

TEDx Livestream Analytics Toolkit

How to Use This Toolkit

This toolkit explains how to use the Google Analytics account associated with the TEDx Livestream account in order to find stats about your TEDx event's Livestream.

Note: This is only for events using the TEDx Livestream Channel (new.livestream.com/tedx)

Background:

Livestream has changed their analytics from a feature within Livestream.com to using Google Analytics, an analytics service provided free of charge by Google. This system requires a few more steps than the previous service provided by Livestream.

If you are familiar with Google Analytics then you only need to read Step 1.

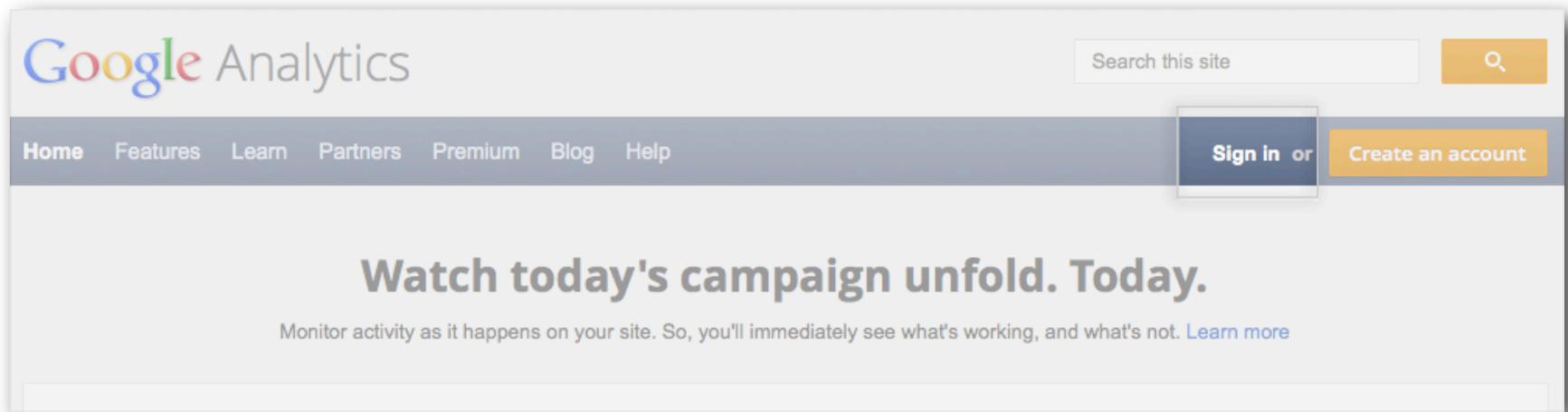
If you have never used Google Analytics then you can use this as a set by set tutorial to get the stats for your event.

Step 1: Request login and password and log into Google Analytics

You can request the login information by filling out this form: <http://goo.gl/tsocy>

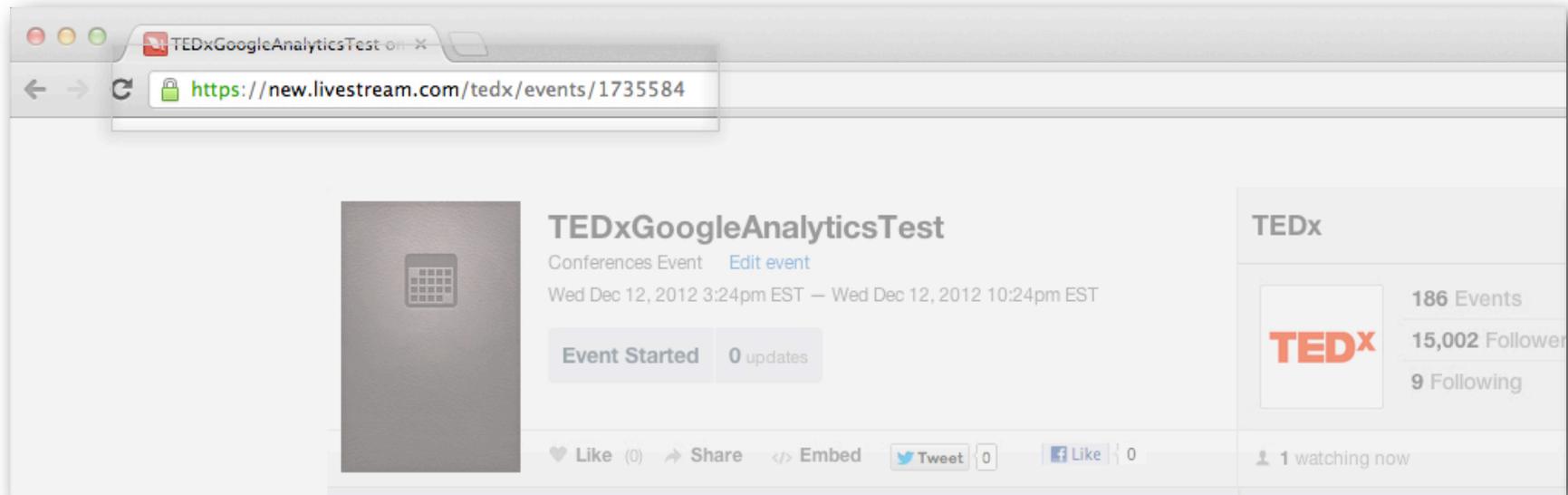
To log in to Google Analytics you can go to <http://www.google.com/analytics> and click sign in at the top.

