

# Content Syndication

Content syndication is a way of making your content available to multiple other sources. This creates a form of leverage that gives you the ability to create your content once while maximizing your exposure on the Internet by distributing your content in many places at the same time. Content syndication is a win-win for both the publisher and the webmaster. As a result of this type of distribution, publishers receive increasingly more exposure for their content and webmasters receive new source for additional content.

Kaltura allows you to create video feeds in multiple formats that are ready for submission to 3<sup>rd</sup> party platforms such as Google, Yahoo!, iTunes and other video sharing sites and social networks. Videos are distributed via playlist feeds (MRSS and APIs) to the channels of your choice. The content remains on the Kaltura host.

Details on how to syndicate your content to specific destinations are included here. If you wish to syndicate your content in a different format, please contact Kaltura professional services.

RSS syndicates your web content to other sites and builds inbound links, making RSS one of the most effective SEO strategies today. Using RSS as part of your SEO strategy is advantageous. If you need help with web content syndication, contact your account manager.

## How Does Syndication Work?

Kaltura's MRSS Feeds and Syndication services allow publishers to syndicate and track their videos on a wide range of video sharing sites and social networks via playlist feeds managed through the Kaltura Management Console. Publishers can then track their videos and tweak their programs and campaigns based on the results.

Publishers can set up MRSS feeds into major video search engines including Google, Yahoo! and iTunes from within the KMC. After you have created a playlist, see [Creating and Customizing Playlists and Players](#), you can then add it to a feed by selecting its destination site.

## Search Engine Optimization (SEO)

Submitting feeds to major search engines helps to increase your content's SEO, and ultimately direct more traffic to your website. See <http://blog.kaltura.org/?p=1773&preview=true>.

## Key benefits

- Setting up a new feed is simple and quick - easily set-up multiple playlists in the KMC to be distributed, videos within each playlist are automatically distributed to the relevant channels on the video sharing sites.

- Automatic updates – after a one-time set-up, any additional videos that are added to the selected playlist will automatically be syndicated accordingly based on the feed's specific configuration. There is no need for manual updates to the feed.

## Setting Up Syndication

### To configure syndication settings

1. Go to the Content tab and select the Syndicate menu.
1. Click Create New Feed.
2. Enter the Feed Name (required).
3. Select the content to syndicate.
  - All Content – syndicates all entries.
  - Only content from this playlist – syndicates content from the playlist you select.
4. Select the Feed Type.

Add Video Feed

\*Feed Name:

Select Content:

☒ All Content

☐ Only content from this playlist

test\_manual

Feed Type:

Google

Google

Yahoo!

ITunes

TubeMogul

Flexible Format Feed

Google Parameters:

Content Flavor:

\*Landing Page:

Enter the URL template that you would like to appear in the Google search results for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="

Playback directly from Google?:

☒ Yes and use this video player:

Dark player

This player will appear within the Google search results page

☐ No, only linkback to my site

Adult Content:

☐ This feed includes adult content

Add Feed

## Syndicating to Google

You can submit your videos to the Google search engine which will ultimately direct more traffic from Google to your website. Submission of video feeds to Google is free of charge, yet requires some technical knowledge. It is recommended that your website's webmaster be available for assistance.

The workflow for setting up Google syndication is divided into two tasks:

- Google Webmaster tasks
- KMC Publisher tasks

## Google Webmaster Tasks

### To configure syndication settings for Google

1. Setup a [Google Webmaster](#) account for your website.
1. Setup your website in the Google Webmaster Tool.  
[Follow the directions here](#). Make sure your site is valid based on the Google instructions.
2. Submit the Feed to a URL.  
Create a server page on your website that redirects to this feed URL.  
For example, for a php implementation save a php file named `redirect.php` with the following content (replace the XXXX with your feed URL):

```
<?php
Header( "HTTP/1.1 301 Moved Permanently" );
Header( "Location : XXXX" );
?>
```

3. [Login to the Google Webmaster Tool](#).
4. In the Google Webmaster Tool, go to Site configuration > Sitemaps > Submit a sitemap.
5. Submit the feed as your redirect page in your site, for example:  
<http://mysite.com/redirect.php>

## KMC Publisher Tasks for Google Syndication

### To configure syndication settings for Google

1. Configure the Syndication Settings. See [Setting Up Syndication](#).
2. Select Google from the Feed Type drop-down menu.  
The Google parameters are displayed.
3. Enter the Google Parameters, see [Google: Feed Parameters](#) and click Add Feed.

