

# Reports & Recordings

Edit and download event recordings and run event reports.

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# Recordings

## Recordings

# Assemble or edit an event recording

Use the editing studio to make simple edits to recorded content and to assemble content for any type of event. You can add and remove audio or video clips, slides, headshots (telephone broadcasts), surveys and survey results, and layout changes if you turned on Layout Switching. You can also change the start and end times of the event, cut out parts of the event audio and video, change the times that content is presented, and add jump points to specific parts of the event.

### Notes:

- For detailed edits, we recommend using dedicated video editing software.
- The editing studio goes by different names depending on the type of event: On-Demand Studio for On-Demand events and archived Live events; SimLive Studio for Simulated Live events.

Jump to: [Before you begin](#) | [Access the editor](#) | [Add event content](#) | [Edit the recording](#) | [Publish the event](#)

## Before you begin

The editing studio automatically saves your changes as you edit and keeps a history of those changes while you are editing. The Undo button lets you cancel each change you made, in reverse order (starting with the most recent).

When you close the editor, it ends an editing “session” and all changes are saved (there isn't a Save button). The next time you open the editor, the Undo button is disabled - you can't undo changes from the previous editing session. However, you can reverse out all changes and revert to the last published version - just click **Revert Unpublished Changes**. Attendees won't see your edits until you click **Publish All Changes**.

## Access the editor

To start editing or assembling an event, on the Event Summary tab, click **Launch On-Demand Studio** or **Launch SimLive Studio**. A notice displays if you have unpublished edits to the

event.

[Launch OD Studio button and unpublished edits notice](#)

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## **Add event content**

The event timeline is where you'll edit or assemble the event. It contains tracks for all types of event content: the Media track for audio and video clips and overlay videos, the Slides track, the Headshots track (Telephone broadcasts only), the Surveys track, and the Layouts track.

If you are editing an archived Live event recording, the event timeline already contains the audio or video clip, slides, headshots, surveys, and layouts presented during the event. If you're assembling an event from scratch, the event timeline is empty.

## On-Demand Studio controls showing video media, slides, event timeline and clip library

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The content you uploaded on the Event Content tab when you set up the event is available in the content libraries. To add content to the recording, under the timeline, click the **Media Clips**, **Slides**, **Headshots**, **Surveys**, and **Layouts** buttons to expand the content library and then drag and drop content onto the appropriate track on the timeline. You can also optionally click the **Add (+)** button to expand the Media Clips library.

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## Edit the content and timings

After you add content, on the video player, click **Play** to run through the content on the event timeline and review placement and timing. The clips and headshots on the timeline play in the video player on the left, and the slides and surveys are displayed on the right. After you click Play, you can click and drag the green marker on the event timeline to go to any point in the event.

Then, use the timeline and video player options to adjust individual elements in the recording.

## On-demand Studio Video and Slides Player

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On the event timeline, right-click a:

- **Clip** to play it, edit the clip duration, replace it with another clip you uploaded to the event, or remove it
- **Slide** to edit the timings, replace it with another slide you uploaded to the event, remove it, or add or edit slide animations
- **Survey** to remove it
- **Headshot** to edit the timings or remove it

Under the video player, click:

- **Cut Heads/Tails** to change the start and end times of the event
- **Edit Timings** to add Jump Points to the event
- **Split Clip** to cut a live or primary clip into two

**Note:** You can't split overlay videos.

When you're finished editing, a message displays asking you to Adjust Event Timings. Click **Yes**.

**Important:** If you click **No**, the slides and other content may become out of sync with the event audio or video.

## Publish the event

Once your edits are complete, be sure to review them. On the video player, click **Play** to run through the updated timing and content. When you're ready to finalize changes to the event, in the top right corner of the editing studio, click **Publish All Changes**. Publishing the event updates the event replay and the downloadable MP3 and MP4 archive. You will receive an email once the event is published.



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## Recordings

# Download the event recording

Download recordings of completed Live, On-Demand, or Simulated Live events from the Webcast Admin portal. You can download the event video as an MP4 file or the event audio only as an M4A (video broadcasts) or MP3 file (telephone broadcasts).

To download the recording, sign in to the Webcast Admin portal and edit the event.

## Download the event video

After the Live event or after you publish the On-Demand or Simulated Live event, you can export the event recording. The amount of time the MP4 takes to process depends on the length of the event.

**Important:** You can't make edits to the event in the editing studio until the recording has finished processing.

### To download the recording as an MP4:

1. On the Event Summary tab, under Manage Webcast Archive, click **Export Webcast as MP4**.

[Event Recording Export MP4 Button](#)

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2. A warning window asks if you're sure you want to export the MP4. Click **Yes**.

The recording will begin processing. Once the recording is ready, you'll receive an email when the recording is ready to download.

3. Under Available Archives, click **MP4 created on** to save the recording.

[Event Recording MP4 Download Link](#)

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You can also download the MP4 from the MP4 Archive Complete notification email. In the email, click **Download MP4** or copy and paste the link into a browser.

**Note:** The recording can be downloaded a total of 10 times. Once the download limit is exceeded, you must download the recording in the Webcast Admin portal.

MP4 Archive Complete Email with download mp4 button and link

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## Download the event audio

### To download the recording as an audio file:

On the Event Summary tab, under Available Archives, click **Audio only created on** to save the recording.

