# **Kaltura Management Console User Guide**

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Introducing KMC Next Generation		
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## **Preface**

This preface contains the following topics:

- About this Guide
- Audience
- Document Conventions

#### **About this Guide**

This guide provides an in-depth description of the KMC basic concepts and usage.



**NOTE:** Please refer to the official and latest product release notes for last-minute updates.

Technical support may be obtained directly from: Kaltura Customer Care.

#### **Contact Us:**

Please send your documentation-related comments and feedback or report mistakes to <a href="mailto:knowledge@kaltura.com">knowledge@kaltura.com</a>. We are committed to improving our documentation and your feedback is important to us.

#### **Audience**

This guide is primarily intended for content managers and Kaltura Management Console users and contains useful information for developers, integrators, and operations and site administrators using the Kaltura platform.

## **Document Conventions**

Kaltura uses the following admonitions:

- Note
- Workflow



**NOTE:** Identifies important information that contains helpful suggestions.



**Workflow:** Provides workflow information.

Step 1

Step 2

# **Introducing KMC Next Generation**

Kaltura Management Console (KMC) is a media asset management front-end application to the Kaltura Platform. The KMC provides publishers all the tools necessary to manage and publish their media assets, in one intuitive interface.

The new Kaltura Management Console (KMC) is an HTML5 based, Flash-free version that has been redeveloped with a new engaging design, new additional features, and performance improvements.

# **New Functionality**

This section lists some of the major changes and improvements that are offered with the new KMC application.

#### **Platform**

All KMC software and components are no longer in Flash. The new HTML5 based software's engaging design provides a unified, consistent user experience throughout the platform. All the KMC pages, and flows were revised and improved along with performance improvements.

## **Content Creation and Editing**

The new Upload Monitor feature supports videos that are greater than 2GB. The Upload Monitor presents all current uploads' status and is located on the top navigation bar for quick access from any page on the KMC.

The Kaltura Video Editing Tool is now available from the KMC and allows you to Clip or Trim media, place advertisements at selected points in your media's timeline and many other editing features.

#### **Entries List and Details**

Each entry page includes a fixed player and lists the entry's details. The entry's details are also visible while navigating between the entry's different tabs.

#### **Share and Embed**

Many new sorting enhancements have been added to the Players List. The Players List may be sorted by name, upload date, update date. The Players List has also been updated and all irrelevant and legacy players were removed.

#### What Can I Do with the KMC?

#### You can:

- Upload content and perform bulk ingestion
- Transcode and manipulate media assets
- Manage metadata profiles and high-precision temporal-metadata
- Design and customize branded media players
- Control and manage end-user entitlements to content in applications such as Kaltura MediaSpace
- Create static and dynamic rule-based playlists
- View analytics and gain insights about how well your content is performing
- Configure live streaming web broadcasts
- Syndicate and distribute content across the web
- Configure ads and leverage ad networks
- Manage access control profiles and limit access to published media
- Manage your Kaltura account settings
- Create Kaltura users, roles and assign permissions

and more...

## **Media Management and Workflow**

The KMC provides full media management so that you can organize and track your online video system, functions and rich-media content. The following presents a simple workflow to manage content.

- Uploading and Ingestion upload and ingest video, audio, and images, bulk or individual file uploads, via browser, desktop email or mobile.
- Transcoding and Processing convert videos into multiple flavors (optimized output files) and create transcoding profiles to ensure optimal viewing experience on all devices.
- Creating and Customizing Players control player size, color, fonts and branding. Add or remove buttons, enable subtitles, sharing, and more.
- Creating and Customizing Playlists Create manually or dynamically generated playlists.
- Managing Metadata and Categories leverage metadata fields to tag, manage, search and expose content. Populate out-of-the-box fields or create your own custom metadata schema. Create content packages, including a set of video transcodes, multiple thumbnails in different sizes, metadata, subtitles, scheduling data, and more.
- Locating Content in the KMC use categories, tags, and any of your custom metadata fields to locate any file, or search caption files for phrases within the video.
- Managing Access Control Profiles control exactly when and where your content is published; decide who can do what within the KMC.
- Configuring KMC Users and Roles use out-of-the-box roles and permissions or create your own custom roles with granular permissions.
- Entitlements Settings- -control and manage end-user entitlements to content in applications such as Kaltura MediaSpace.
- Managing Categories provide a logical structure for your site and assist with content management.
- Moderation and Editorial Workflows to eliminate spam and abusive content in UGC portals.
   Implement complex editorial workflows for your various team roles.

- Using Subtitles and Captions upload multiple caption files (SRT, XML, VTT) and transcripts (TXT), or reference an external link. Viewers can toggle between different language captions.
- Live Streaming schedule and broadcast live events. Includes all the features of on-demand video.
- Content Authoring Tools clip and trim videos, add subtitles and cue points.
- Publishing to your Site manage content, create playlists, preview and embed to your sites.
   Provide the optimal viewing experience across all devices with seamless mobile and tablet support.
- Distribution distribute content to your channels on partner sites such as YouTube, Hulu, and DailyMotion, or create video feeds for third-party platforms such as Google, Bing! and iTunes.
- Advertising and Ad Networks advertise, integrate with ad networks, and enable payment models.
- Creating and Tracking Analytics get the insight you need on viewer behavior with built-in reports.
- Account Information- modify user information, integration settings and registration information.
- User Reports create and display usage reports for entries.

## Studio Player Design and Configuration

The Universal Studio enables users to directly customize Kaltura player toolkit players. The Kaltura Player Toolkit uses a unified HTML, CSS and JavaScript runtime to drive all players. For a more complete list of advantages of the Kaltura Player Toolkit over previous versions see the Kaltura Player Toolkit page. The Universal studio itself reflects these advantages and enables a much more robust configurability. The Universal Studio is now directly connected to the feature set defined on player.kaltura.com

We highly recommend that you update your players to the latest Universal Studio players. See How to Update the Kaltura Player to the Latest Version.

Depending on your configuration, the Studio tab will appear in your KMC header as follows:



UNIVERSAL STUDIO TV PLATFORM STUDIO

For a description of the features and tasks for the Universal Studio v2 players, see the Universal Studio Information Guide.

# **Getting Started**

# **Login to KMC**

## **■ To login to the KMC**

- **1.** Go to the Kaltura Management Console (KMC) at: https://kmc.kaltura.com/index.php/kmcng.
- 2. Log-in with the credentials you received in the "Kaltura Registration Confirmation" email.