## Add Video Feed ? x

**Feed Name:**

**Select Content:**

☒ All Content

☐ Only content from this playlist

**Feed Type:**

**Google Parameters:**

**Content Flavor:**  ☒ Add to default transcoding profile

**Landing Page:**

Enter the URL template that you would like to appear in the Google search results for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="

**Playback directly from Google?:**

☒ Yes and use this video player:

This player will appear within the Google search results page

☐ No, only linkback to my site

**Adult Content:**

☐ This feed includes adult content

**Add Feed**

Google videos    [Advanced Video Search](#) [Moderate SafeSearch is on](#)

Videos > eurosport.fr [Show options...](#) Result of about 94

**Tennis - I love Australian Open** 14 days ago [video.eurosport.fr](#)

**Tennis - Serena "pète les plombs"** 3 months ago [video.eurosport.fr](#)

**Tennis - F** 01:05 - 2 [video.eurosport.fr](#)

Victoria Azarenka a craqué dans sa quête aux demi-finales des Masters de Doha en abandonnant face à Agnieszka Radwanska 4-6, 7-6, 4-1. La Biélorusse de 20 ans servait pourtant ...

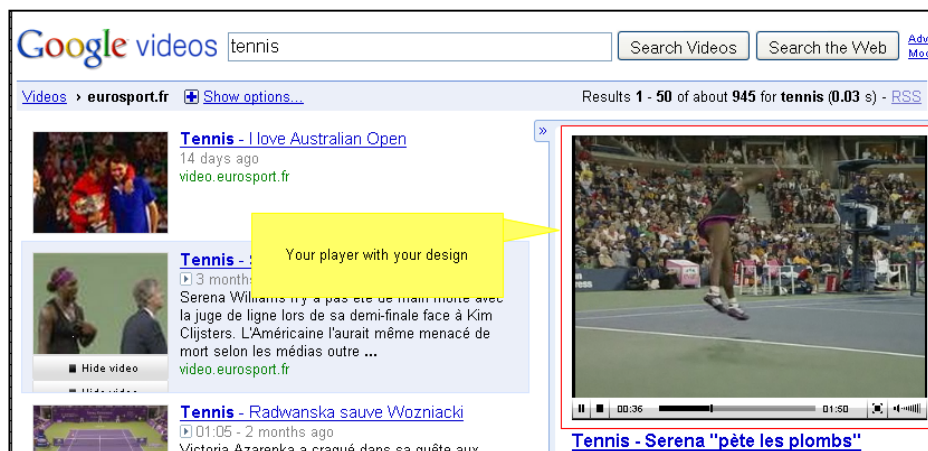
When Moderate SafeSearch is on (Google Default) will not show content of feeds marked as "adult"

Entry Name

Link goes to landing page, with entry id appended

Entry Description

If selected "playback directly from google", play button will appear.



## Google: Feed Parameters

Field	Description
Content Flavor	The format and quality of the content to be syndicated
Landing page	The URL template that you would like to appear in the Google search results for each video in this feed. The system will append the specific entry ID for each entry. See feed example below.
Add to default transcoding profile	Check to add the chosen Content flavor to content that will be uploaded subsequently, using the default transcoding profile
Playback directly from Google -	Select if you prefer for Google to display a link to your website only or if you'd like Google to display the actual video directly within the search results page (see screenshot below). If you allow Google to playback the videos directly from the search results page, you can select the player that will be used for playback. The player may include your branding, watermark, etc.
Adult content	If selected, videos in this feed should be available only to users with SafeSearch turned off.