NOTE: When logging in make sure that you are signed out of all other Gmail products or accounts.

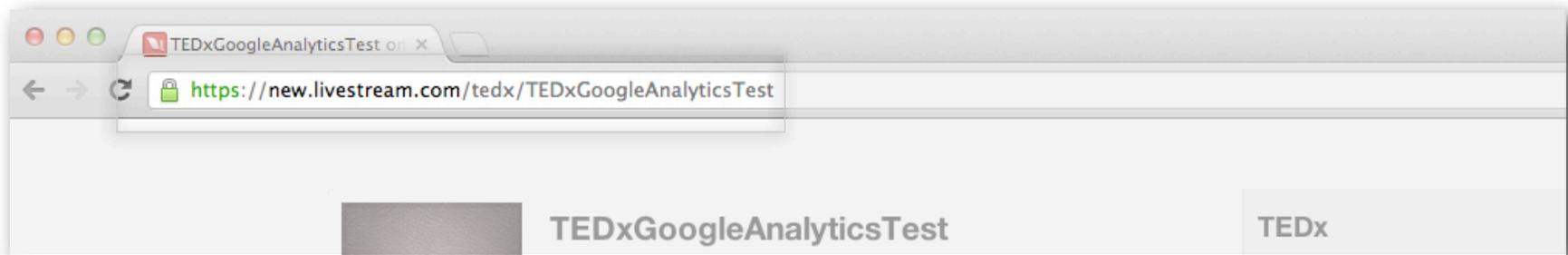


Step 2: Find the URL for your Livestream

The first thing you will need is the link for your Livestream. This should be the link to the Livestream that you uploaded to your event page or sent out to those watching it over twitter. You should also be able to find this on the page of your Livestream event. Once you have the link, save it, you will need it later.