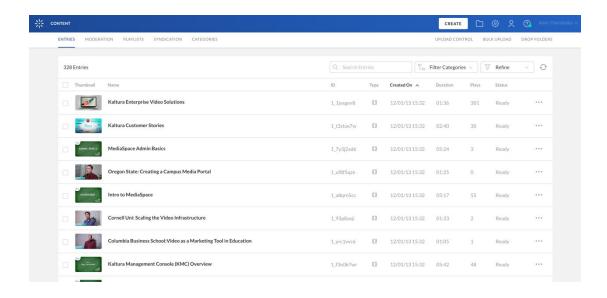


3. Click Login.

The KMC Content Page is displayed. The default view displays the KMC Header, the Content Menu > Entries Tab > Entries Table.

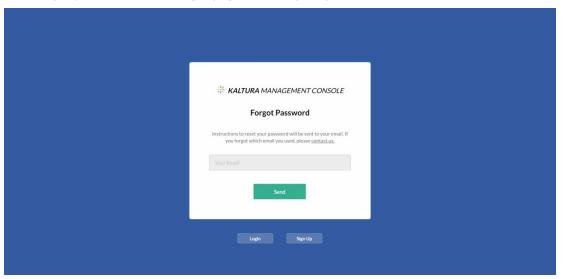


**NOTE:** Depending on your permissions you will get to the first screen you are permitted to view.



## **Forgot Password**

**1.** Click Forgot password on the Login page to reset your password.



**2.** Enter your email and instructions will be sent to you.

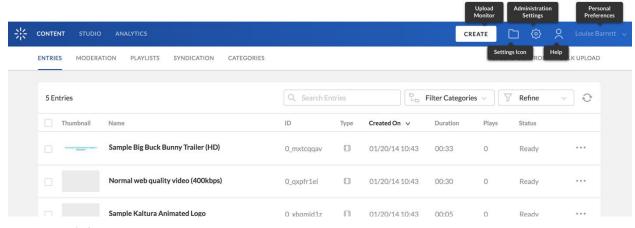
#### **Free Trial**

• Click Sign up on the Login page for a free trial of the KMC.



#### The KMC Header

The KMC Header contains the following tools and icons:



- Create Click to create a KMC entry. See Create an Entry.
- Upload Monitor Use to monitor uploads. See the Upload Monitor Pages.
  - UPLOAD FROM DESKTOP
  - BULK UPLOAD
  - DROP FOLDERS
- Administration Use to add users and define user roles. See the Administration Pages.
  - o USERS
  - o ROLES
- Settings click to opens the following Settings tabs. See the Settings Pages.
  - ACCOUNT SETTINGS

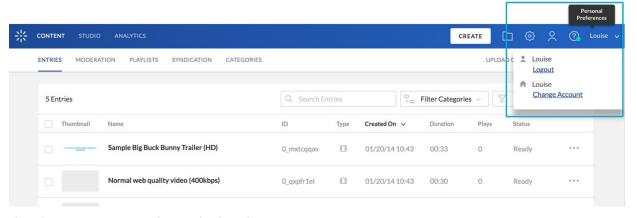
- INTEGRATION SETTINGS
- ACCESS CONTROL
- TRANSCODING SETTINGS
- CUSTOM DATA
- MY USER SETTINGS
- ACCOUNT INFORMATION
- **Help** —The green dot represents that you are viewing a new release. Open the Help to see the Changelog for the latest information for the release. The Changelog is available all times.
- Personal Preferences Use to logout, change accounts.

## **Personal Preferences**

Use the Personal Preferences menu to login or log out of the KMC, to change accounts or to change the interface language.

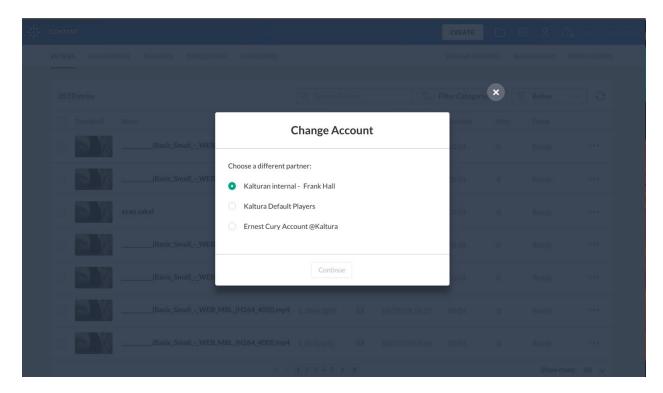
#### **■** To change accounts

- 1. Open the Personal Preferences drop-down menu.
- 2. Click Change Account.



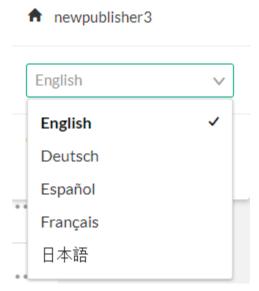
The Change Account window is displayed.

**3.** Select a different account and click Continue.



#### **☐** To change the KMC interface language

- **1.** Open the Personal Preferences drop-down menu.
- 2. Select a language from the drop-down-menu



The selected language is saved on the local machine cache and is loaded the subsequent time the application opens.

## **The Content Menu**

The Content menu is used to manage your media library and provides all the tools you need, in one intuitive interface. You can organize your content and metadata, easily search media, edit, moderate, create playlists, and much more through the Content tab.

The Content menu has the following tabs:

- ENTRIES
- MODERATION
- PLAYLISTS
- SYNDICATION
- CATEGORIES
- UPLOAD CONTROL
- BULK UPLOAD
- DROP FOLDERS

This section provides an overview of the Content Menu tabs and links to the relevant section in this guide for more conceptual and procedural information. Permissions that are set on your account determine the screens you are permitted to view.

#### **Entries Tab**

Your first step in the KMC is to create and add content to the Entries Table. See The KMC Entries Table.

After you upload content to the KMC you can perform various modifications to your content, for example, categorize, clip, and create ads.

## **Moderation Tab**

The Moderation tab located in the Content menu in the KMC and allows publishers to see the moderation queue, where all entries marked as pending, are waiting to be approved or rejected. Content moderators can change the moderation status (approve/reject). For more information see Moderating Content

## **Playlists Tab**

The Playlists tab located in the Content menu in the KMC and allows you to create and display playlists. For more information about creating playlists see Creating and Configuring Playlists.

# **Syndication Tab**

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, Bing, iTunes and other video sharing sites and social networks. Videos are distributed via playlist feeds (such as Media Really Simple Syndication (MRSS)) to the channels of your choice. The content remains on the Kaltura host. For more information see Content Distribution and Syndication.

## **Categories Tab**

Categories provide a logical structure for your site and assist with content management. You can use categories, along with metadata and filters to create manually or dynamically generated playlists. The Categories tab is used to create and modify categories. Media entries may be divided into categories. The different categories are built in a tree-like hierarchy where each category can include multiple subcategories. For more information see Managing Categories.

Categories may also be used for setting content entitlements to end-users in various applications. See Entitlement Settings.

