL.STOBIE@WEST.COM
<a href="#">Report Title</a>	<a href="#">Company</a>	<a href="#">Email</a>	Y	Y	N	1/9/2019 10:11 AM	2	00:57:13	0	00:00:00	2	00:57:13		English United States	(default - Central Time)	Attendee	ABIGAIL.WHITE@WEST.COM
<a href="#">Report Title</a>	<a href="#">Company</a>	<a href="#">Email</a>	Y	Y	N	1/9/2019 10:16 AM	1	00:51:54	0	00:00:00	1	00:51:54		English United States	(UTC-05:00) Eastern Time (US & Canada)	Attendee	ABISHEK.HARIDAS@WEST.COM
<a href="#">Report Title</a>	<a href="#">Company</a>	<a href="#">Email</a>	Y	Y	N	1/9/2019 9:59 AM	1	01:09:23	0	00:00:00	1	01:09:23		English United States	(UTC-05:00) Eastern Time (US & Canada)	Attendee	ALASKIEWICZ@WEST.COM
<a href="#">Report Title</a>	<a href="#">Company</a>	<a href="#">Email</a>	Y	Y	N	1/9/2019 9:59 AM	1	01:08:46	0	00:00:00	1	01:08:46		English United States	(default - Central Time)	Attendee	ADAM@INXPO.COM



# Report Setup

Below is additional information on the options provided in the drilldown report setup:

**Identification:** Allows you to select identifying profile information to add to all drilldown report display; such as Name, Company and Email.

**Viewership:** Provides detailed information around the activity that occurred in the webcast; such as webcast views during the live and on-demand period and total and unique views of the webcast.

**Basic Profile Fields:** Provides basic profile fields to add to your drilldown report display; such as Job Title, Language selections, Login ID and Time Zone that may be valuable to capture for additional registration information or troubleshooting.

**Registration Data:** Allows you to select additional registration values to add to the drilldown report display; such as date of registration or if you're looking to track affiliate data.

**Contact Information:** Provides advanced profile fields to add to your drilldown report display; such as Phone, Address, City and State that may have been captured during the registration process.

DRILLDOWN REPORT SETUP			
IDENTIFICATION			
FIELD	ADMIN ALL NONE COPY	REPORT VIEWERS ALL NONE COPY	ORDER
Name	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="10"/>
Last Name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="0"/>
First Name	<input type="checkbox"/>	<input type="checkbox"/>	<input type="text" value="0"/>
Company	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="20"/>
Email	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="30"/>
VIEWERSHIP			
FIELD	ADMIN ALL NONE COPY	REPORT VIEWERS ALL NONE COPY	ORDER
Viewed Webcast	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="100"/>
Viewed Webcast Live	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="101"/>
Viewed Webcast On Demand	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="102"/>
First Viewed Date	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="103"/>
Number of Live Views	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="104"/>
Live Views Duration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="105"/>
Number of On Demand Views	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="106"/>
On Demand Views Duration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="107"/>
Total Views	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="108"/>
Total View Duration	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="text" value="109"/>
BASIC PROFILE FIELDS			
FIELD	ADMIN ALL NONE COPY	REPORT VIEWERS ALL NONE COPY	ORDER

# Report Setup

**Technical Data:** Allows you to select additional information about how the user logged into the webcast for troubleshooting and forecasting. For instance, you may notice more participants logging in from a mobile device by tracking the platform and browser.

**Custom Profile Fields (Universal):** Display additional profile fields you have configured for all webcasts within your tenant.

**Custom Profile Fields (Webcast Specific):** Display additional profile fields you have configured for this specific webcast.

In addition to these column choices, you have the option to choose to display these fields for all administrators or report viewers and define the order the columns will appear in on the drilldown report.

TECHNICAL DATA			
FIELD	ADMINS ALL NONE COPY	REPORT VIEWERS ALL NONE COPY	ORDER
Platform	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1000
Browser	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1001
IP Address	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1002
ShowUserKey	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1003
External ID	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	1004
CUSTOM PROFILE FIELDS (WEBCAST SPECIFIC)			
FIELD	ADMINS ALL NONE COPY	REPORT VIEWERS ALL NONE COPY	ORDER
How would you rate your overall experience of today's broadcast?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	0
How would you rate the speakers of today's broadcast?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	10
How do you rate the value of the content available within the broadcast?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	20
Did you view the town hall with any colleagues? If so, how many?	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	30
Please share any additional topics you would like covered in the next WDMS Town Hall	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	30
Please share any additional comments on how we could improve your experience at the next broadcast.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	40