



CHAPTER 15

Use Cisco Show and Share Reports

Revised: May 31, 2011
OL-21595-04

Cisco Show and Share Reports includes extensive features to learn who uses your Cisco Show and Share site and understand how they use it.

- [Concepts, page 15-1](#)
- [Procedures, page 15-3](#)

Concepts

Topics in this section help you to understand and benefit from Cisco Show and Share Reports.

- [Understand the Values That Reports Count, Measure, and Correlate, page 15-1](#)
- [Understand Filtering, page 15-2](#)

Understand the Values That Reports Count, Measure, and Correlate

- [What Are Page Views? page 15-1](#)
- [What Are Video Streams? page 15-2](#)
- [What Are Unique Visitors? page 15-2](#)
- [What Are Referrers? page 15-2](#)

What Are Page Views?

The *page view* value counts each click in Cisco Show and Share that:

- Changes visible information, such as which tab is active.
- Does not play any video.

This measurement indicates how many users loaded the page for a video but did not watch it.

What Are Video Streams?

The *video stream* value counts each click of the Play button in Cisco Show and Share.

What Are Unique Visitors?

Each browser that loads Cisco Show and Share receives a browser cookie for tracking purposes. The *unique visitors* value counts the total number of browser cookies in use on any particular day.

Any day when a browser connects to Cisco Show and Share, we count it is one unique visitor on that day. (Even when a browser reconnects multiple times in one day, Cisco Show and Share Reports counts it as only one unique visitor for that day.)

What Are Referrers?

The *referrer* is exactly the HTTP URL for whatever page was active in a browser immediately before that browser loaded Cisco Show and Share.

Understand Filtering

Many of our reports are filterable. Other reports are not.

- The basis for filtering might be a username.

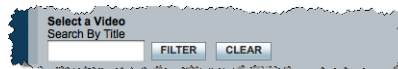


A screenshot of a search box titled "Select an Author". It contains a text input field with the placeholder text "Type your search term here" and a "Go" button to the right.



A screenshot of a search box titled "Select a Viewer". It contains a text input field with the placeholder text "Type your search term here" and a "Go" button to the right.

- Or, the filtering basis might be a video title.



A screenshot of a search box titled "Select a Video". It contains a text input field with the placeholder text "Search By Title". Below the input field are two buttons: "FILTER" and "CLEAR".

Any report that supports filtering by video title also includes related user interface elements, including a list of all published videos. In this case, you can do any or all of the following, in any order.

- Click a video's title in the list to load a report for just that video.
- Sort the list by video publication date or by title.



- Expand the list or collapse it.



Procedures

- [Populate and View Reports, page 15-4](#)
- [Maintain the Reports Database, page 15-6](#)

Populate and View Reports



Note

We do not begin to measure viewership for a video until someone watches it in *Show and Share*.

Before You Begin

- This software uses scalable vector graphics in its charting. For browser requirements, see *Release Notes for Cisco Digital Media System 5.2.x* on Cisco.com.
- Log in to Cisco Show and Share as an administrator.

Procedure

Step 1 Choose **Administration** from the global navigation, and then click **Reports**.



The first four subtabs load reports that you can refine and filter. The fifth tab helps you to administer the reports database that Cisco Show and Share Reports uses.




Step 2 Do any of the following.

Choose...		To...
Site Wide Traffic >...	Summary	Correlate all page views, unique visitors, and video streams, sitewide.
	Page Views	Measure total traffic, sitewide, per day.
	Unique Visitors	Count the number of unique visitors, sitewide, per day.
	Video Views	Measure video viewership, sitewide, per day.
	Video Downloads	Count all video downloads, sitewide.
	Referrers	List all URLs that were active in browsers immediately before they loaded Cisco Show and Share. We sort this list by the number of users that each page delivered. Click a URL to load the corresponding page.
Per Viewer Traffic >...	User System Info	Count how many visitors used particular browsers, operating systems, and plugins when they used Cisco Show and Share.
	Videos per Viewer	Identify which videos one viewer watched.
	Viewers per Video	Identify all viewers of one video.

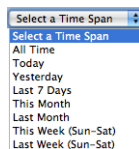
Choose...		To...
Per Video Traffic >...	Video Views	Measure video viewership by date. This is the count of users who clicked Play.
	Page Views	Correlate dates with traffic levels.
	Video Downloads	Count the number of downloads per video.
	More Info	See how many viewers clicked More Info. You can filter the results per video.
Per Author Traffic > Videos per Author		Measure the viewership of all videos that share one author.

Step 3 Do one of the following.

- Enter the start date and end date manually or click  to choose either date from a calendar. Then, click **Go** to refresh the report.

