

Cisco Show and Share Reports

Product Overview

The Cisco® Digital Media Suite (DMS) is a comprehensive offering of webcasting and video sharing, digital signage, and business IPTV applications that can help transform how organizations learn, grow, communicate, and collaborate. Support from the broad Cisco partner ecosystem of deployment, solution-development, and content-creation partners helps ensure a successful digital media implementation.

Cisco Show and Share Reports is an integrated function within Cisco Show and Share® that allows you to track the access and use of video content by end users. With this tool, you can:

- **Specify time periods:** Run reports based on specific dates.
- **Analyze content use:** Access unique traffic metrics and repeat traffic metrics for each available video or as an aggregated total.
- **Monitor referrals:** Track top referring pages and links with the corresponding views they generate.
- **Understand visitors:** Acquire vital statistics about visitors, including operating system, browser, and media plug-in used.
- **Receive viewer usage details:** Identify what videos have been played by individual users and videos.

With the Cisco Show and Share Reports tool, Cisco Digital Media Suite (DMS) administrators and Cisco Show and Share authors can access a variety of usage information that makes it easier to track content effectiveness and required user access as part of a larger training compliancy effort. Cisco Show and Share Reports supports you in shaping future content development based on content trends.

Figure 1 shows a sample of Cisco Show and Share Sitewide Traffic reports. Figure 2 shows an example of the Show and Share module's Author Reports.

Figure 1. Show and Share Site Wide Traffic Reports



Videos

Private | Uploaded | Favorites | Live Events | Reports

Report by: Viewer Aggregation
Date Range: Page Views
Start Date: 04-18-2010 to End Date: 04-18-2011

Select video (Optional)

Search by Title: [Search] [Clear] Sort By: Newest

- Rockford Schools
- Tutorial: Using the Search Function
- Introduction to Show and Share**
- Tutorial: Windows Media Video Playback
- Tutorial: Sign In
- Baxter Test Program
- Monday message

Create report

Date	Username	Avg Play Time	Total Play Time	Video Views
2010-07-29	tcuddy	00:00:00	00:00:00	1
2010-07-27	tcuddy	00:01:47	00:01:47	1
2010-07-26	tcuddy	00:00:00	00:00:00	1
2010-07-22	tcuddy	00:10:51	00:10:51	1
2010-07-12	tcuddy	00:00:00	00:00:00	1
2010-07-01	tcuddy	00:00:21	00:00:21	1
2010-06-29	tcuddy	03:56:57	03:56:57	1
2010-06-25	tcuddy	00:00:00	00:00:00	2
2010-06-17	tcuddy	00:01:46	00:01:46	1

Licensing

The Cisco Show and Share Reports module is a required option when purchasing the Cisco Show and Share system. Cisco Show and Share is purchased as a perpetual software license with no assigned reporting role restrictions.

Product Specifications

Table 1 lists the various reporting options and other features that the Cisco Show and Share Reports module provides. Access to reports is based on the user login name, and reports are accessed through the “My Account ” option.

Table 1. Product Specifications

Feature	Description
Sitewide Traffic Reports	<ul style="list-style-type: none">• Selectable date ranges• Number of page views; unique visitors• Total number of video streams• Top 100 videos selected; downloads• Cisco Show and Share user system information, including browser type, operating system, and plug-ins
Viewer Traffic or “who watched what, when”	<ul style="list-style-type: none">• Selectable date ranges• Videos that selected viewers played• Names of viewers who played a selected video title
Author-Specific Reports	Summary reports that display the average time and usernames of viewers who played a selected content title from their personal content library
Defined Reporting Access	<ul style="list-style-type: none">• Sitewide reporting available only to defined systems administrator user role• Usage reports for authors on their specific content library
Exportable Data	Reports that can be exported in CSV format and imported into third-party applications such as Microsoft Excel for custom reporting requirements

Warranty Information

Warranty information is available on the [Product Warranties](#) page at Cisco.com.

Ordering Information

The Cisco Show and Share Reports module is a required purchase option when you purchase the Cisco Show and Share system.

To place an order, visit the [Cisco Ordering Home Page](#). To download software, visit the [Cisco Software Center](#).

Cisco Services

Cisco and our partners provide a broad portfolio of smart, personalized services and support that can help you realize the full value of your video investment, and increase business agility and network availability. This portfolio of services drives business transformation through a network-based collaboration platform that enables business to collaborate anywhere, anytime. For more information about these services, visit:

<http://www.cisco.com/go/services/digitalmedia>.

For More Information

For more information about Cisco Show and Share, visit <http://www.cisco.com/web/solutions/dms/index.html> or contact your local Cisco account representative.



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