
WEBTRENDS



Real Media Streaming Server Weekly Results

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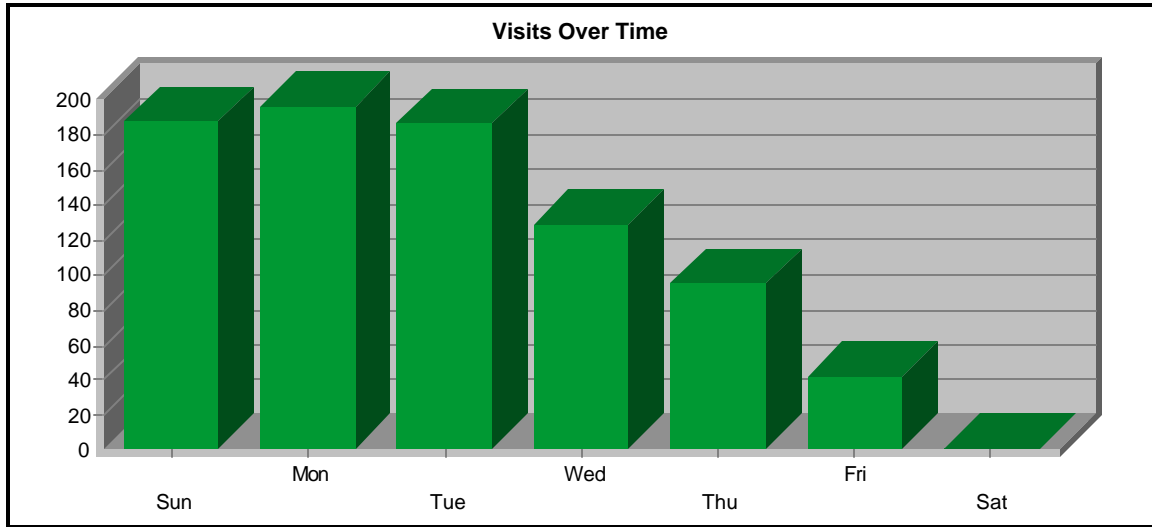
Report Range: 11/04/2001 00:00:00 - 11/09/2001 15:14:01

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General Statistics

This page provides an overview of this streaming media report. The graph shows the trend of visits to your streaming server. The table describes the total activity for this server during the report period.



| General Statistics | |
|--|----------|
| Hits | |
| Successful Hits For Entire Site | 3,080 |
| Average Hits Per Day | 513 |
| Total Packets Sent | 98,216 |
| Total Packets Resent | 20,676 |
| Total Kbytes Sent | 23,142 |
| Clips | |
| Plays | 1,649 |
| Average Per Day | 274 |
| Total Playing Minutes | 66 |
| Visits | |
| Visits | 837 |
| Average Per Day | 139 |
| Average Visit Length | 00:02:52 |
| International Visits | 0.00% |
| Visits of Unknown Origin | 100.00% |
| Visits From Your Country: United States (US) | 0.00% |
| Visitors | |
| Unique Visitors | 643 |
| Visitors Who Visited Once | 547 |
| Visitors Who Visited More Than Once | 96 |

| General Statistics - Help Card | |
|---------------------------------------|--|
| ? | |
| Average Hits Per Day | - The total number of hits divided by the number of days in the report period. |
| Average Plays Per Day | - The total number of clips streamed to visitors divided by the number of days in the report period. |

General Statistics - Help Card

Average Visit Length - The average length of all visits during the report period.

Average Visits Per Day - The total number of visits divided by the number of days in the report period.

Clip - An audio file, video file, slide show, or other multi-media files streamed "live" to a visitor's computer. Different types of profiles have different default settings for which file extensions qualify a file as a clip. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic clip.

International Visits - The percentage of visitors who are defined as "international visitors" by the system administrator.

Plays - The total number of clips streamed to a visitor's computer during the report period.

