bazeport

**Document number:** BP-01-UM-019_1A
**Document date:** 13.10.2020

**User Manual**

# BAZEPORT MANAGEMENT STUDIO – ANALYTICS

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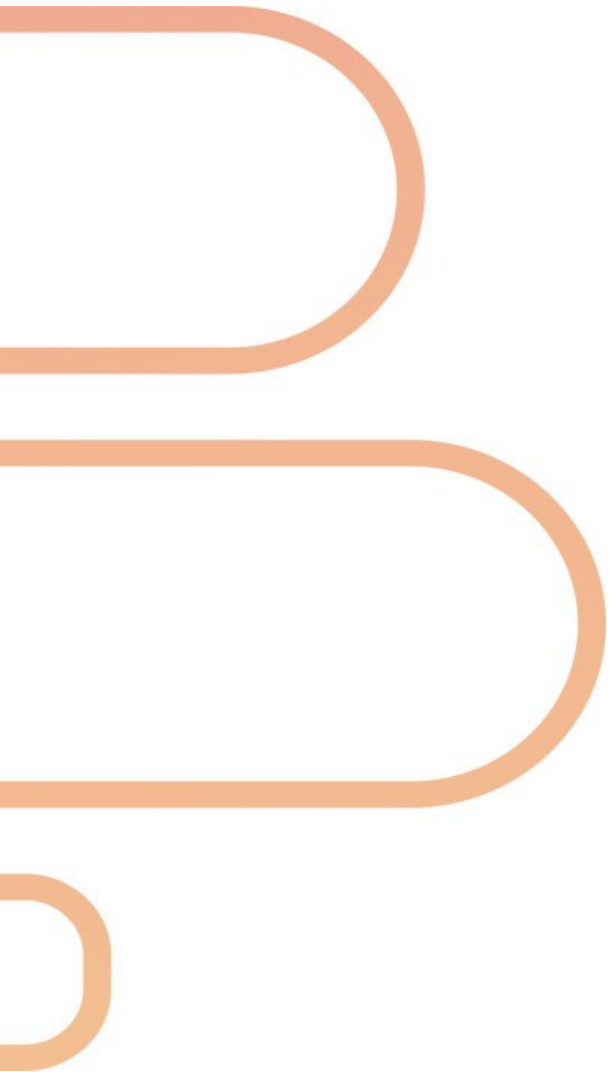

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# BAZEPORT ANALYTICS OVERVIEW

The BazePort IPTV system presents entertainment and information to BazePort units. **BazePort Analytics** module lets you analyze how your audience use BazePort. Like any other system that services users, BazePort IPTV system generates a lot of valuable data about how the system is used.

**BazePort Analytics** is a powerful analysis module enabling the professional user to apply analytics to business data to describe, predict, and improve your business performance. Your company's management, marketing and business responsible can get valuable insight to how BazePort is used by your end users. We are logging data per minute for all use of BazePort, and build a huge database of valuable information with a powerful analysis tool for your professional users to investigate. They can see user patterns, drill down to details, report and extract for further analysis.

**BazePort Analytics** does not replace the administration module **BazePort Statistics** which is available on local server. **BazePort Statistics** has been available since BazePort 5.0 with simple statistics about use of TV channels, TV programs, and movies from Video on Demand etc. **BazePort Analytics** is more dynamic, logs more data and has possibility for many more views than **BazePort Statistics** has.

## MAIN FUNCTIONS

### DASHBOARD VIEWS

BazePort Analytics has the following pre-defined dashboard views:

- Numbers and graphs of unique viewers over a period – grouped by device type (stb, web app) and content category (tv, vod, info) – and highest number of concurrent unique viewers.
- Graphs illustrating trends in usage over a period – how many watch TV? VOD? (on what device) - how many unique viewers per device type and content category within the period.
- Bars illustrating watch time over a period – how much time is spent watching TV, recorded TV and VOD by all viewers during a period? What are the top movies, top TV channels, top radio channels, and top BazePort applications

### EXPORT DATA

It is possible to export data to csv file format. The data can be imported to your own reporting or analysis tools.

## GDPR CONSIDERATIONS

The end user data is anonymous and the presentation of the data is compliant with GDPR regulations. You will not be able to see what was watched on a specific set-top box or webapp. The purpose of BazePort Analytics is big data analysis, not individual targeting.

