

Video Metrics Glossary

When it comes to understanding your video's performance, it can be confusing when terms like "views" and "engagement" have different definitions on every channel. But never fear—our glossary has come to the rescue! Keep a copy of it close by so you can have more thoughtful—and more unified—conversations with your teammates about your video's success.

If you happen to get stuck or want more detailed information at any point, refer back to the [original post](#) for more guidelines.

WEBSITE VIDEOS:

Total plays: Total number of times a video was played, either by pressing “play” or by autoplaying

Average engagement: Total hours watched, divided by total plays, multiplied by length of the video

Play rate: Total number of unique plays divided by unique page loads

Actions: Viewer engagement from Calls to Action, Annotation Links, and Turnstile email submissions

FACEBOOK VIDEOS:

Minutes viewed: Total time spent watching the video

Unique viewers: Number of individual people who saw the video

Video views: Number of times your video was viewed for an aggregate of at least 3 seconds

10-second views: The number of times the video was viewed at least 10 seconds or more. If the video is shorter than 10 seconds, this metric refers to the number of times people viewed at least 97% of the video.

Video average watch time: Total watch time of your video, divided by the total number of video plays (including replays)

Audience and engagement: Include people reached, post engagement, top audience, and top location

FACEBOOK LIVE VIDEOS:

Peak live viewers: Highest number of concurrent viewers who viewed the broadcast for at least 3 seconds

Minutes viewed: Total minutes of watch time spent on the video, including replays and views less than 3 seconds

Video views: Number of times your video was viewed for an aggregate of at least 3 seconds

10-second views: The number of times the video was viewed at least 10 seconds or more

Video average watch time: Total watch time of your video, divided by the total number of video plays (including replays). Note that this doesn't include live video sessions.



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FACEBOOK LIVE VIDEOS (CONT'D):

Audience and engagement: Include people reached, post engagement, top audience, and top location

INSTAGRAM VIDEOS:

Views: Number of times your video was viewed for 3 seconds or more, not including views from embedded posts, desktop views, or video loops

Likes: Number of likes on the post

Impressions: Total number of times your video was viewed

Reach: Number of unique accounts that viewed your post

INSTAGRAM STORIES:

Impressions: Number of times the video was seen in your story

Forward taps: Number of times a viewer tapped the right side of the screen to go to the next story

Backward taps: Number of times a viewer tapped the left side of the screen to rewatch the previous story

Exits: Number of times a viewer swiped down to stop watching your story and go back to the main feed

Replies: Number of times a viewer swiped up and responded to a story, resulting in a direct message conversation between you and the viewer

INSTAGRAM LIVE:

Live viewers at any given time: Number of accounts watching your live video

Viewers: Number of accounts that saw any part of your video

ORGANIC LINKEDIN VIDEOS:

Views: Number of times your video was viewed for at least 2 continuous seconds

Post metrics: Include impressions, clicks, social actions, and engagement

PAID LINKEDIN VIDEOS:

Views: Number of times the video was viewed for at least 2 continuous seconds, or a click on the CTA (whichever comes first)

Views at 25%, 50%, 75%: Number of times your video was watched at X% of its length, including watches that skipped to this point

Completion rate: Number of completions divided by number of views, multiplied by 100



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TWITTER VIDEOS:

Minutes viewed: Number of minutes users spent viewing the video

Video views: Number of times your video was viewed for at least 3 seconds across all tweets

Completion rate: Total number of completed views divided by total number of video starts

Calls to action clicks: Number of clicks on the call to action button in the video

YOUTUBE VIDEOS:

Watch time: Estimated total viewing time of your content

Views: YouTube is vague about this, but the generally accepted number for watch time to count as a view is a full 30 seconds

Average view duration: Estimated average minutes watched per view

Engagement metrics: Include likes, dislikes, comments, and shares

Videos in playlists: Number of times your videos were included in viewers' playlists, (including favorites), as well as filters such as selected date range and region

Subscribers: Total number of subscribers, accounting for the change in total subscribers (found by subtracting subscribers lost from subscribers gained for the selected date range and region)

Audience retention: Average percentage of a video your audience watched per view

Demographics: Include age, gender, and geography

Traffic sources: The various means through which viewers found your video

Playback locations: The page or site the video was viewed on