# **Upload Control**

The Upload Control table lists all the in-progress and pending upload tasks. The list only shows media file uploads from the desktop that you performed during the current KMC session. The number of files uploaded is also indicated.

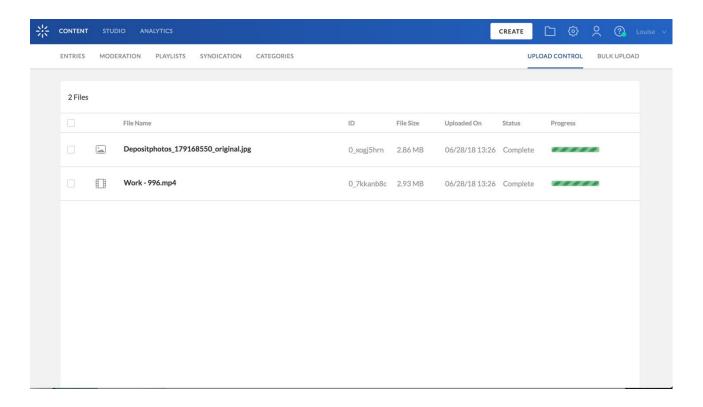
For each uploaded file, you can view details such as:

- File name
- File size
- Date uploaded
- Status
- ID of the Kaltura entry that this file is added to

You can use the table to:

- Track the progress of each upload task.
- Cancel the upload tasks that are waiting to be processed.
- Retry failed tasks.

Since file uploads are controlled by the KMC web application, closing or refreshing the browser page terminates all upload tasks that currently are in progress.



## **Bulk Upload**

Kaltura offers bulk content ingestion when there is a need to upload large files. Bulk upload presents a great advantage to consolidate large amounts of video content in different locations from remote sites.

You can import multiple files per session via a simple comma separated file (CSV) or an XML file. With these options, you can also ingest files from your own FTP server, or any publicly accessible file's host. Metadata fields can be populated from CSV/XML. For more information see Uploading Entries in Bulk.



**NOTE**: For any bulk actions that will create more than 5,000 entries (e.g., users), including categories bulk uploads, please contact your Kaltura representative to coordinate the upload.

## **Drop Folders**

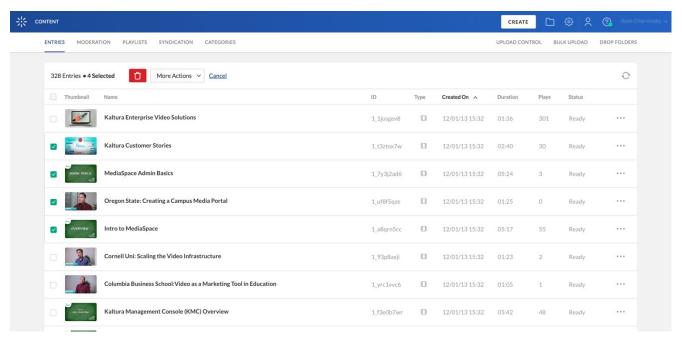
The Kaltura Drop Folder service constantly watches each drop folder for new content and activates automatic ingestion of new content to the specific account. For more information about Drop Folders see Kaltura Drop Folders Service for Content Ingestion.

# **The KMC Entries Table**

The Entries Table lists the entries in your account and provides a way to edit the entry's specific metadata and settings. You can perform several actions on a specific entry or several entries simultaneously.

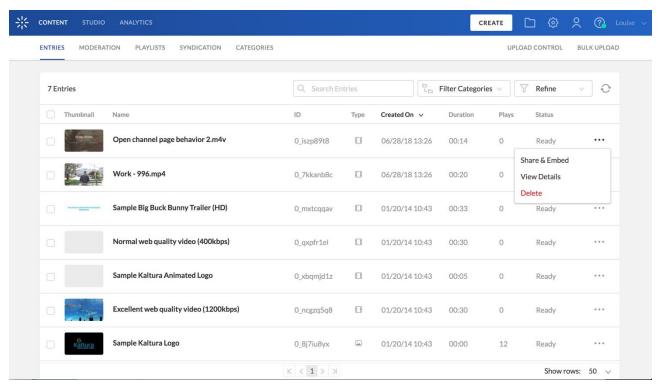
To choose multiple entries, check the boxes near the entry name and then, select More Actions to apply

changes to the selected entries. For more information see Additional Editing Actions - Bulk Actions. You can search through entries; delete entries, share entries as well as other actions.



The Entries table displays the following information for each entry:

- Thumbnail
- Name
- ID- the entry ID is the Kaltura identification for the media asset.
- Type the types may be of the following:
  - o Media
  - o Image
  - o Live
  - Audio
- Created On lists the creation data and time
- Duration the length in time of the media
- Plays- indicates the number of plays for the entry
- Status the upload status for the media asset may be
  - Ready
  - Uploading
  - o No Media
- Actions Menu (3 dots) use to:



- Share and Embed –Use to share and embed videos.
- View Details Use to see all metadata for the selected video.
- Live Dashboard Opens the Live Monitoring Dashboard for Kaltura Live entries. See Monitoring Your Live Stream Using the Live Dashboard.
- Delete Use to delete media. A warning message is displayed. The entry will be permanently deleted from your account.



**NOTE:** Columns that contain an arrow are sortable. Columns may be resized using the header separators

YouTube entries are visible in the entries list and are indicated with a red arrow on the media thumbnail.

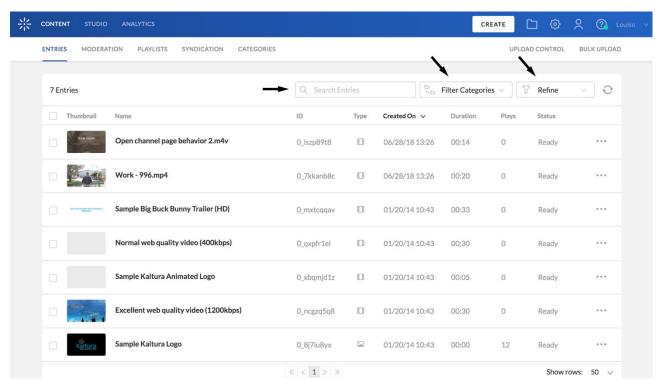


Quiz entries are visible in the entries list and are indicated with the quiz icon. (white cube).