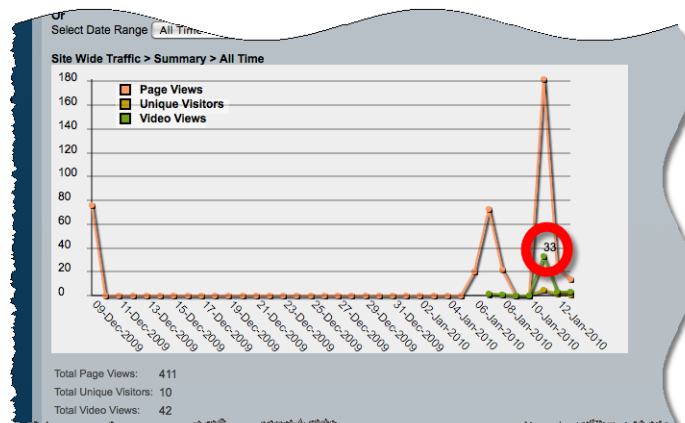


- Choose an option from the **Select a Time Span** list. The report is refreshed automatically.



Step 4 (Optional) Enter a value to filter what the report includes, and then click **Go** (or **Filter**) to refresh the report.

In many cases, you can mouse over a graph point to see an exact count of one measured unit or another.



Step 5 (Optional) Use the “Export to Excel” feature to save exported data to a local file.



Step 6 Stop. You have completed this procedure.

Related Topics:

- [Concepts, page 15-1](#)
- [Maintain the Reports Database, page 15-6](#)

Maintain the Reports Database

We recommend that you check the integrity and stability from time to time of your reports database.

**Tip**

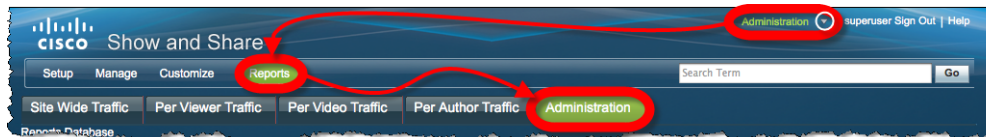
If your site has a lot of activity, you should perform this check every 60 days. If your site has very little activity, years might pass before there is any need to perform this check.

Before You Begin

- Log in to Cisco Show and Share as an administrator.

Procedure

Step 1 Choose **Administration** from the global navigation, and then click **Reports > Administration**.



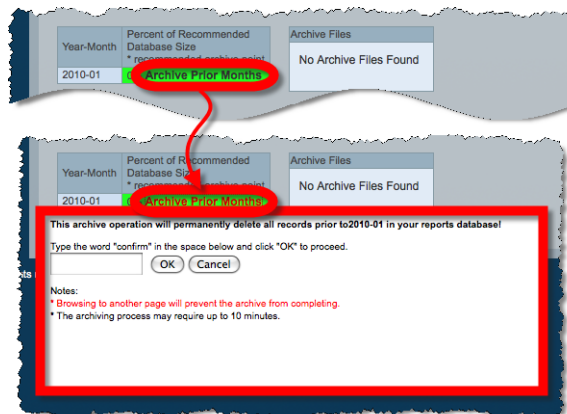
Step 2 Verify that the Current Database Status indicator shows that the status is Green.



The status should be Green.

When it is any other color than Green, you must trim older records from the database. Otherwise, when you allow the database to keep growing, Cisco Show and Share Reports becomes progressively slower. In addition, the processes that add new records to your database might not operate quickly enough to record all Cisco Show and Share activity during periods of heavy use.

Step 3 Click **Archive Prior Months** as soon as possible when you see that the status is not Green.



Step 4 Respond to the confirmation prompt, and then click **OK**.

**Warning**

Do not close your browser or navigate to any other page until the operation is finished. It might take as long as 10 minutes.

**Caution**

New activity on your Cisco Show and Share site might occur while we are generating an archive. In this case, new rows and records are appended to the live database **but we exclude them from the new archive**. The archive's scope was predetermined when you clicked the Archive Prior Months link.

- The generated archive contains your entire database, in exactly its state at the moment when you clicked the Archive Prior Months link.
- We export the database archive as an ordinary text file so that you can import it elsewhere, and then we compress it.
- After the archive is generated, we trim some records from the database to reduce its size. The records that we delete are older than the date that you specified when you clicked the Archive Prior Months link. For example, this link would delete all records that predate January 2010:



Step 5 Stop. You have completed this procedure.

Related Topics

- [Concepts, page 15-1](#)
- [Procedures, page 15-3](#)