Successful Hits For Entire Site - The total number of successful hits during the report period. If the number of hits is greater than the number of plays, the difference is due to files whose file extensions were not on the list of file types configured as clips.

Total Kbytes Sent - The total number of kilobytes of data sent from your streaming server to visitors' players during the report period.

Total Packets Resent - The total number of packets resent from your streaming server to visitors' players during the report period. Some streaming servers resend more packets than the player requests.

Total Packets Sent - The total number of packets sent from your streaming server to visitors' players during the report period. For streaming servers that do not log this data, this number will be zero.

Total Playing Minutes - The total number of minutes your streaming server sent data to visitors' players during the report period.

Unique Visitors - The total number of unique visitors during the report period. A unique visitor is identified by their IP address, domain name, or cookie. Cookies will be shown only for RealServer log files.

Visits - The total number of visits to your site during the report period. A visit begins when a visitor selects their first clip to be played, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

Visits From Your Country - Percentage of visits from your country. The name of your country and the country code are shown. Your system administrator configures the selection for your country.

Visits of Unknown Origin - Percentage of visits where the visitor's domain name or the country associated with the domain name could not be determined.

Visitors Who Visited More Than Once - Number of visitors who visited the site more than once during the reporting period.

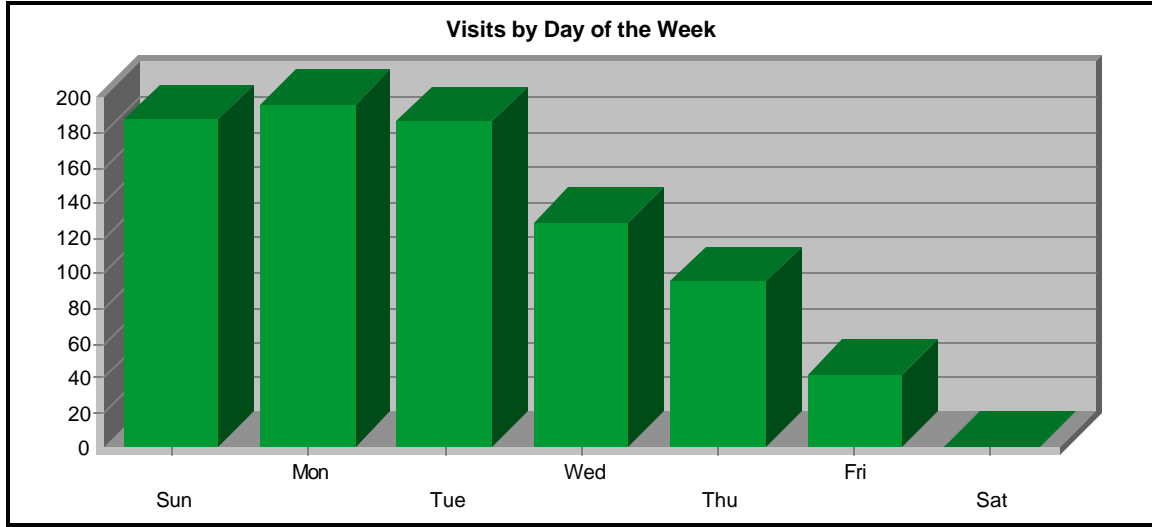
Visitors Who Visited Once - Number of visitors who visited the site exactly once during the reporting period.



The General Statistics page provides an overview of your Web site's performance and visitor behavior, and can help you determine which chapters will be most valuable to you.

Visits by Day of the Week

This page shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



| Visits by Day of the Week | | |
|---------------------------|------------|----------------|
| Day | Visits | % |
| Sun | 188 | 22.46% |
| Mon | 196 | 23.42% |
| Tue | 187 | 22.34% |
| Wed | 128 | 15.29% |
| Thu | 95 | 11.35% |
| Fri | 43 | 5.14% |
| Sat | 0 | 0.00% |
| Total Weekend | 188 | 22.46% |
| Total Weekdays | 649 | 77.54% |
| Total | 837 | 100.00% |

Visits by Day of the Week - Help Card

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Day - Specified day of the week being tracked.