## **Searching and Filtering Through Media**

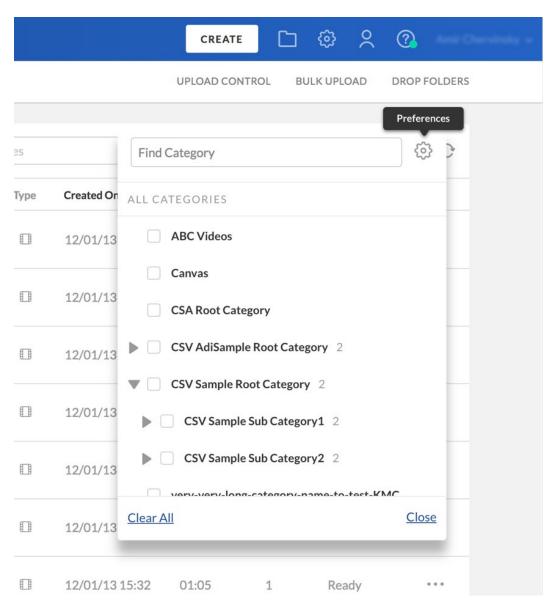
The KMC Entries Table and the KMC Categories tables contain fields that allow you to search and filter through media based on metadata and free text search.



When filtering parameters are applied, the rendered entries/categories are reloaded.

The following options are available for filtering through media.

- Search enter free text.
  - **Filter Categories (for Entries)** use to set preferences to filter media by categories. Click on the Settings icon to open the filtering preferences. The available filtering preferences are:
  - Display entries associated with the selected category only.
  - Display entries associated with the selected category and its sub-categories.



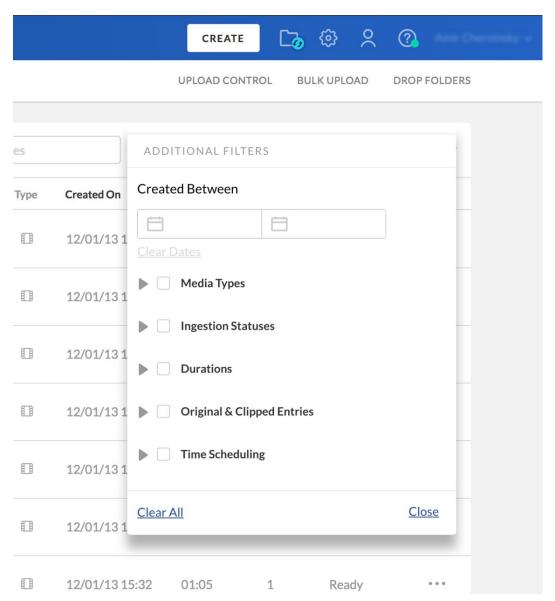
• **Refine** –Use to filter media by creation date and specific types of related information. Click on the calendar icons to select dates. Additional filers are fixed. Everything below the Additional Filters list are filters derived from custom metadata schemas. For refining options see:

Refining Options for Entries
Refining Options for Categories
Refining Options for Playlists
Refining Options for Moderated Content
Refining Options for Bulk Upload

• **Refresh** – Refresh to the original Entries table.

## **Refining Options for Entries**

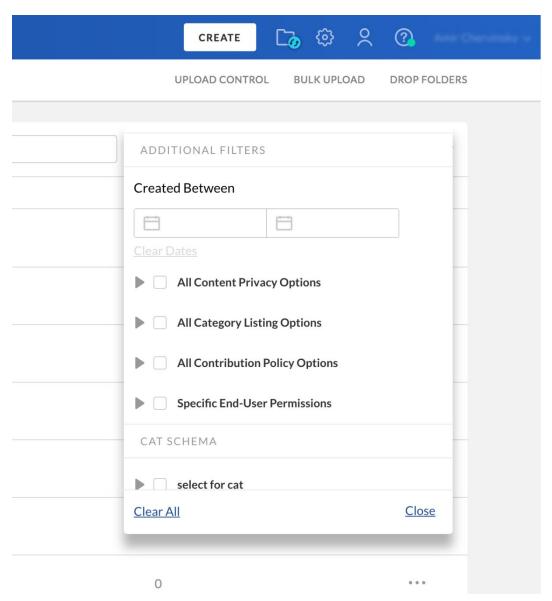
You may refine your search by checking one of the available options for your media.



Additional filers are fixed. Everything below the Reference ID relates to Custom Data schemas and whether you have configured them as searchable. See Kaltura Custom Metadata Functionality.

## **Refining Options for Categories**

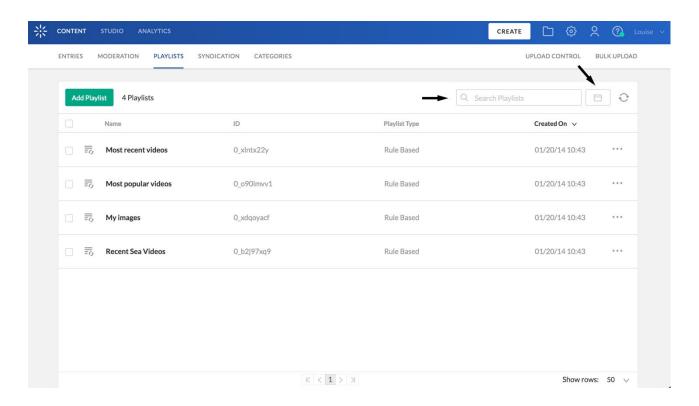
You may refine your search by checking one of the available options for your media.



Additional filers are fixed. Everything below the Reference ID relates to Custom Data schemas and whether you have configured them as searchable. See Kaltura Custom Metadata Functionality.

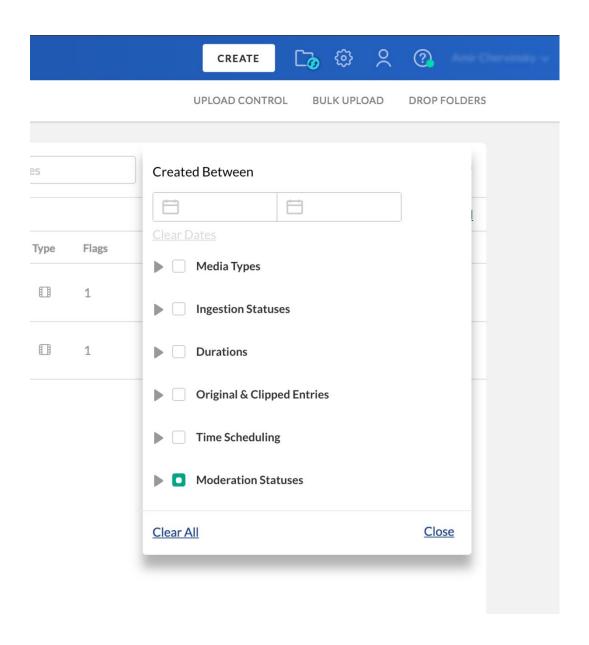
# **Refining Options for Playlists**

You may refine your search by name or date.



# **Refining Options for Moderated Content**

You may refine your search by checking one of the available options for moderated content.



