Accessing Viewership Data for Zoom Recordings

After publishing and sharing Zoom class recordings from the cloud, you have the ability to see who has viewed the video you posted on your MyClasses page. In the Zoom help center, the data for views and downloads is called, "recording analytics."

Please Note

You can click on the images below to see them larger and with more detail.

How To View Zoom Recording Analytics

Step-by-step guide:

- 1. Sign in to your Zoom account online via salisbury.zoom.us
- 2. In the navigation menu, click Recordings.

Salisbury	1.888.799.9666	SALES
Profile		
Meetings	/	
Webinars Recordings		
Settings		
Account Profil	e	
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Video Tutorial	S	
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- 3. Adjust the date range and status, then search by host, meeting ID, topic, or keyword. blocked URL
- 4. Find the recording you want to view, then click the name of the recording under the Topics column.

From mm/dd/yyyy To 04/24/2020 All Status ÷ Search by ID • Q Search Export Delete Selected Delete All ID Start Time File Size Topic ID Start Time File Size • YS Zoom Meeting 979-4760-9300 Apr 24, 2020 10:12 AM 2 Files (741 KB) Share More •	Cloud Recordings	Local Recordings					Setting
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5. Click Recording Analytics.

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Attend Live Training Video Tutorials Knowledge Base	all Audio transcript		Unable to transcribe

- 6. Use the drop-down menus at the top to specify a date range, then click Search.
- 7. You will see a graph of views and/or downloads. Click one of the tabs at the bottom of the graph to view an overall summary or to filter data by view or downloads. Views indicate the number of times that someone viewed the recording page and Downloads shows the number of times that someone clicked Download on the cloud recording page.

)'s Z	oom Meeting			
Last 30 days View From Maximum duration: 1 Month Fime is based on UTC	09/27/2020	To 10/28/2020	Search		
				-O- 0 Views -O- 0 Downloads	

According to the Zoom help center, the "Views" metric does not track the number of times the recording was played nor unique page views. If someone reloads the page, it will count as another view. Also, the "Downloads" metric does not track the number of times that the download was completed, so if the user clicked "Download" but didn't finish downloading, it still counts as a download.

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