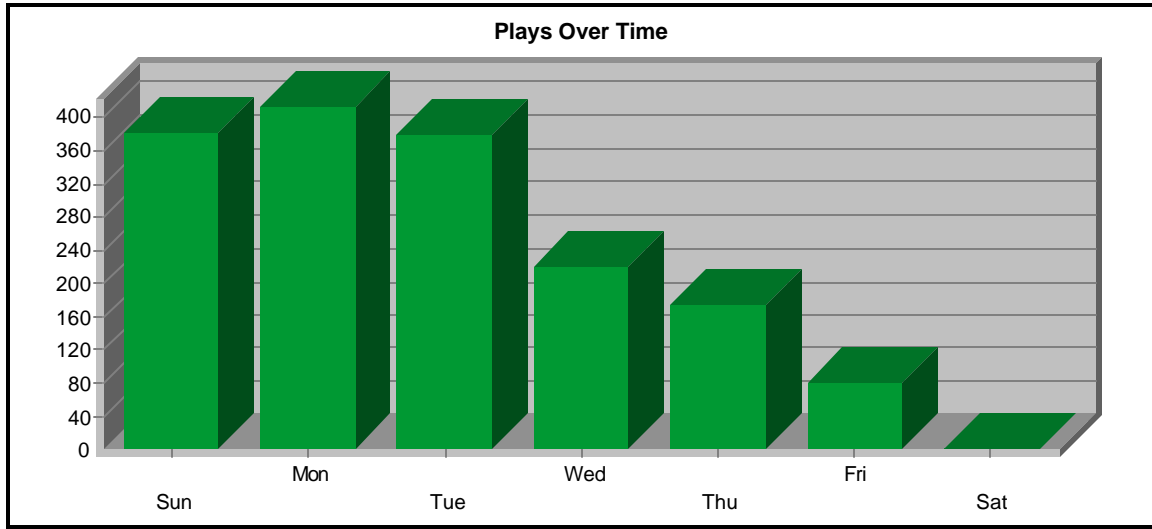
Visits - Number of visits on the specified day of the week. A visit begins when a visitor selects their first clip to be played, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays.

% - Percentage of total visits that occurred on the specified day of the week.

💡
 Days of less activity should be considered good days for maintenance and content improvement.

Plays Over Time

This page tracks the number of clips played over the course of the report period.



| Plays Over Time | | |
|-----------------|--------------|----------------|
| Time Interval | Plays | % |
| Sun | 380 | 23.04% |
| Mon | 413 | 25.05% |
| Tue | 379 | 22.98% |
| Wed | 221 | 13.40% |
| Thu | 175 | 10.61% |
| Fri | 81 | 4.91% |
| Sat | 0 | 0.00% |
| Total | 1,649 | 100.00% |

Plays Over Time - Help Card

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Clip - An audio file, video file, slide show, or other multi-media files streamed "live" to a visitor's computer. Different types of profiles have different default settings for which file extensions qualify a file as a clip. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic clip.

Play - A hit to any file classified as a clip.

Time Interval - A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. All activity attributed to one time increment occurs between the listed increment and the beginning of the next one. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% - Percentage of clips played during the specified time interval out of the total for the reporting period.



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Periods of less activity can be considered good times for maintenance and content improvement.