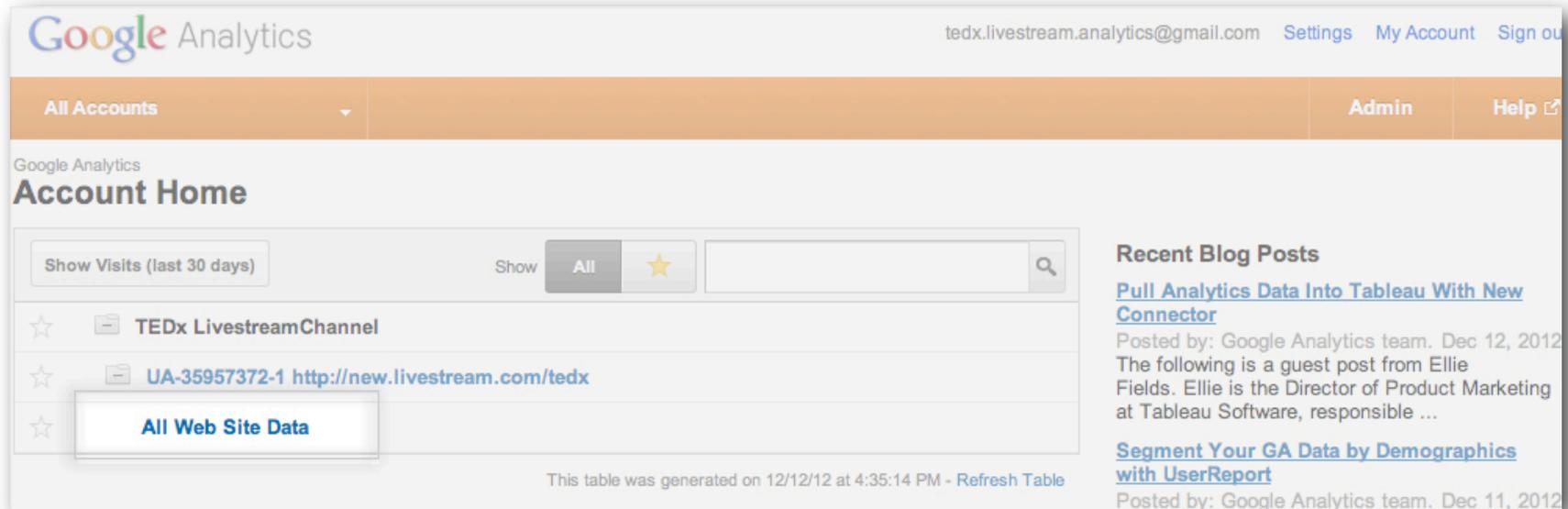


- or if you created a custom url -



Step 3: View all website data

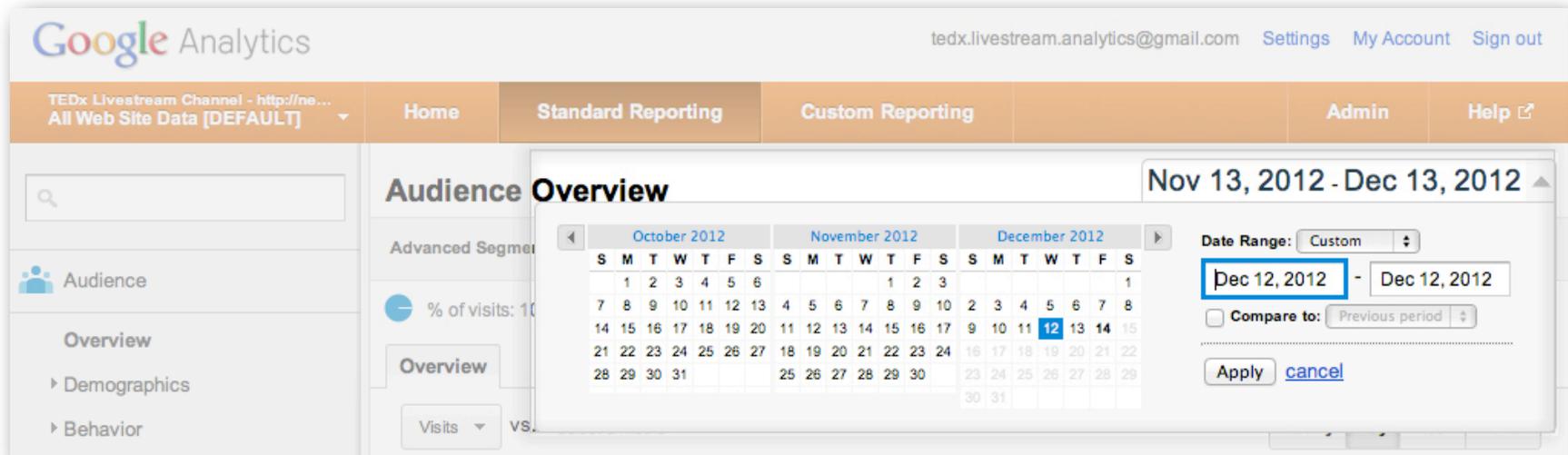
You can click on “All Web Site Data” to view the analytics for the Livestream channel