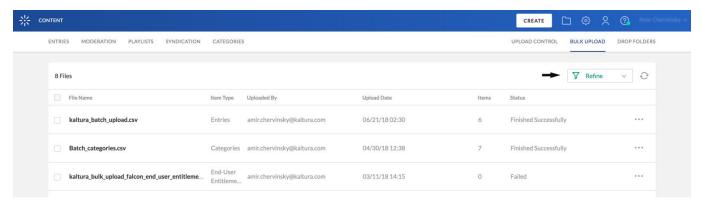
Additional filers are fixed. Everything below the Additional Filters list are filters derived from custom metadata schemas.

## **Refining Options for Bulk Uploads**

## **☐** To refine the Bulk Upload Progress list

You may apply additional filters to see the progress of the Bulk Upload or refine the list of bulk uploaded entries.

In the Bulk Upload Log Page click Refine.



#### The additional filters are

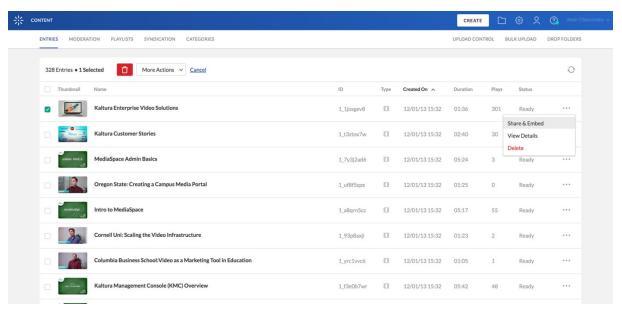
- 1. Created between Enter Dates to filter uploads according to a defined period.
- **2.** Open the Uploaded items menu to filter uploads according to the type of bulk entities you uploaded. Select the entity type.
  - o Entries
  - Categories
  - End Users
  - End Users Entitlements
- 3. Open the Statuses menu. Select the status type.
  - Finished successfully
  - Finished with errors
  - Failed
  - All other statuses

#### **Share and Embed**

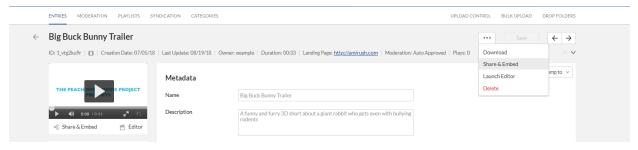
To preview and get the embed code for entries in the Entries Table; click the Share & Embed link in the Actions column (3 dots) on the right of the entry. In the Share and Embed window that opens, you can preview the entry and select the player that you want to use.

#### ■ To share and embed your content to a website

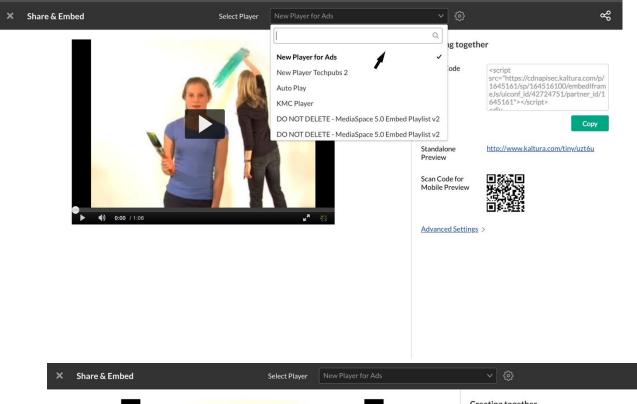
- 1. Go to the Content menu and select the Entries tab.
- 2. Check the entry in the Entries table and select Share and Embed in the actions drop down menu,

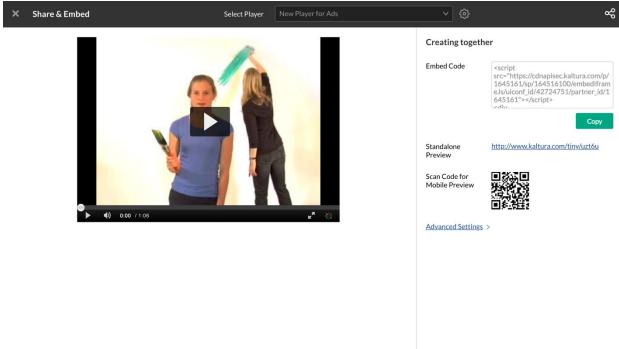


or Share and Embed from the Edit entry window by clicking on the drop-down menu on the top of the screen and selecting Share and Embed.

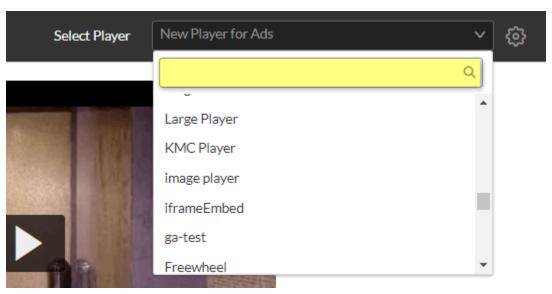


a. In the Share and Embed window that opens, you can preview the entry and select the player that you would like to use and other delivery and player options.





- b. Click on the Settings icon to define the order in which the players are listed. A search is available when you open the players drop-down list.
- **3.** Search for or select your preferred player from the drop-down menu. See Configuring the Player Features for more information.



**4.** Click the Expand/Hide "Share" Icon to reveal or hide the Embed code options.



- **5.** Grab the embed code, click Copy and you are ready to share and embed.
- **6.** Standalone Preview: (Optional) Select to view a standalone page with this player by clicking on the provided link.
- **7.** Scan Code for Mobile Preview (Optional) Scan the QR code to preview the content in your mobile device.
- **8.** (Optional) Click Advanced Settings.

The embed code, short link and QR code are regenerated for each change in the Advanced Settings. The changes are saved and reloaded for further use.

- a. Select the Embed Type. See Embed Code Types.
- b. (Optional) Toggle Include Search Engine Optimization data. See Search Engine Optimization.
- c. (Optional) Toggle Support for HTTPS embed code. See Support for HTTPS Embed Code.



**NOTE**: The (Preview) QR code and standalone links are for preview use only. Do not use these links for production purposes.

#### **Embed Code Types**

Auto embed is the default embed code type and is best to get a player quickly on a page without any runtime customizations.

Logic for defining the delivery method is automated by the Kaltura player to ensure the best user experience.

The following options are available:

- **Auto Embed** (default) Auto embed is concise embed code and is good for quickly getting a player or widget onto the page without any runtime customizations.
- **Dynamic Embed** This is the preferred method to dynamically embed the Kaltura player into web sites and web applications.

