Video Engagement Diagnostic Checklist

Instrument the right events, read the three metrics honestly, and turn each curve shape into an editing decision.

A. Instrument the right events

- [ ] Emit xAPI Video Profile events: played, paused, seeked, completed
- [ ] Capture played-segments, progress, and length on every session
- [ ] Scope each run with a registration so attempts aggregate correctly
- [ ] Send the video activity type and tie it to the course context

B. Read the three metrics honestly

- [ ] Report the median watch-time beside the mean — viewing is bimodal
- [ ] Express watch-time as a percentage of length to compare videos
- [ ] Plot the drop-off curve: percent still watching across the timeline
- [ ] Flag overlapping played-segments as re-watch hotspots

C. Diagnose the curve shape

- [ ] More than 40% drop in the first 30 seconds = a weak hook
- [ ] A sudden mid-video cliff = a specific defect at that timestamp
- [ ] A spike or flat shelf = re-watch (gold or confusion)
- [ ] Benchmark within the same length and course type, not a global number

D. Turn data into editing decisions

- [ ] First-30s cliff → re-cut the opening; state the outcome in 10s
- [ ] Low average + early plateau → segment into sub-6-minute clips
- [ ] Mid-video cliff → open at the mark; cut the tangent, add a signpost
- [ ] Re-watch by a missed quiz → clarify; on an example → make more

Companion to: 'Video Engagement: Watch-Time, Drop-Off, and Re-Watch'
www.forasoft.com/learn/elearning-video/articles-elearning/video-engagement-watch-time-drop-off



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This worksheet turns xAPI events and drop-off curves into editing decisions for course video. We wrote seven volumes on the video stack under those numbers: Volume 3 covers players, stall recovery and QoE monitoring, Volume 1 encoding, and Volume 4 audio, loudness and accessibility.

WHAT YOU WILL FIND INSIDE

- Player events and QoE monitoring
- Encoding ladders for lecture video
- Stall recovery and startup time
- Loudness and captions for learners

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Vol. 1 · Video Encoding — pixels and color to H.264, HEVC, AV1, quality metrics and AI

Vol. 2 · Video Streaming I — network transport, contribution and ingest, HLS, MPEG-DASH, CMAF

Vol. 3 · Video Streaming II — ABR, CDNs, players, WebRTC, DRM and the economics of delivery

Vol. 4 · Audio for Video I — PCM, codecs, loudness, accessibility, real-time voice processing

Vol. 5 · Audio for Video II — jitter buffers, lip sync, Atmos, quality metrics, neural codecs

Vol. 6 · AI for Video I — models and inference, computer vision, speech, search, generative video

Vol. 7 · AI for Video II — real-time pipelines, agents, serving, cost, compliance, verticals

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