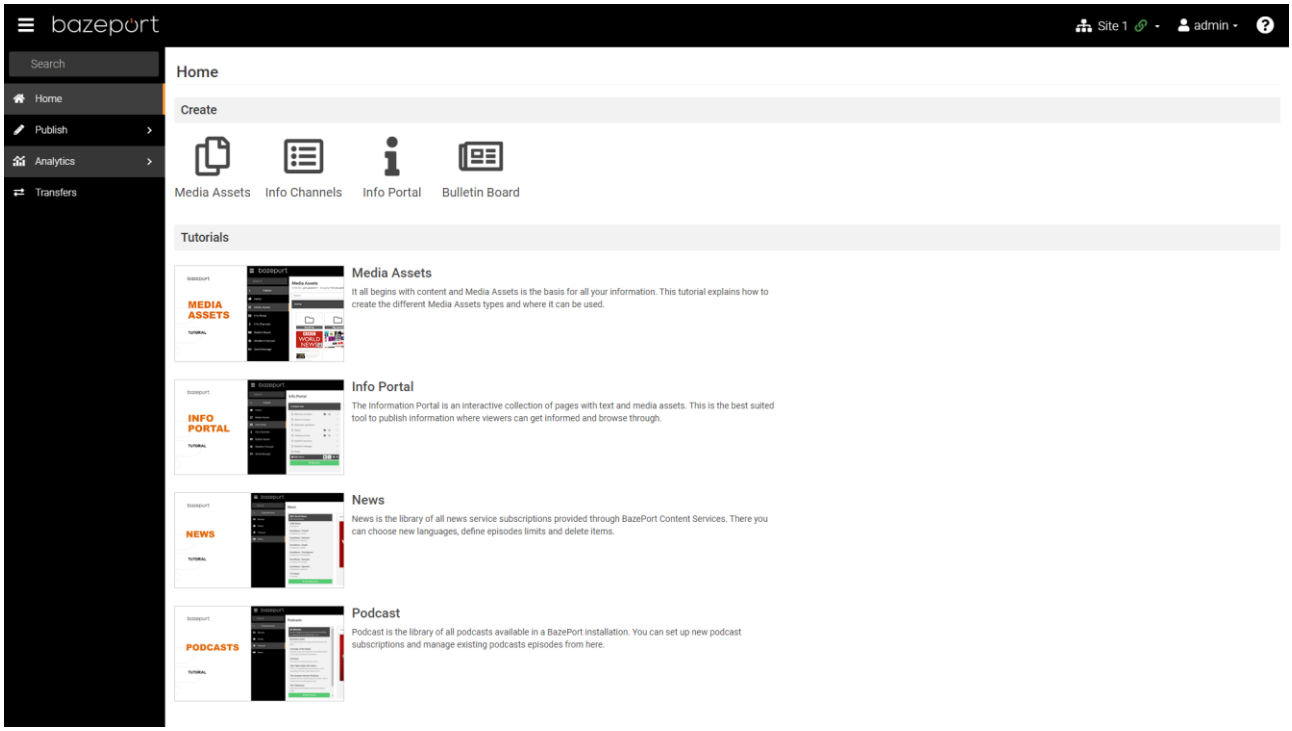
# GETTING STARTED

The **BazePort Analytics** is available as a cloud service, and it works in any browser-based device (PCs, Pads and Smart phones). With cloud service, you can access **BazePort Analytics** from anywhere and anytime, as long as you are connected to the Internet.

Please note that the module is not available from local server.

## LOGIN

1. Browse to **http://mybazeport.com** with your favorite browser.
2. Log in using your username and password. In case you do not have a username / password contact your system administrator or support@bazeport.com
3. Select “Analytics” in the left side menu



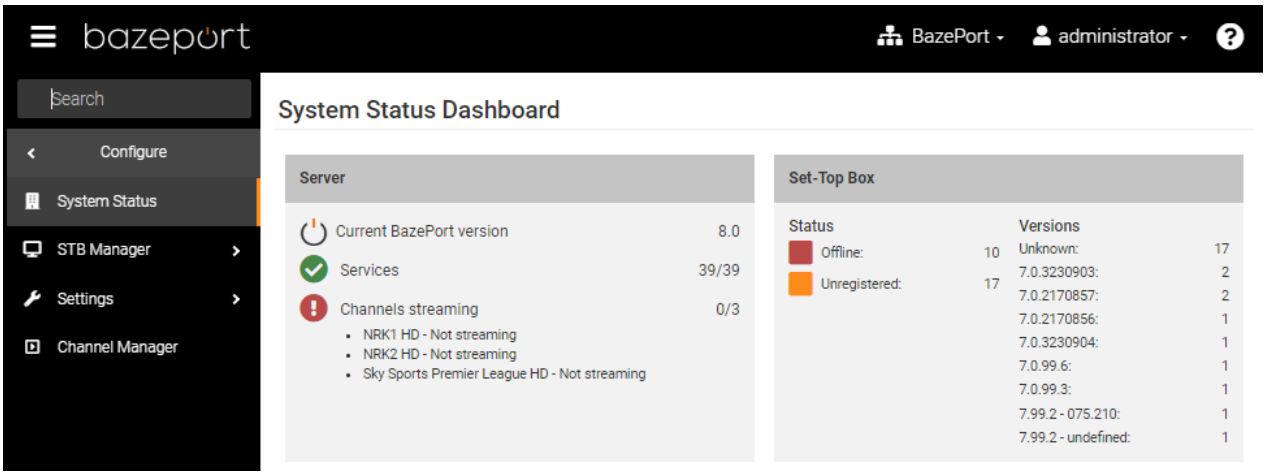
# FUNCTIONALITY AVAILABLE FROM THE UPPER BAR

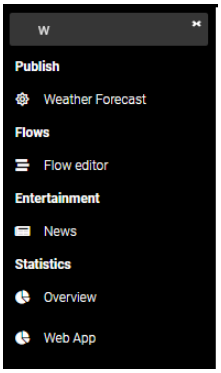
Please note the following on the upper bar:

- Choose BazePort system: from the network icon on the right side, you have the possibility to choose which BazePort system to log into. This only makes sense if you have more than one BazePort installation to administer.
- Language: From the user icon on the right side, you have the option to change language for BazePort Management Studio.
- Logout: From the user icon on the right side, you have the option to log out of BazePort Management Studio.
- Help: From the question mark icon on the right side you can access user manuals for all BazePort Management Studio modules.
- Show/hide connected unit: The BazePort type of icon on the far right side. This is in use only in Play module, it expands and collapses the remote control look-a-like panel to the right.
- Expand and collapse the menu tree by clicking on the icon on the far right side.

# SEARCH

The **Search** field on the top left-hand side menu is available for all parts of BazePort Management Studio. This makes it possible to search through the menu names for easier access to sub menus.



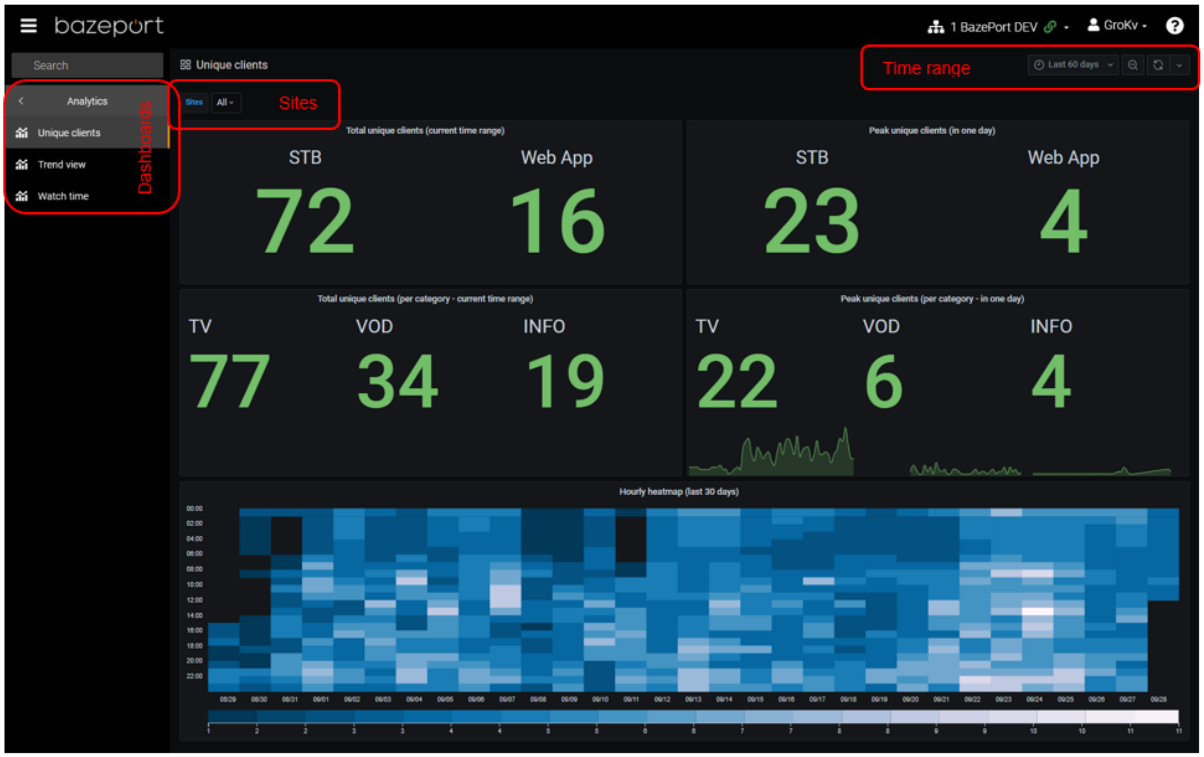

When you start typing letters in the field, the menus containing these letters will automatically show in a list (providing you have been granted access to them). The list of menu items is presented with the menu it is organized under.

For quick access, select the application you are interested in, and this will open on the right-hand side of the screen.

# FILTERS AND CONTROLS

When you select **Analytics** from the main menu, you are presented with three sub menu items, representing different dashboard views. If you choose one of the dashboards, you are presented with numbers and/or graphs, in addition to filters and controls for the dashboards.

**BazePort Analytics** has a different user interface than other modules, this is because the module is powered by the third-party tool Grafana.



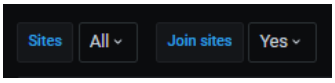

## DASHBOARDS

The following dashboards are available: **Unique clients**, **Trend view**, **Watch time**. The content per dashboard is presented in more details later in the document. These dashboards are predefined. If you require other views, we urge you to contact support@bazeport.com.

## SITES

### Sites

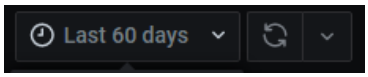
In every dashboard there is a **Sites** filter. Here you can see and select all your sites. Either individually or using the **All** shortcut. Default is **All**. Please note that not all installations have more than one sites.