Summary of Activity for Report Period

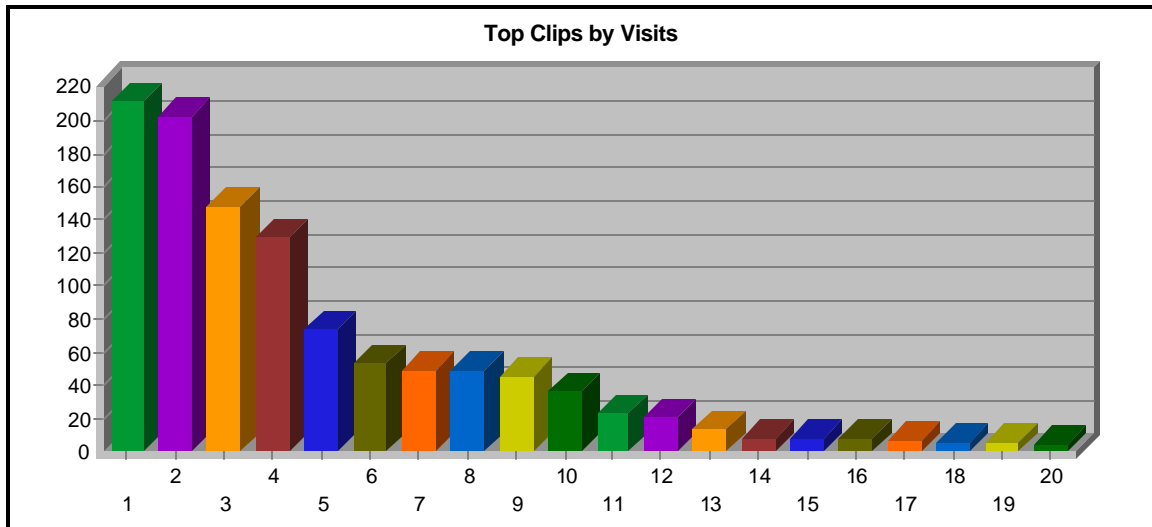
This page summarizes general server activity.

| Summary of Activity for Report Period | |
|--|-------------------|
| Average Number of Visitors per day on Weekdays | 129 |
| Average Number of Hits per day on Weekdays | 462 |
| Average Number of Visitors per Weekend | 188 |
| Average Number of Hits per Weekend | 766 |
| Most Active Day of the Week | Sun |
| Least Active Day of the Week | Sat |
| Most Active Date | November 04, 2001 |
| Number of Hits on Most Active Date | 766 |
| Least Active Date | November 09, 2001 |
| Number of Hits on Least Active Date | 153 |
| Most Active Hour of the Day | 10:00-10:59 |
| Least Active Hour of the Day | 04:00-04:59 |

| Summary of Activity for Report Period - Help Card |
|---|
| <p></p> <p>Average Number of Hits (per day on weekdays) - The average number of hits for each individual day of the week.</p> <p>Average Number of Hits (per weekend) - The average number of hits for both Saturdays and Sundays combined.</p> <p>Average Number of Visitors (per day on weekdays) - The average number of visits for each individual day of the week.</p> <p>Average Number of Visitors (per weekend) - The average number of visits for both Saturdays and Sundays combined.</p> <p>Least Active Date - The least active date in the report period.</p> <p>Least Active Day of the Week - If the report period is for one week or less, the Least Active Day of the Week will tell you which specific day was least active during that week. If the report period is for more than one week, the Least Active Day of the Week will tell you which day of the week that has the smallest amount of activity on average.</p> <p>Least Active Hour of the Day - The least active hour of the day after activity for all hours is added up. This is not an average.</p> <p>Most Active Date - The most active date in the report period.</p> <p>Most Active Day of the Week - If the report period is for one week or less, the Most Active Day of the Week will tell you which specific day was most active during that week. If the report period is for more than one week, the Most Active Day of the Week will tell you which day of the week that has the largest amount of activity on average.</p> <p>Most Active Hour of the Day - The most active hour of the day after activity for all hours is added up. This is not an average.</p> <p></p> <p>This page is useful for determining the best day of the week to perform system maintenance.</p> |

Top Clips by Visits

This page identifies the most popular streaming media clips on your site and shows you the number of visits for each clip, and displays the average length of time each clip was played.