- **Thumbnail Embed** This method takes the same arguments as the dynamic embed. Thumbnail embed passes the entire configuration to the kWidget.embed when the user "clicks" on the Play button. This is the recommended method to use when you need to embed many players/entries in the same web page.
- **Iframe, no page JavaScript embed** iframe embed is good for sites that do not allow 3rd party JavaScript to be embedded on their pages. This mode fits more stringent page security requirements while supporting and HTML5 delivery.

## **Search Engine Optimization**

When the SEO (Search Engine Optimization) box is checked, the target page element includes metadata useful for search engines to index your page video content. The metadata is included using the scheme.org format that Google and other major search engines recommend using for documenting inpage content.

The content for these metadata fields is pulled from your entry metadata. It is also recommended that you add Facebook open graph xml to your page which is not included in the embed code because it must go in the header of your page. You can see sample Facebook open graph xml in any player preview page.

In some cases, with Kaltura SaaS, SEO may also include Kaltura product definition links, please contact your account manager if you would like these disabled.

#### **Support for HTTPS Embed Code**

Toggle the Support for HTTPS Embed Code box if you intend to put the player on pages that are delivered over HTTPS. The HTTPS embed URLs use protocol relative URLs so that the same embed code also works for non-secure delivery.

## **Editing Entries**

## To edit an entry

• Click on an entry name or the entry's thumbnail. The Edit Entry window is displayed with the Entry Editing tabs.

Use the Edit Entry window to manage all information relating to the entry.

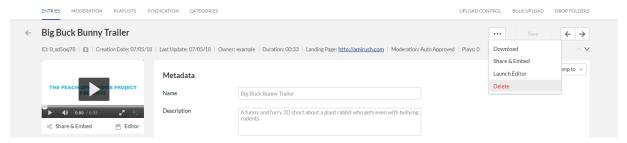
## **■** To delete an entry from the Entries Table

- **1.** Click on an entry name or select the checkboxes to the left of the entry.
- **2.** Click on the Trash icon to delete.
  - A deletion Confirmation prompt is requested to confirm the deletion. or
- 3. Click on the Actions menu and select Delete.

#### ■ To delete an entry from the Edit Entry page

1. Click on an entry name or the entry's thumbnail. The Edit Entry window is displayed with the Entry Editing tabs.

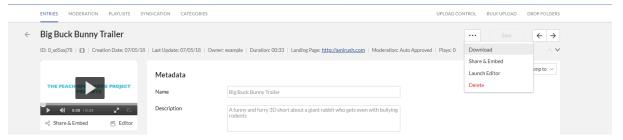
**2.** Select Delete from the Actions menu on the top of the screen.



A deletion Confirmation prompt is requested to confirm the deletion.

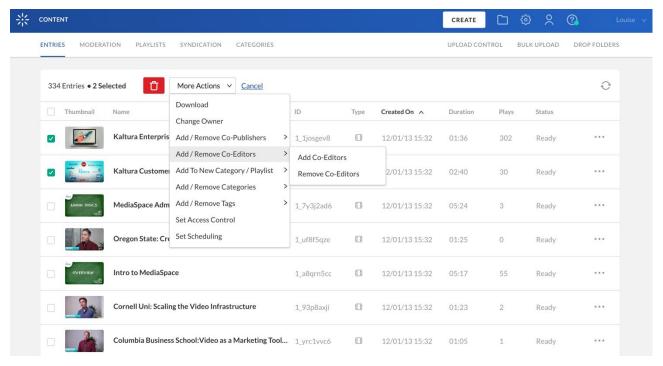
#### **☐** To download an entry from the Edit Entry page

- **1.** Click on an entry name or the entry's thumbnail. The Edit Entry window is displayed with the Entry Editing tabs.
- **2.** Select Download from the Actions menu on the top of the screen.



# **Additional Editing Actions - Bulk Actions**

When you select an entry or multiple checkboxes to the left of an entry or multiple entries (for bulk actions), the following options are available:



Delete – Trash icon – Use to delete multiple entries.

More Actions – the drop-down menu may be used to:

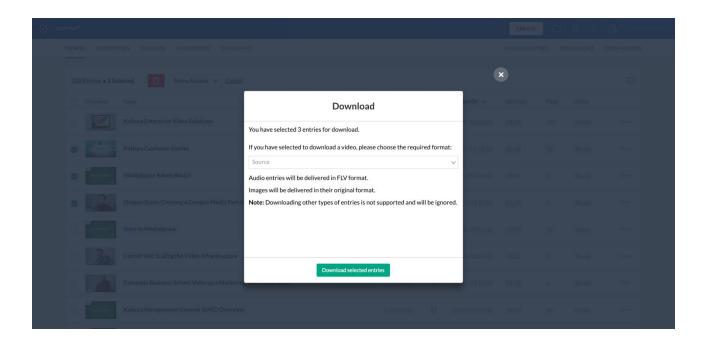
- Download Select to download the selected asset(s).
- Change Owner Use to change the owner of one or more entries.
- Add/Remove Co-Publishers Use to add or remove Co-Publishers.
- Add/Remove Co-Editors Use to add or remove Co-Editors.
- Add to New Category/Playlist Use to add or remove one or more categories to a playlist
- Add/Remove Categories— Use to add or remove one or more entries to a new category
- Add/Remove Tags— Select to add all remove tags from the selected assets.
- Set Access Control

  Use to set a different Access Control Profile.
- Set Scheduling Select to edit the scheduling for the selected assets.

#### **Download**

#### **☐** To Download one or multiple entries

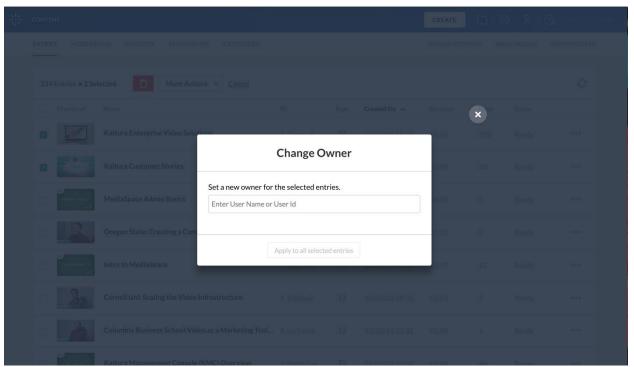
- 1. Select Download to download multiple assets.
  - A prompt is displayed to choose the format, also known as the source flavor, for the assets you want to download.
  - Select the format from the drop-down list.
- 2. Click Download selected entries.



# **Change Owner**

### **To change the owner**

- **1.** Select Change Owner. A prompt is displayed to set a new owner for the selected entries.
- **2.** Enter the new owner's user name or user id. You can add users that are available on the site and you can use the auto-complete function (from 3rd letter and on).
- **3.** Click Apply to all selected entries.