### Join sites

This setting is currently only relevant and available in the **Trend view** dashboard. By toggling this setting, you can choose to display the charts with accumulated values or split by each selected site.

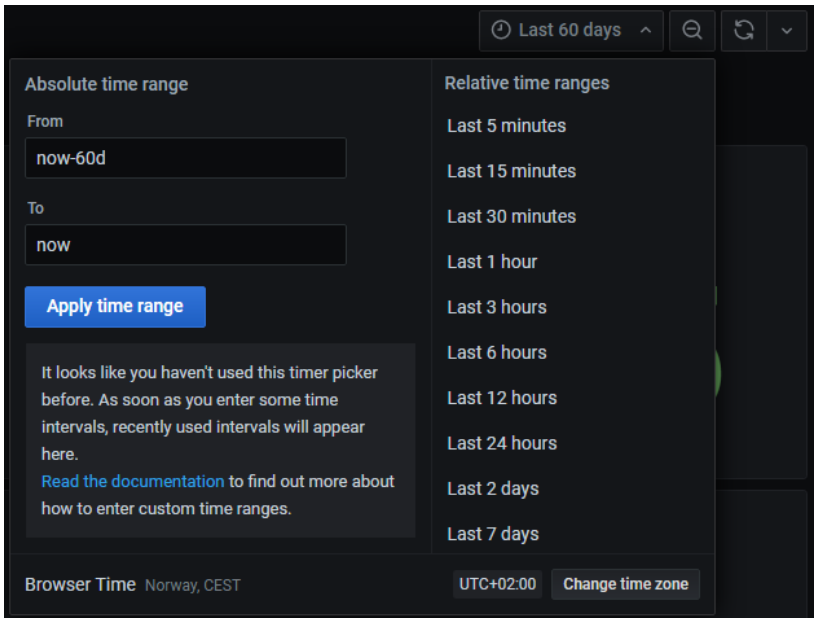
# TIME RANGE




In the upper right corner of each dashboard you have three buttons. From left to right these are: **Time range control**, **Refresh dashboard** and **Set auto refresh interval**.

### Time range control

The time range can be set by either using the predefined shortcuts in the right-side list, or by specifying a custom time range using the input fields to the left. Click the **Read the documentation** hyperlink to Graphana's website for advanced use of the time range control. Default is **Last 60 days**.




### Refresh dashboard

Refreshes the current view.

### Set auto refresh interval

The dashboard can be set to refresh automatically by setting an interval in the top right dropdown list. Be careful not to apply a low interval auto refresh in combination with large time range and/or many sites. Default value is **Off.**

# THE DASHBOARDS

## UNIQUE CLIENTS

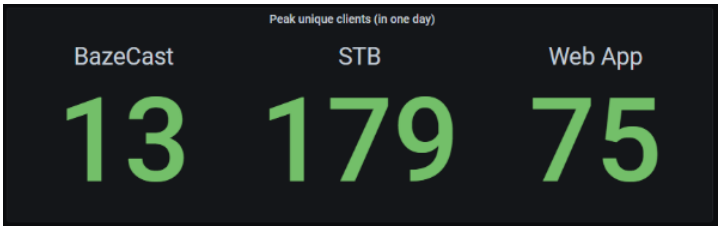
The **Unique clients** dashboard gives an overview over total and peak unique clients during the selected period. The numbers are grouped by device type and category. There is also a heat map that shows unique clients hour by hour during the last 30 days.

### Total unique clients (current time range)

This panel shows the total number of unique clients, for each client type, that has been active during the selected time range. Client types that are not relevant for your sites will be hidden.

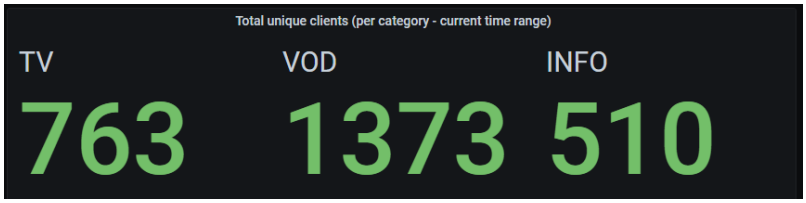
### Peak unique clients (in one day)

This panel show the peak number of unique clients, for each client type, that has been active in one day during the selected time range. Client types that are not relevant for your sites will be hidden.



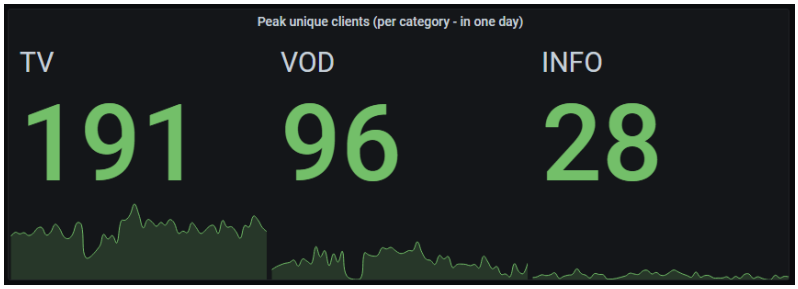
### Total unique clients (per category - current time range)

This panel shows the total number of unique clients that has been using TV, VOD and/or INFO and has been active during the selected time range.