Step 4: Select the date of your event

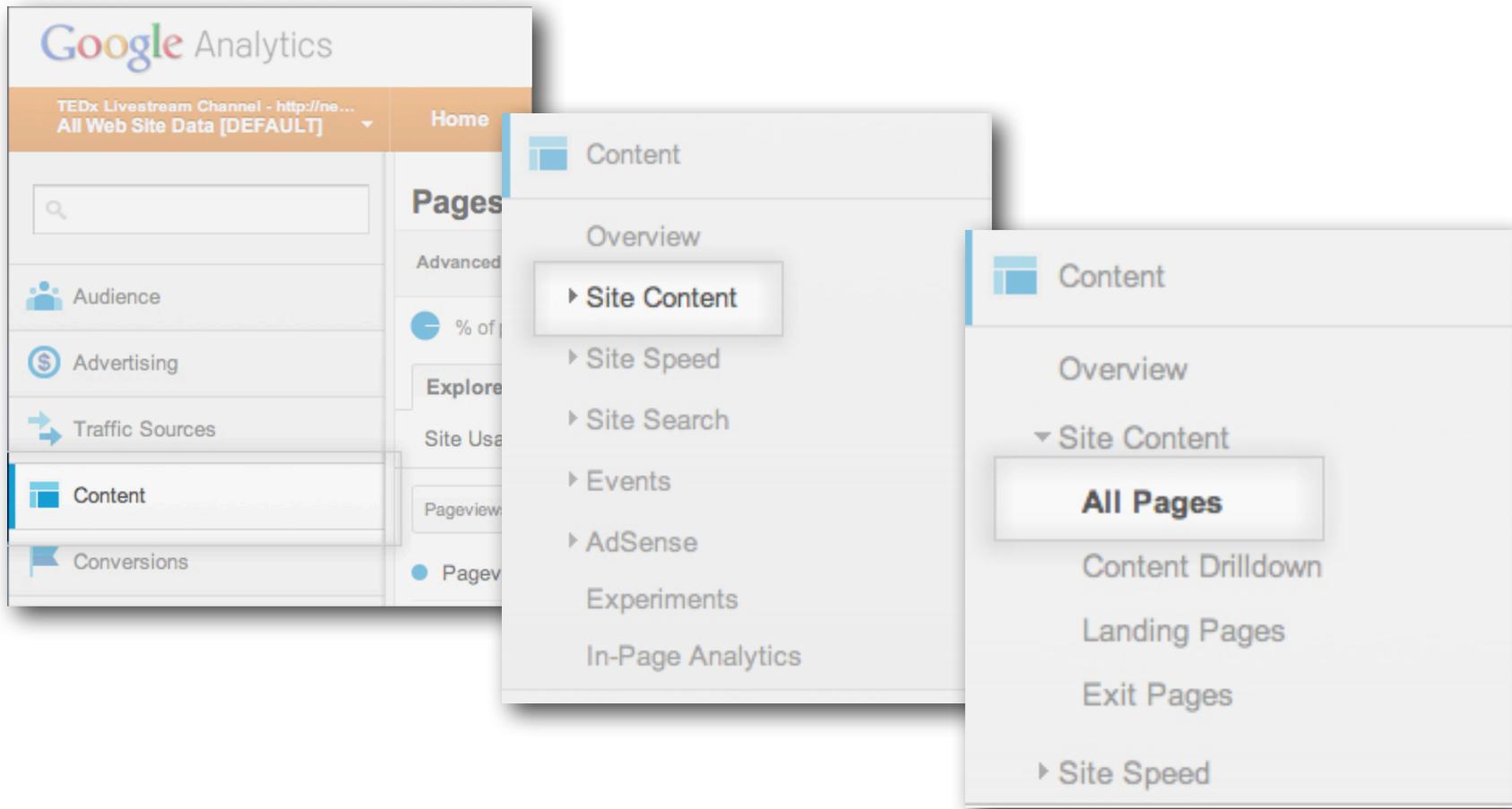
Once you have loaded the analytics interface the first thing you need to do is select the date on which your event happened. This makes sure that you receive numbers for only the date of your webcast.

NOTE: The dates here are in Pacific Standard Time, so you should convert the start and end times and dates of your event into Pacific Standard Time, and then select your dates.



Step 5: View all content

Next you will need to select “Content” from the side menu, then click “Site Content”, and finally “All Pages”



Step 6: Find the statistics for your Livestream event

This is where the URL link for you Livestream from Step: 2 comes in handy.

The URL from Step 2 was:

<https://new.livestream.com/tedx/TEDxGoogleAnalyticsTest>

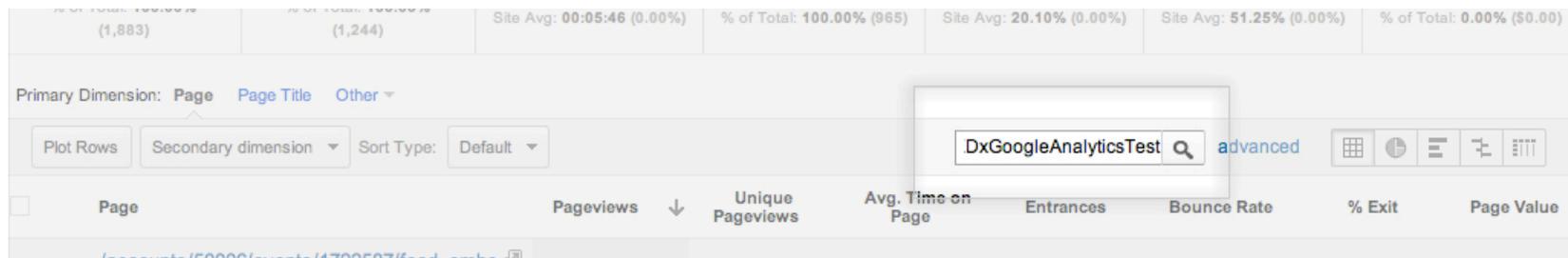
We do not need the entire link, but instead only the part after “https://new.livestream.com” so we can delete that part

<https://new.livestream.com/tedx/TEDxGoogleAnalyticsTest>

So we are left with:

/tedx/TEDxGoogleAnalyticsTest

Next you can copy this link into the search box under the page views chart and statistics



Finally, clicking the search button will filter the results and give you the statistics for your page.