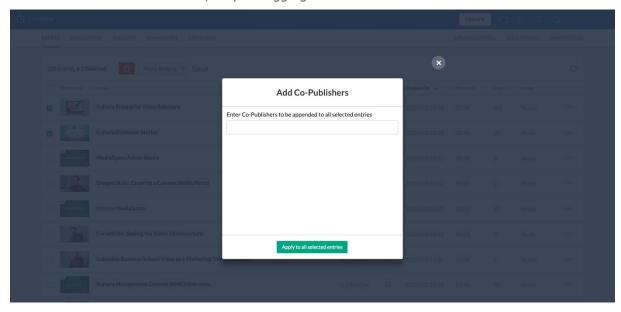


### **Add/Remove Co-Publishers**

Co-publishers have the permission to publish media anywhere that the user has the rights to publish.

### **☐** To add Co-Publishers for multiple entries

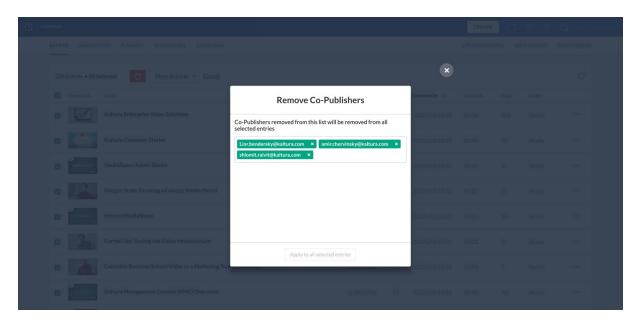
**1.** Select Add Co-Publishers. The Add Co-Publishers screen is displayed. If there are already Co-Publishers on the selected entries, they are aggregated into a list as shown.



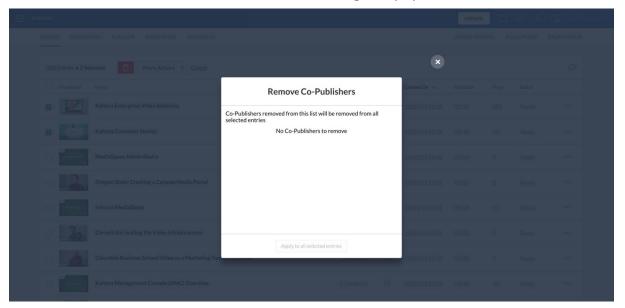
- **2.** Enter the Co-Publishers names. You can add users that are available on the site and you can use the auto-complete function (from 3rd letter and on).
- 3. Click Apply to all selected Entries.

### **☐** To Remove Co-Publishers for multiple entries

**1.** Select Remove Co-Publishers. The Remove Co-Publishers screen is displayed. If there are already Co-Publishers on the selected entries, they are aggregated into a list as shown.



- **2.** Click on the Co-Publishers you want to remove and click Apply to all selected entries.
- 3. If there are no Co- Publishers for these entries the following is displayed:

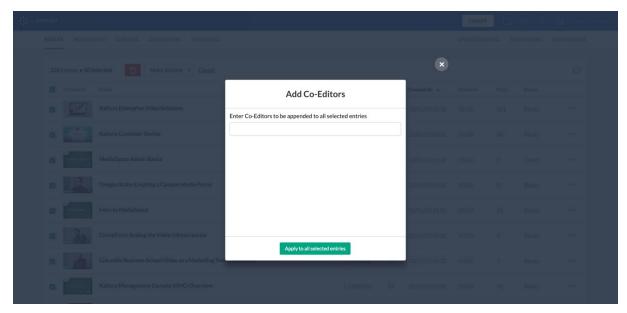


## **Add/Remove Co-Editors**

Co-editors have permissions to edit the metadata associated with the selected media. For example, Co-Editors may customize the look and feel of an entry page.

### **☐** To add Co-Editors for multiple entries

**1.** Select Add Co-Editors. The Add Co-Editors screen is displayed. If there are already co-editors on the selected entries, they are aggregated into a list as shown.

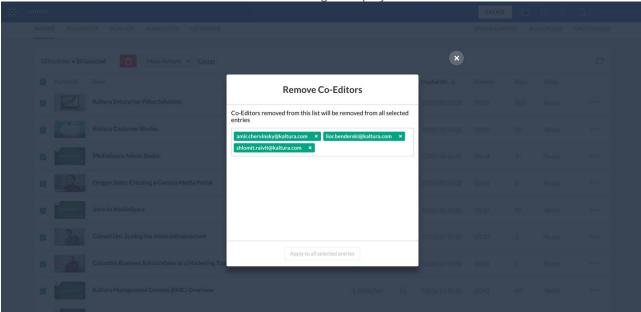


- **2.** Enter the Co-Editors names. You can add users that are available on the site and you can use the auto-complete function (from 3rd letter and on).
- **3.** Click Apply to all selected Entries.

#### **☐** To Remove Co-Editors for multiple entries

- **1.** Select Remove Co-Editors. The Remove Co-Editors screen is displayed. If there are already Co-Editors on the selected entries, they are aggregated into a list as shown.
- 2. Click on the Co-Editors you want to remove and click Apply to all selected entries.

If there are no Co-Editors for these entries the following is displayed:

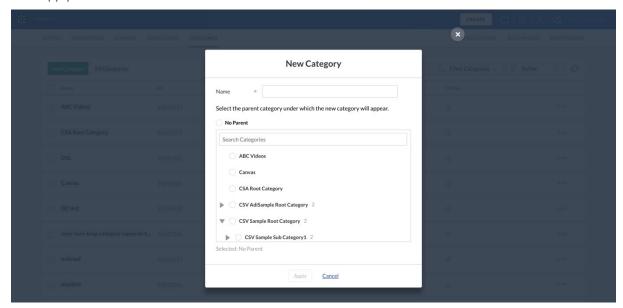


**3.** Click Apply to all selected entries.

## **Add to New Category**

### **☐** To add entries to a new category

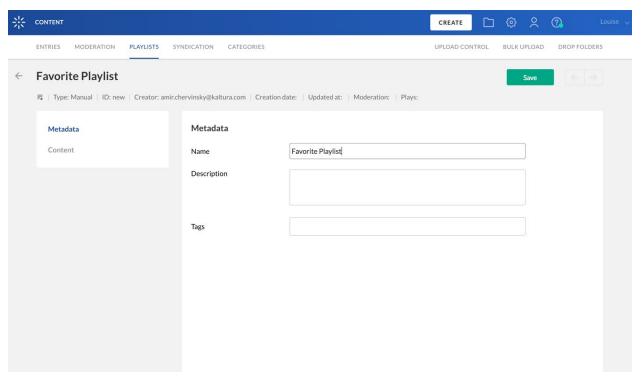
- 1. Select Add to New Category.
- **2.** Add the Name of the new category and select the parent category or None.
- 3. Click Apply.