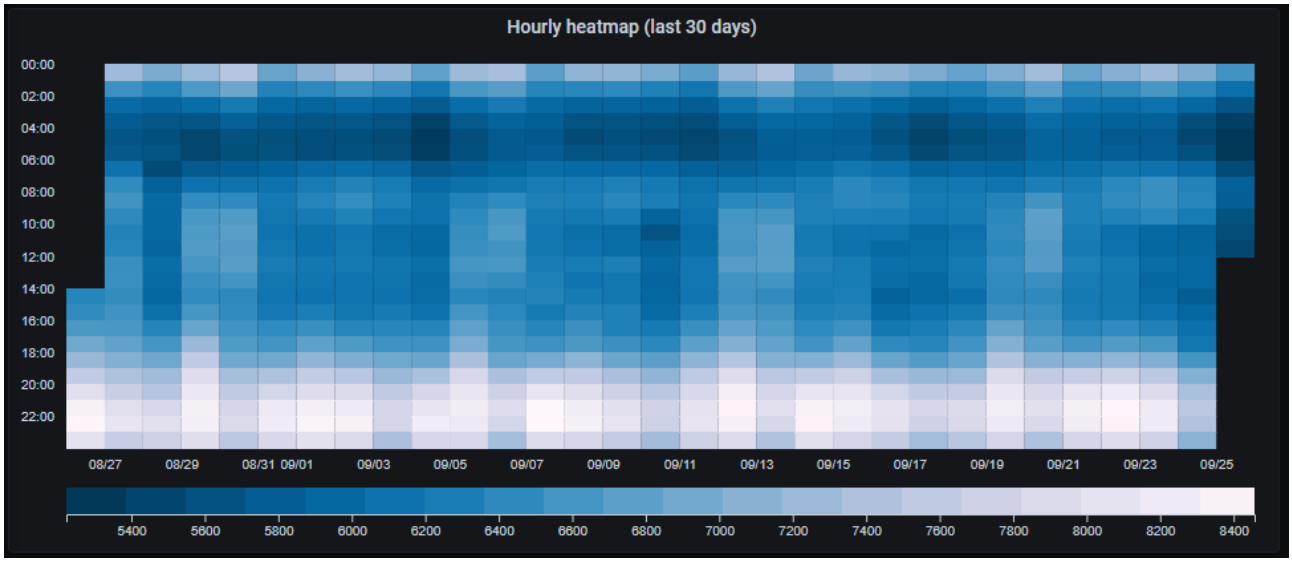

### Peak unique clients (per category – in one day)

This panel shows the peak number of unique clients that has been using TV, VOD and/or INFO and has been active during the selected time range.




### Hourly heatmap (last 30 days)

This panel shows a heat map of hourly usage during the last 30 days (not affected by the selected time range). The brighter the color, the higher the value. Hovering with your mouse will let you see the details behind each cell.

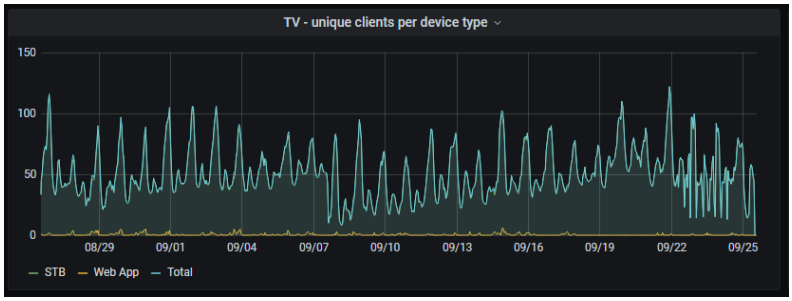


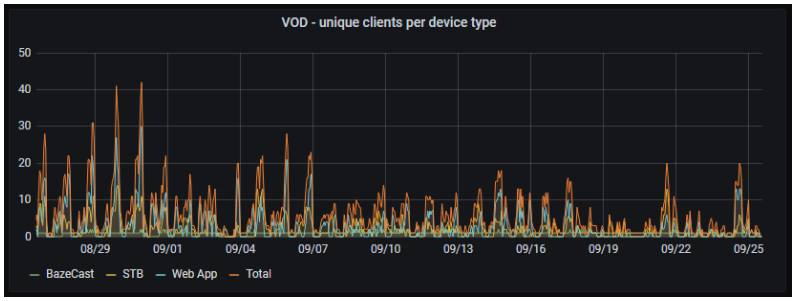
# TREND VIEW

In the **Trend view** dashboard, you can dive deeper into the trends in usage. If time range is equal or less then **Last 2 days** the charts will be rendered in minute resolution. If the time range is equal or less than **Last 30 days,** hourly resolution will be applied. For time ranges that extend **Last 30 days** the charts will be in resolution of 1 day.