## Syndicating to TubeMogul

Kaltura and TubeMogul have partnered to provide a premium syndication service at the most attractive pricing available.

This service allows you to seamlessly syndicate your content to over 20 video portals including YouTube, Daily Motion, Metacafe, etc. and to receive aggregated analytics across video portals.

Each time you add a video to your syndicated content, it will be automatically distributed to your channel in the video portal you selected.

To learn more about this feature and pricing information [contact us](#) or call +1-800-871-5224.

## KMC Publisher Tasks for TubeMogul Syndication

### To configure syndication settings for TubeMogul

1. Configure the Syndication Settings. See [Setting Up Syndication](#).
2. Select TubeMogul from the Feed Type drop-down menu.  
The TubeMogul parameters are displayed.
3. Enter the TubeMogul Parameters, see [TubeMogul: Feed Parameters](#) and click Add Feed.  
The URL for the feed is generated.

Add Video Feed
?
x

\*Feed Name:

Select Content:
☒ All Content
☐ Only content from this playlist

Feed Type:

**TubeMogul Parameters:**

Content Flavor:
☒ Add to default transcoding profile

Categories:

These categories will be use when pushing your content to the various sharing websites

Add Feed

## TubeMogul: Feed Parameters

Field	Description
Content flavor	The format and quality of the content to be syndicated.
Add to default transcoding profile	Check to add the chosen Content flavor to content that will be uploaded subsequently, using the default transcoding profile.



Feed categories

These categories will be used when pushing your content to the various sharing websites

## TubeMogul Webmaster Tasks

### To submit the video feed to TubeMogul

1. Copy the feed URL you obtained after you added the feed. See [KMC Publisher Tasks for TubeMogul Syndication](#)

**If you already have a Kaltura-TubeMogul account submit this feed to TubeMogul by following these steps:**

1. Copy the feed URL

2. Login to your [Kaltura–TubeMogul account](#).
3. Go to Advanced Tools, select More Tools, and then select MRSS Feed Manager.
4. Submit your feed.

## Syndicating to iTunes

You can submit your content to the iTunesStore as a podcast. You will need an active Apple ID and the iTunes application installed.

## KMC Publisher Tasks for iTunes Syndication

### To configure syndication settings for iTunes

1. Configure the Syndication Settings. See [Setting Up Syndication](#).
2. Select iTunes from the Feed Type drop-down menu.  
The iTunes parameters are displayed.
3. Enter the iTunes Parameters, see [iTunes: Feed Parameters](#) and click Add Feed.

This feed is ready for submission

You can transcode any entry to H.264 MP4 for Export by going to the Manage section of the entry, then open the specific entry that you would like to transcode, go to the Flavors tab, and select the "Convert" option.

If you wish to transcode multiple entries into HQ MP4 for Export, please contact Kaltura professional services: <http://corp.kaltura.com/support/form/project/13>

**In order to test this feed before submitting to the iTunes Store, please follow these steps (Note that you will need the iTunes application installed):**

- Copy the feed URL
- Launch the iTunes application installed on your desktop
- Inside iTunes go to "Advance > Subscribe to podcast" and submit the feed URL there

**In order to submit this feed to the iTunes Store as a podcast/ video podcast, please follow these steps (Note that you will need an active Apple ID and the iTunes application installed):**

- Copy the feed URL
- Go to <https://phobos.apple.com/WebObjects/MZFinance.vwoa/wa/publishPodcast>  
(launches iTunes application in the right page)
- Submit your feed

OK

## iTunes: Feed Parameters

Field	Description
Name	Name of the feed.
Content selection	You can either select all content, or create a feed of a specific playlist only.
Content flavor	The format and quality of the content to be syndicated. iTunes supports these formats: .m4a, .mp3, .mov, .mp4, and .m4v. Refer to <a href="#">here</a> for more information.
Add to Default	Check to add the chosen Content flavor to content that will

