# Media Analytics

Comprehensive analytics to measure online video performance
and audience behavior

Online audiences expect instant access to video content and an uninterrupted viewing experience everywhere and on any device. Issues that impact the viewing experience such as slow startup times, low-resolution video, and rebuffering lead to lower engagement, higher abandonment, poor brand perception, and a lower likelihood that viewers will return. The stakes are too high to ignore the link between video quality, consistency in performance, and business results.

Understanding your audience's online viewing experience from a quality and engagement perspective helps keep an active pulse on the health of your business. Visibility into the quality of video performance is critical to uncovering key insights related to your viewers, which in turn impacts long-term business viability.

Akamai is unparalleled when it comes to the sheer quantity of data flowing through our network and two decades of experience supporting global media events for our customers. This provides us with the unique ability to reliably handle vast amounts of data, coupled with our intimate understanding of key quality parameters impacting video experiences. We have leveraged this expertise to build our analytics offering.

## GAIN AN INTIMATE UNDERSTANDING OF VIDEO PERFORMANCE AND AUDIENCE BEHAVIOR

Akamai's Media Analytics is a cloud-based, self-service solution that provides visibility into online video performance, quality of experience, and audience behavior by monitoring crucial metrics that power business decisions. Media Analytics is composed of two key modules that help content providers take the pulse of their business by providing data and insights critical to engage, retain, track, and further monetize their online audiences.
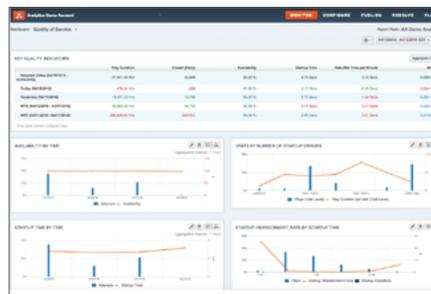
**Quality of Service (QOS) Monitor** offers real-time monitoring and deep-dive diagnostic functionalities for visibility into the quality and performance of video streams through key metrics that include startup time, rebuffer rates, startup time, audience size, bitrates, availability, and errors.

**Audience Analytics** provides a comprehensive overview of key trends around audience behavior as they engage with video content. Customizable Business Summary and Quality of Service dashboards give a snapshot of factors influencing the video experience.
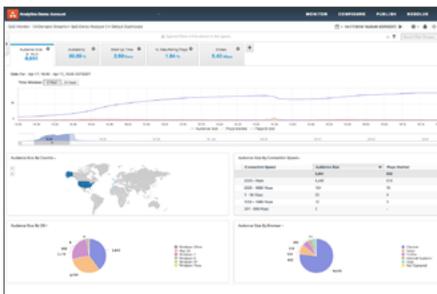
### CHALLENGES

- **Lack visibility into video operations** to provide the highest-quality viewing experience for your viewers or take corrective action as necessary.

- **Limited understanding** of audience engagement with content, restricting ability to optimize video operations.

- **Inability to consistently provide a high-quality** experience across a range of end-user devices due to lack of visibility into video performance.

- **Inadequate insights into key metrics** and overarching trends impacting video quality and audience behavior.

### BENEFITS

- **Monitor streams in real time** and optimize video performance for the best experience across live events, 24/7 live linear operations, or on-demand streams.

- **Monetize audiences through insights** into video performance and viewer engagement with your content to grow your business.

- **Track and optimize video performance** for the best viewing experience across a range of devices through integration with multiple online players.

- **Gain and share key trends and insights** into your content distribution and audience engagement with summary dashboards and customizable reports.

**Quality of Service (QoS)**



**Audience Analytics**

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## FEATURE OVERVIEW

### Metrics

Track more than 50 default metrics to track audience engagement (e.g., viewers, visits, and play duration) and stream performance (e.g., bitrate, dropped frames, and connection speed) to gain intimate insight into the quality of the online viewing experience.

### Dimensions

Segment, filter, and group data for additional insights through leveraging a range of video dimensions from ISP and geography to OS and player domain. Use these values to track custom information according to your own operational needs or classification requirements.

### Reports

Access standard dashboards for an overall Business Summary and Quality of Service overview or easily build supplementary custom dashboards and reports that meet your business' needs. Reports are available in a range of various visual formats that can be downloaded in many formats, as well as scheduled for regular notification

### REST APIs

Leverage REST APIs to manage and flexibly utilize your Media Analytics data across a variety of internal and external applications and workflow tools to suit your own business and reporting needs.

### Media Platform Support

Media Analytics supports a wide range of player environments (iOS apps, Android, Xbox, HTML5, Roku), online media formats and platforms (Adobe Flash, iOS, Silverlight), and online video content types (live events, VOD, and 24/7 live streams).

> " Together with our network partners and Akamai, we are demonstrating that no matter how big or small your audience may be, we are able to tailor a solution for our viewers that is at the cutting edge of technology, and most importantly we offer ease of access across all media."
>
> **— Mark Lobwein,**
> Executive Chairman, eMedia Network