### TV/VOD – unique clients per device type

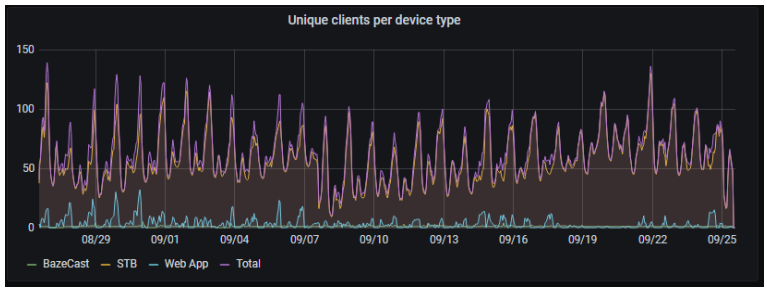
These panels show a graph with unique clients that has been watching **TV** or **VOD** respectively during the selected time range. Resolution depends on the time range. If your sites have more than one type of clients, you will see a series for each client type in addition to a **Total series**. If there is only one relevant client type, the graph will contain of one single series.



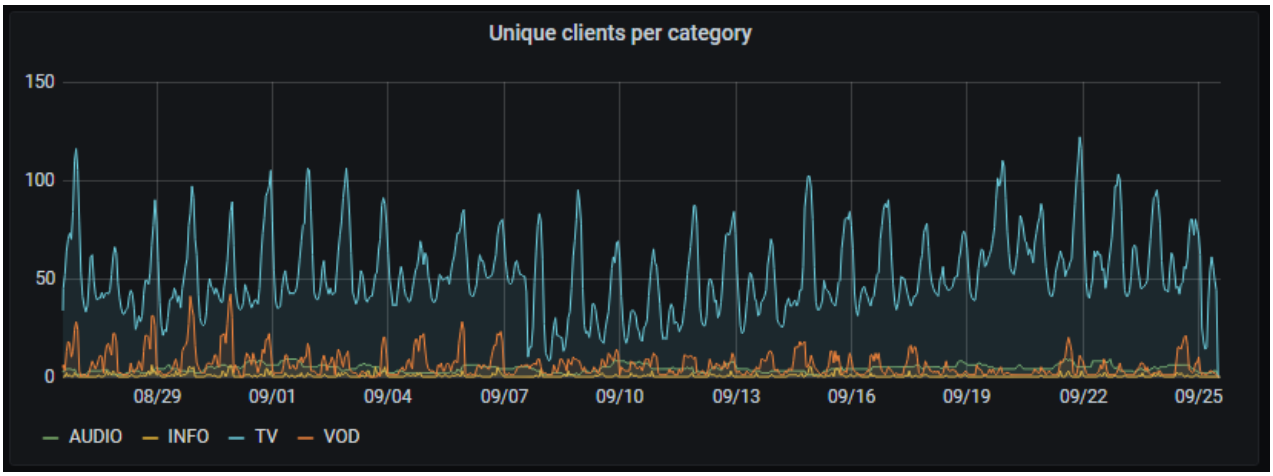
### Unique clients per device type

Similar to the previous panels, except not limited **TV** or **VOD** usage. This panel shows the total unique clients that has been active during the selected time range.




### Unique clients per category

Unlike the other panels in this dashboard, this panel is grouped by category instead of client type. The four categories are **Audio**, **Info**, **TV** and **VOD**. **Audio** accumulates usage of e.g. **Radio**, **audio-only podcasts**, **audio-only media in My Files**, etc. **Info** presents usage of the **Info Portal**. **TV** accumulates usage of all TV-applications, like **Live TV** and **TV Archive**. **VOD** pretty much covers the rest like **Movies**, **Series**, **Podcasts News** and **My Files media** that is not audio-only, etc.



# WATCH TIME

The last, but not least, dashboard is the **Watch time** dashboard. Here you can get more details of what sources your users are watching.

### Total duration

This panel displays the accumulated duration spent by the users watching **Live TV**, **Recorded TV** and **VOD** respectively during the selected time range.

### Top movies/TV channels/Radio channels

These panels lists the top most used **Movies**, **TV**- and **Radio** channels respectively. In each panel you can scroll down to see more of the list. You may also click twice on the **Total watch time** header to reverse the sort order.

Top Movies

| Title | Total watch time |
|---|---|
| Bad Boys for Life | 17 week |
| Anna | 14 week |
| Bloodshot | 12 week |
| Frozen II | 11 week |
| Jumanji: The Next Level | 8 week |
| Birds of Prey (and the Fantabulous Emancipation of One Harley Quinn) | 8 week |
| Joker | 8 week |
| Star Wars: The Rise of Skywalker | 7 week |
| Avengers: Endgame | 7 week |
| The Way Back | 7 week |
| Deadpool 2 | 6 week |
| Contagion | 6 week |
| Ford v Ferrari | 6 week |
| Toy Story 4 | 6 week |

### Top applications

This panel show a list the top most used applications of each type of device. This will give you a better insight on what type of content the users are watching on the different type of clients.