Transcoding Profile	be uploaded subsequently, using the default transcoding profile.
Landing page	<p>The URL template that you would like to appear in the iTunes Store for each video in this feed. The system will append the specific entry ID for each entry. The following parameters will be presented in the iTunes store, as demonstrated in the illustration below:</p> <p>Feed Author</p> <p>Feed Landing Page (link back to your website)</p> <p>Feed Category (will direct iTunes store how to categorize your feed)</p> <p>Feed Description</p> <p>Feed Image URL (should be 600x600)</p> <p>In addition, the system will add the following relevant information for every entry: Name, Duration, Create date, Description.</p>
Contact information	The name and email you enter for the feed will be used for iTunes Store to contact you if necessary. This information will not be presented in the iTunes Store.
Language	The language of the videos/ audio files in this feed.
Adult content	If you select this, an "explicit" parental advisory graphic will appear next to your podcast artwork on the iTunes Store, and in the Name column in iTunes.

The screenshot shows the 'This American Life' podcast page. Annotations on the right side map specific UI elements to feed metadata fields:

- Feed Name:** Points to the 'This American Life' title.
- Feed Author:** Points to 'Chicago Public Radio'.
- Feed landing page:** Points to the 'WEBSITE' link.
- Feed Category:** Points to the 'Category: Society & Culture' and 'Language: English' fields.
- Feed Description:** Points to the 'PODCAST DESCRIPTION' section.
- Entry Name (Automatically filled per entry):** Points to the 'LISTENERS ALSO SUBSCRIBED TO' section.
- Feed Author:** Points to the 'LISTENERS ALSO SUBSCRIBED TO' section.
- Entry Duration (Automatically filled per entry):** Points to the 'Time' column in the episode list.
- Entry Create date (Automatically filled per entry):** Points to the 'Release Date' column in the episode list.
- Entry Description (Automatically filled per entry):** Points to the 'Description' column in the episode list.

At the bottom, a table shows episode details:

#	Name	Artist	Time	Release Date	Description
1	#218: Act V	Chicago Public Radio	59:00	10/14/07	Inmates at a high-sec...

### To test the feed before submitting to the iTunes Store

1. Copy the URL you obtained after adding the feed.
2. Launch the iTunes application installed on your desktop.
3. Go to Advance > Subscribe to podcast and submit the feed URL.

### To submit this feed to the iTunes Store as a podcast/ video podcast:

1. Copy the feed URL.
2. Go to <https://phobos.apple.com/WebObjects/MZFinance.woa/wa/publishPodcast> (launches iTunes application in the right page)
3. Submit your feed.

## KMC Publisher Tasks for Yahoo Syndication

### To configure syndication settings for Yahoo

1. Configure the Syndication Settings. See [Setting Up Syndication](#).
2. Select Yahoo from the Feed Type drop-down menu.  
The Yahoo parameters are displayed.
3. Enter the Yahoo Parameters, see [Yahoo: Feed Parameters](#) and click Add Feed.



**Add Video Feed**

**Feed Name:** New Feed 2010

**Select Content:** ☒ All Content  
☐ Only content from this playlist  
My new playlist 3

**Feed Type:** Yahoo!

**Yahoo Parameters:**

**Content Flavor:** Source ☒ Add to default transcoding profile

**Landing Page:** http://  
Enter the URL template that you would like to appear in the Yahoo search results for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="

**Playback directly from Yahoo?:** ☒ Yes and use this video player:  
Light player  
This player will appear within the Yahoo search results page  
☐ No, only linkback to my site

**Web Site:** http://

**Feed Description:**

**Add Feed**

## Yahoo Webmaster Tasks

### To submit the video feed to Yahoo

1. Copy the feed URL you obtained after you added the feed. See [KMC Publisher Tasks for Yahoo Syndication](#)
2. Go to <http://video.search.yahoo.com/mrss/submit>.
3. Fill in the form and submit your feed as a "Full feed".