| Top Clips by Visits | | | | |
|---------------------|---------------------------------------|--------|--------|-----------------|
| | Clips | Visits | % | Avg Time Played |
| 1. | ramgen/inauguration/shalala.rm | 212 | 17.35% | 00:00:00 |
| 2. | ramgen/inauguration/procession.rm | 202 | 16.53% | 00:00:00 |
| 3. | ramgen/inauguration/bush.rm | 148 | 12.11% | 00:00:00 |
| 4. | ramgen/inauguration/recessional.rm | 130 | 10.64% | 00:00:00 |
| 5. | ramgen/enrollments/videovisit56.rm | 74 | 6.06% | 00:00:00 |
| 6. | ramgen/inauguration/diaz.rm | 54 | 4.42% | 00:00:00 |
| 7. | ramgen/inauguration/torretta.rm | 49 | 4.01% | 00:00:00 |
| 8. | ramgen/inauguration/cruz.rm | 49 | 4.01% | 00:00:00 |
| 9. | ramgen/enrollments/videovisit300.rm | 46 | 3.76% | 00:00:00 |
| 10. | ramgen/inauguration/green.rm | 37 | 3.03% | 00:00:00 |
| 11. | ramgen/enrollments/videovisit150.rm | 23 | 1.88% | 00:00:00 |
| 12. | ramgen/com/umtv/newsvision1122001.rm | 21 | 1.72% | 00:00:00 |
| 13. | inauguration/procession.rm | 14 | 1.15% | 00:00:12 |
| 14. | inauguration/shalala.rm | 9 | 0.74% | 00:01:13 |
| 15. | ramgen/com/umtv/newsvision10302001.rm | 8 | 0.65% | 00:00:00 |
| 16. | ramgen/com/umtv/sportsdesk1112001.rm | 8 | 0.65% | 00:00:00 |
| 17. | ramgen/com/umtv/newsvision10252001.rm | 7 | 0.57% | 00:00:00 |
| 18. | ramgen/com/umtv/newsvision1162001.rm | 6 | 0.49% | 00:00:00 |
| 19. | enrollments/videovisit56.rm | 6 | 0.49% | 00:00:00 |
| | ramgen/com/umtv//utalk9192001.rm | 5 | 0.41% | 00:00:02 |

| Top Clips by Visits | | | | |
|---------------------|-----------------|--------------|----------------|-----------------|
| | Clips | Visits | % | Avg Time Played |
| 20. | | | | |
| | Subtotal | 1,108 | 90.67% | 00:00:01 |
| | Other | 114 | 9.33% | 00:00:16 |
| | Total | 1,222 | 100.00% | 00:00:02 |

| Top Clips by Visits - Help Card | | | | |
|---|--|--|--|--|
| <p>?</p> <p>Avg Time Played - Average length of time this clip was played.</p> <p>Clip - An audio file, video file, slide show, or other multi-media files streamed "live" to a visitor's computer. Different types of profiles have different default settings for which file extensions qualify a file as a clip. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic clip.</p> <p>Visits - Number of times a visit to your site included at least one play of this clip. A visit is a series of actions that begins when a visitor plays their first clip from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes.</p> <p>% - Percentage of visits in which this clip was played at least once.</p> <p>💡</p> <p>Your system administrator defines the file extensions for files that are considered "clips."</p> <p>"Top Clips by Visits" lists all clips regardless of parameters. "Top Static Clips by Visits" excludes requests for clips where parameters were provided in the URL. "Top Dynamic Clips by Visits" lists only clips for which parameters were found in the URL. An example of a streaming media parameter is the beginning, middle, or end of the clip.</p> <p>Similarly, "Top Clips by Plays," "Top Static Clips by Plays", and "Top Dynamic Clips by Plays" give the actual number of times each clip was played. If a visitor played a clip three times during a visit, that counts as three plays, but as only one visit.</p> | | | | |



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