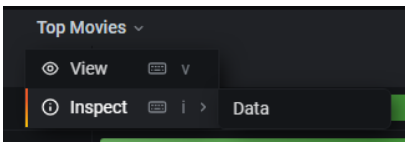
Top Applications

| Application | Client Type | Total watch time |
|---|---|---|
| TV | STB | 806 year |
| Radio | STB | 63 year |
| Info Portal | STB | 15 year |
| Movies | STB | 13 year |
| Series | STB | 4 year |
| Movies | Web App | 2 year |
| Netflix | BazeCast | 1 year |
| My Files | STB | 49 week |
| YouTube | BazeCast | 48 week |
| TV Archive | STB | 29 week |
| Viaplay | BazeCast | 27 week |
| NRK TV | BazeCast | 20 week |
| Podcast / News | STB | 14 week |
| dplay-nordics-prod-no | BazeCast | 11 week |

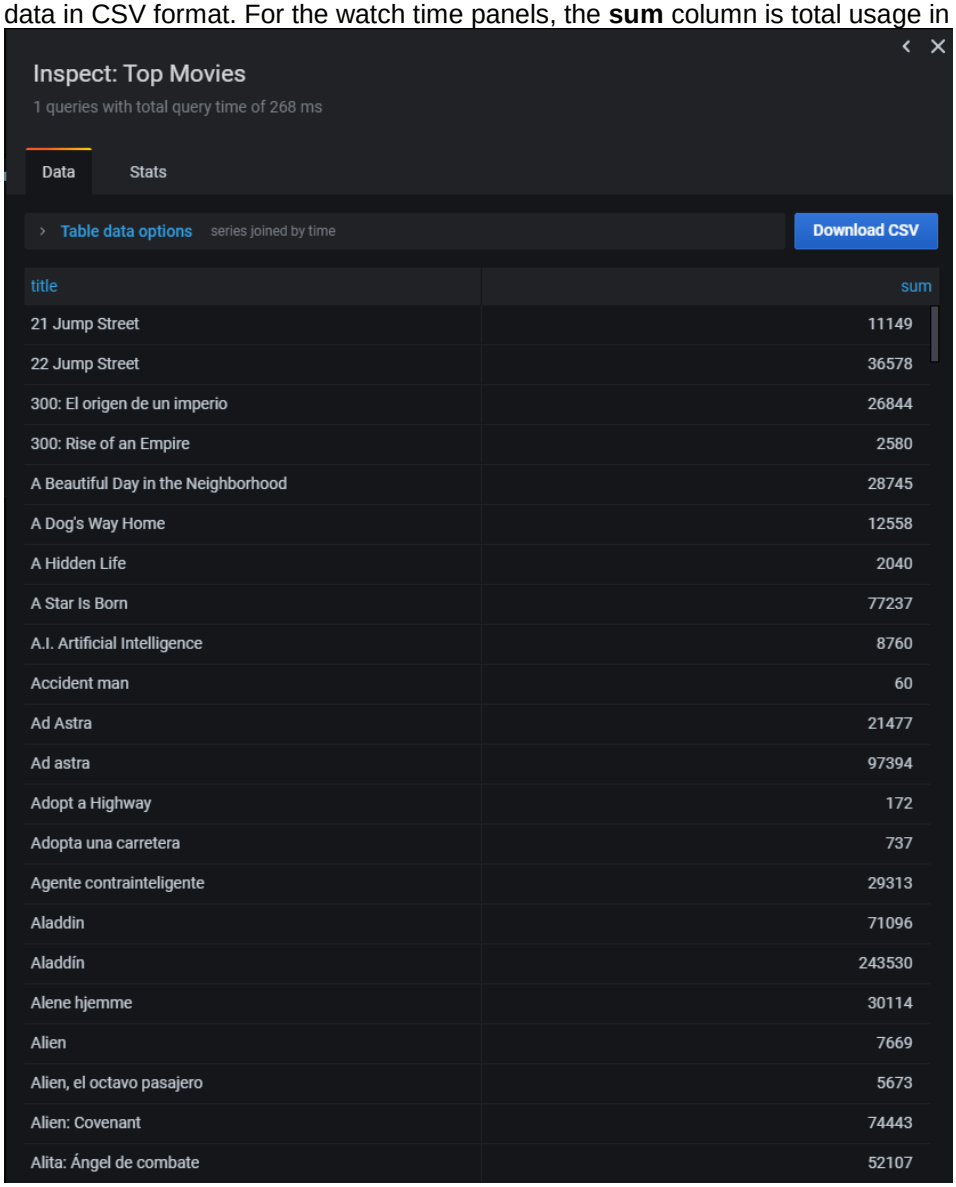
# ADVANCED USE

## EXPORT DATA

The data behind each panel/chart can easily be exported to a CSV-file for further use in e.g. Excel. To export data click on the name of a panel, then **Inspect** and **Data**.

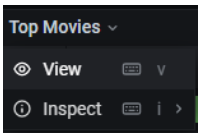



After clicked **Data** a data inspector window will slide in from the right. Click **Download CSV** to download the data in CSV format. For the watch time panels, the **sum** column is total usage in seconds.