### Yahoo: Feed Parameters

Field	Description
Name	Name of the feed.
Content selection -	You can either select all content, or create a feed of a specific playlist only.
Content flavor	The format and quality of the content to be syndicated
Add to Default	Check to add the chosen Content flavor to content that will

Transcoding Profile	be uploaded subsequently, using the default transcoding profile.
Landing page	The URL template that you would like to appear in the Yahoo search results for each video in this feed. The system will append the specific entry ID for each entry.
Playbacks directly from Yahoo	Select if you prefer for Yahoo to display a link to your website only or also if you'd like Yahoo to display the actual video directly within the search results page. If you allow Yahoo to playback directly from within the search results page, you can select the player that will be used for playback. This player may include your branding, watermark, etc.
Adult content	If selected, videos in this feed should be available only to users with SafeSearch turned off.

The tables below map categories between the different websites.

TubeMogul	Arts & Animation	Comedy	Entertainment	Music	News & Blogs	Science & Technology	Sports	Travel & Places
5min	Arts/Others	People/Others	Home/Entertaining	Music/Others	Business/Others	Tech/Others	Sports/Others	Wheels/Others
Blip.tv	Art	Comedy	Movies and Television	Music and Entertainment	The Mainstream Media	Technology	Sports	Travel
Break	Animation	Funny Videos	Entertainment	Entertainment	News Videos	Entertainment	Sports Videos	Entertainment
DailyMotion	Arts	Funny	Film & TV	Music	News & Politics	Science & Technology	Sports & Extreme	Travel
eBaums World	Arts Animation	Comedy	Entertainment	Music	News Blogs	Science Tech	Sports	Travel Places
Graspr	Arts & Crafts	Other	Other	Music	Other	Computers & Internet	Sports & Recreation	Travel
GrindTV	N/A	N/A	N/A	music	N/A	N/A	N/A	N/A

<b>Howcast</b>	Animation Techniques	Humor & Comedy	General Performing Arts	Making Music Videos	Politics & Citizenship	General Technology	General Sports	General Travel
<b>i2TV</b>	Arts, Film, Animation	Comedy	Entertainment	Music	News	Technology	Sports & Games	Travel & Places
<b>Metacafe</b>	Art & Animation	Comedy	Entertainment	Music & Dance	News & Events	Science & Tech	Sports	Travel & Outdoors
<b>MSN Video</b>	Movies	Movies	TV	Music	News	Web	Sports	Events
<b>MySpace</b>	Animation/C GI	Comedy and Humor	Entertainment	Music	News and Politics	Science and Technology	Sports	Travel and Vacations
<b>Sclipo</b>	Arts / Design	Other	Other	Music	Other	Science / Technology	Sports	Hobby / Games
<b>StreetFire</b>	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>StupidVideos</b>	Just Plain Stupid: Laugh Out Loud	Just Plain Stupid: Laugh Out Loud	Just Plain Stupid: Laugh Out Loud	Just Plain Stupid: Laugh Out Loud	Just Plain Stupid: Office/Workplace	Just Plain Stupid: Laugh Out Loud	Sports: Other	Just Plain Stupid: Laugh Out Loud
<b>Veoh</b>	Animation	Comedy	Entertainment	Music	News	Tech & Gaming	Sports	Travel & Culture
<b>VideoJug</b>	Creative & Culture	Humour & Bizarre	Entertainment	Music	Current Affairs	Technology & Cars	Sports & Outdoors	Travel
<b>Yahoo</b>	Art & Animation	Funny	Entertainment	Music	News	Technology & Products	Sports & Games	Travel
<b>YouTube</b>	Film & Animation	Comedy	Entertainment	Music	News & Politics	Science & Technology	Sports	Travel & Events

