



# APIs to encode, play & analyze video

Easily deploy and view actionable data in real-time that helps you increase viewer engagement and retention, track and fix playback issues before they impact your users, and optimize for the best viewing experience.

## QOS AND QOE METRICS

Flawed video streams with long start-up times and other quality problems cost you viewers and money - our [cost of errors calculator](#) shows you how much. Bitmovin's Analytics captures data in real-time so you can spot and resolve streaming issues fast.

Often the [errors are ambiguous](#) and the root causes are not easy to identify. [Session-level data](#) provides context around errors and lets you find and fix them faster; ultimately [improving the viewer experience](#) while efficiently using your resources.

Metrics such as the one for video codec support help you to make better streaming decisions that drive higher streaming quality. How? Understanding the codec composition among your platform end-users you can deliver higher quality video to viewers with less available bandwidth or deliver higher quality video while spending less on delivery costs (CDN).

## EASE OF USE

Integrating Bitmovin's Analytics within video workflows is quick and seamless. Typically other solutions take hours of development time to set up which you save with Bitmovin's easy to use solution.

Bitmovin's Analytics integration is done rapidly and with low complexity. Dedicated [collectors](#) enable integration in days instead of months. You receive valuable production data faster and reduce your development resources significantly.

We further offer [data portability](#) built to fit into any data architecture through API, dashboard integrations, and full data export. This ensures that data can be easily merged in central data repositories.

## REAL-TIME MONITORING

Identify errors faster and avoid complex repro steps by using the [Network explorer](#).

Set up, track, and monitor playback quality in real-time and proactively identify and solve issues quickly to make sure your live and on-demand streams are always performing well on Bitmovin's customizable dashboard.

**"I'm using Bitmovin Analytics for debugging when customer complaints come in. The session view helps me drill deeper and see if the theory I formed where the error comes from holds. With the links I give to our development team, they can resolve issues that are interrupting the streaming quality quickly."**

Chris Piazza, Product Manager MagellanTV

## Support and community matters - plans tailored to your business and workflow

Bitmovin helps guide developers through integration, launch, upgrades, and optimizations. Starting with easy-to-use products, documentation, and a global community. Our team of video experts provides a range of options to meet your exact needs, from starter packages to enterprise plans with dedicated account management, including feature implementation & 24/7 Slack support and special event monitoring.

Start your  
trial today

# 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 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  
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 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.

Start your  
trial today