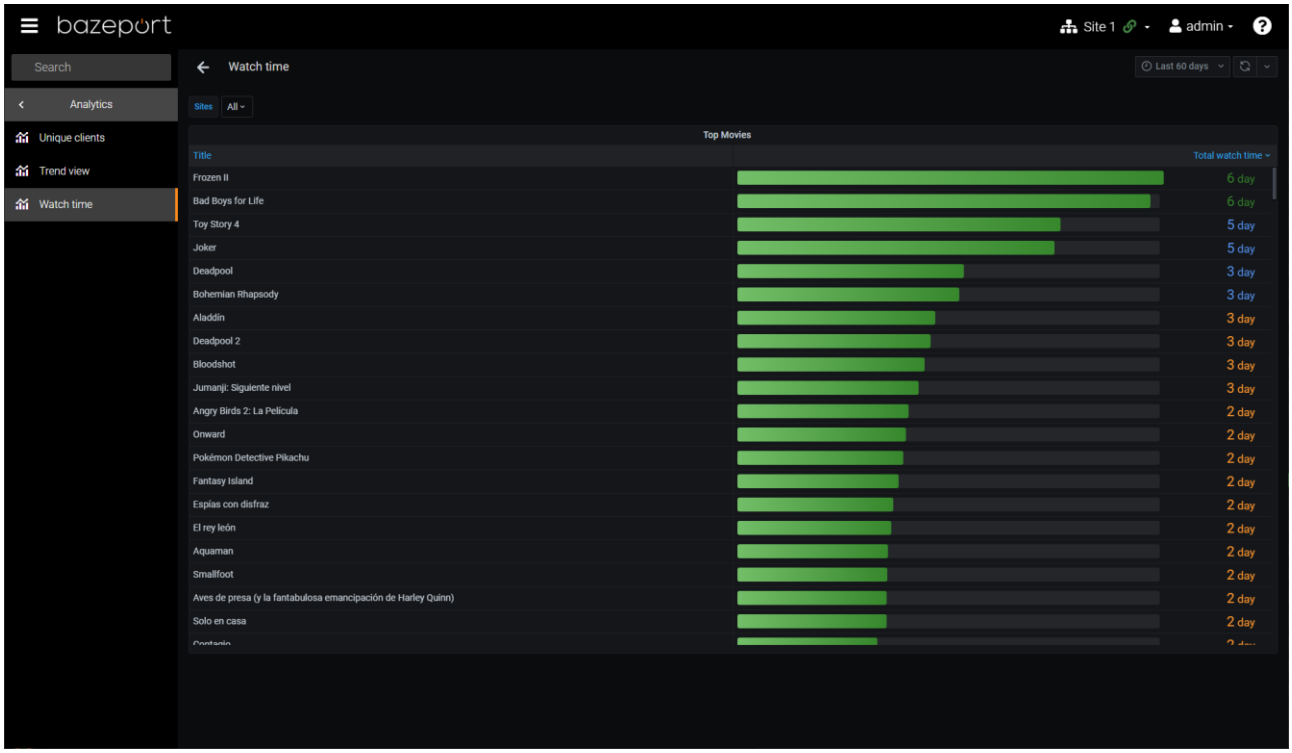

| title | sum |
|---|---|
| 21 Jump Street | 11149 |
| 22 Jump Street | 36578 |
| 300: El origen de un imperio | 26844 |
| 300: Rise of an Empire | 2580 |
| A Beautiful Day in the Neighborhood | 28745 |
| A Dog's Way Home | 12558 |
| A Hidden Life | 2040 |
| A Star Is Born | 77237 |
| A.I. Artificial Intelligence | 8760 |
| Accident man | 60 |
| Ad Astra | 21477 |
| Ad astra | 97394 |
| Adopt a Highway | 172 |
| Adopta una carretera | 737 |
| Agente contrainteligente | 29313 |
| Aladdin | 71096 |
| Aladdín | 243530 |
| Alene hjemme | 30114 |
| Alien | 7669 |
| Alien, el octavo pasajero | 5673 |
| Alien: Covenant | 74443 |
| Alita: Ángel de combate | 52107 |

# VIEW SINGLE PANELS IN FULLSCREEN




Each panel can be displayed solo and expanded to fill the whole dashboard. To view a panel in full screen, click the name of the panel and then **View**.

The panel will now fill the whole dashboard.



# ABOUT THIS DOCUMENT

This is a BazePort **User Manual** from Baze Technology.

If you have any comments to this document, please email them to **support@bazeport.com**. Remember to include the document id: **BP-01-UM-019_1A BazePort Management Studio – Analytics**

| Revision | Status | Date | Description | Writer | Controller | Approver |
|---|---|---|---|---|---|---|
| 1 | A | 13.10.2020 | | EVAL | GHK, MB | EVAL |

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## About Baze Technology

Baze Technology is the leading provider of BazePort IPTV. Located in Porsgrunn, Norway. Baze Technology has delivered its products to customers all over the world since 2009. Today there are more than 400 installations with almost 50.000 users of BazePort worldwide.

## Request a BazePort demo

In order to get a dedicated BazePort demo, please visit:
www.bazeport.com,
e-mail: sales@bazeport.com

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