Event Recording MP3 Download Link

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# Reports

## Run event reports

Run detailed reports on your attendees and event analytics for one or more events. You can download reports as XLSX or CSV files, or email them to others. You can access reports at any time and up to a year after the event date. To learn more about report types and the data you can include, see [What types of reports can I get on my event?](#)

**Note:** Live event reporting data is available 30 minutes after the event concludes.

### To run a report for one or more events:

1. Sign in to the Webcast Admin portal.
2. To run a report for a single event, click on an event from the My Events tab, and under the event click **Reports**. You can also run a report from the Event Summary tab when you edit an event.

## My Events-Event options with reports button

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To run a report for more than one event, click the **Reports** tab at the top of the page.  
On the Report tab, under Selected Events, click **Add Events/Folders**.



## Reporting-Select Events with Add Events/Folders button

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Select the events and then click **Select Events and Folders**.

## Reporting-Select Available Events and Folder checkboxes

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3. On the Reports tab, under Report Type, select the report you want to run, click **Select Columns**, and then select data you'd like to include.

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4. Optional. Expand the Filter Results by section and select the criteria to filter for.

**Tip:** If your event registration form includes a marketing consent option, select **Exclude Unsubscribed Users** to get a current list of registrants who opted in to receive event emails. For more information, see [Add marketing consent tracking to a registration form](#).

## Additional reporting Filters

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5. Optional. Under Date Range, select dates to filter the report data by date.

Reports- All dates since creation or Date Range option

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6. Click **Run My Report**.

The report opens in a new tab on your browser.

7. At the top of the report, you can export it as an XLSX or CSV file, or send it to others by email.

## What types of reports can I get on my event

There are two types of reports that you can run on your events: an Audience Details report and an Event Analytics report. For both reports, you can include or exclude many pieces of data.

### Audience Details report

Run an Audience Details report for a user-level breakdown of your attendees' interactions. You can include:

- **Registration Data** for the information attendees submitted during registration including standard and custom registration questions and Campaign Source Tracking IDs.
- **Q&A Question** for a table of attendee questions and the answers submitted by presenters. Each row represents a unique attendee (questioners are anonymous).
- **Survey Data/CE Results** for the in-event and post-event survey responses, certification exam results, and the certificate link.
- **Usage** for the number of registrants, viewing sessions, no shows, duration of views, the referrer, and log-in and log-out times for viewing sessions (session breakouts) for the event and replays.

### Event Analytics report

Run an Event Analytics report to view broader, event-level data. You can select:

- **Usage** for the total number of registrants and total duration of views for the event and replays.
- **Campaign Source Tracking Report** for the number and percentage of attendees that joined from Campaign URLs
- **Locations** for the number and percentage of countries attendees joined the event from.

- **Click Tracking** for the event resources (files) download details, including the total number of times and the percentage event resources were downloaded, individual attendee registration information, the files each attendee downloaded, and the date and time the file was downloaded.
- **Media Report** for the media type, device type, browser, and operating system viewers used to access the event.
- **Survey Summary** for a list of survey questions, the total number of responses and unique respondents, and the percentage of responses for each survey answer.
- **Q&A Summary** for the attendee registration information, the questions each attendee submitted, the answer, the answer status, and the date and time the question was submitted.
- **CE Details** for each viewer's certification exam results by viewer.
- **Duration Based CE Details** for each viewer's duration-based certification exam results.
- **Audio Bridge Call Usage** for a summary of presenter and audience member phone numbers, minutes, and locations.

# Third-party analytics data

After you [enable third-party analytics for an event](#) you'll be able to track the pages registrants land on, including the registration page, the event window, and the page registrants see when the Player is set to **Closed**.

The following table explains the page URLs you might see in your analytics solution.

URL in analytics	Event page
event.jsp	Event window
landing.jsp	Event closed page (Player set to closed)
starthere.jsp	Registration page

You can roughly track registration conversions by comparing the number of people who viewed the registration page and the number of people who viewed the event window.

## What data is included in my reports (Audience Details)?

The **Audience Totals** graph will provide a visual breakdown with totals and percentages of registrations and viewing sessions, which is highlighted by viewing type (Live, On-Demand and/or SimLive). For live events, the **Attendance During Live Event** graph tracks the attendance throughout the presentation. Click and drag to zoom into specific points in the event. The **Event Activity** graph tracks registration and viewing sessions since the event was created.



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Below will display a list of totals on the event. The **Total Sessions** is the total number viewing sessions on the event. The **Total Registrants** is the total number of registrants for the event. The **No Shows** is the number of registrants that did not login to watch the event. The **Total Conversion Rate** is the percentage of the Total Unique Registrants, not including No Shows, that logged in to the event. This number will change over time as new users register and view the event archive.

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The **Live Sessions** is the number of viewing sessions on the Live event. The **Unique Live Viewers** is the number of unique email addresses that viewed the Live event. The **Registrants at Live Event Conclusion** is the total number of registrants at the time the Live event concluded. The **Live Event Conversion Rate** is the percentage of Unique Live Viewers compared to the Total Unique Registrants as of the time the Live event ended. Note that this number may be less than the Total Unique Registrants number shown in the report as that one continues to increase as new users register for the event archive.

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The **On-Demand Sessions** is the number of viewing sessions on the On-Demand or Archived event. The **Unique On-Demand Viewers** is the number of unique email addresses that viewed the On-Demand or Archived event. The **Sim Live Sessions** is the number of viewing sessions on the Simulated Live event. The **Unique Sim Live Viewers** is the number of unique email addresses that viewed the Simulated Live event.

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Individual viewer data is broken down at the bottom. This will include registration data, viewing sessions and times, survey responses and Q&A for each registered email address.

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