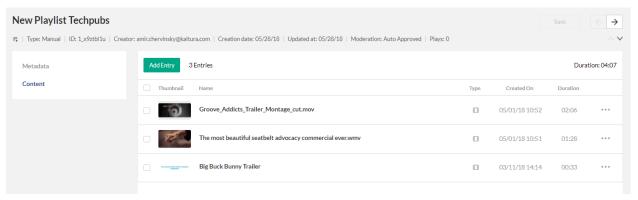
# **Add to New Playlist**

### **■** To add entries to a new playlist

- 1. Select Add to New Playlist to add one or more entries to a new Playlist.
- **2.** Enter the playlist Name.
- **3.** Add Metadata. (optional)



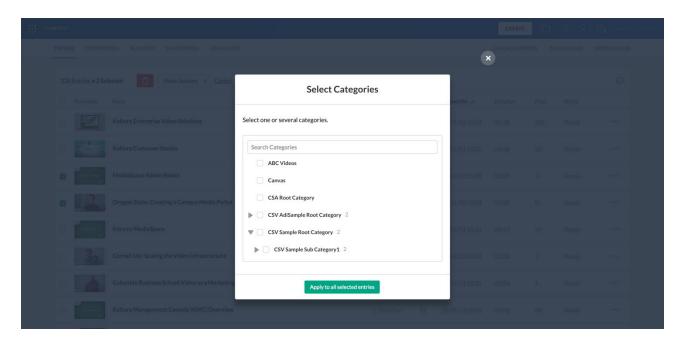
- 4. Click Save.
- **5.** Go to the Content Tab to see the content of your playlist.



# **Add/Remove Categories**

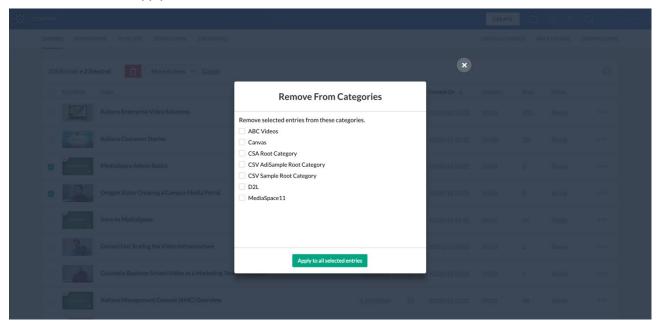
## **☐** To add entries to a new category or existing categories

- 1. Select Add to Categories to apply all selected entries to a new category or existing categories.
- **2.** Enter the Category Name or search for the category.
- **3.** Click Apply to all selected entries.



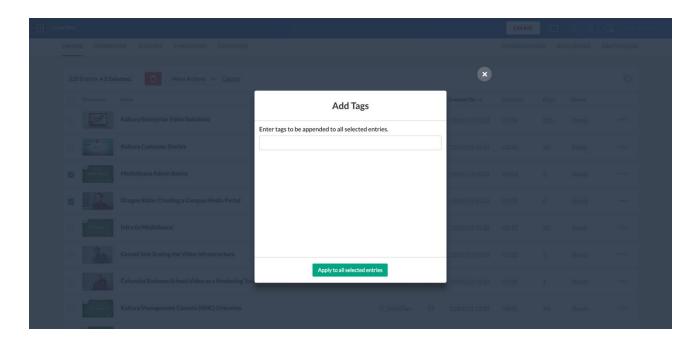
### **☐** To remove entries from categories

- **1.** Select Remove from Categories to remove all selected entries from a category or existing categories.
- **2.** Enter the Category Name or search for the category. Check the categories you want to remove entries from and lick Apply to all selected entries.



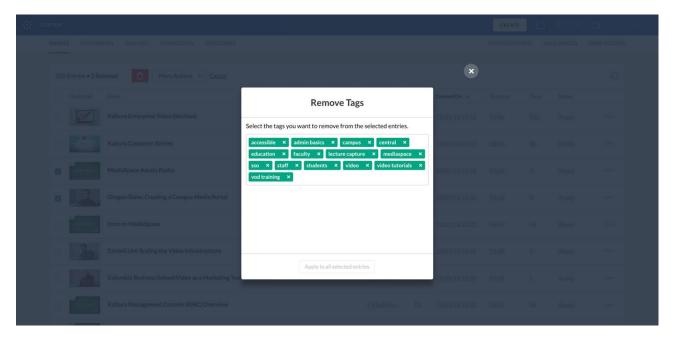
# **Add/Remove Tags**

Select Add Tags - Enter tags to be appended to all selected entries and click Apply to all selected entries.



### **Remove Tags**

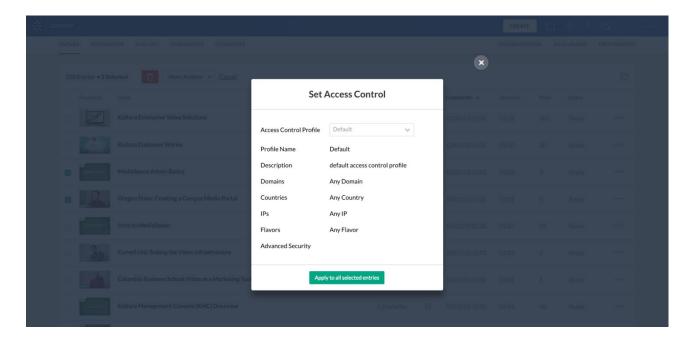
Select the tags you want to remove from the selected entries and click Apply to all selected entries.



### **Set Access Control**

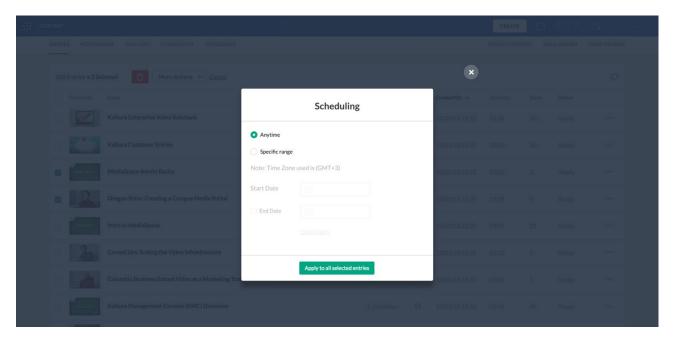
Select Access Control to apply an access profile to one or more selected entries.

Select the Access Control Profile and click Apply to all selected entries.



# **Set Scheduling**

Set the viewing schedule for one or more entries and click Apply to all selected entries.



# **Entry Editing Tabs Overview**

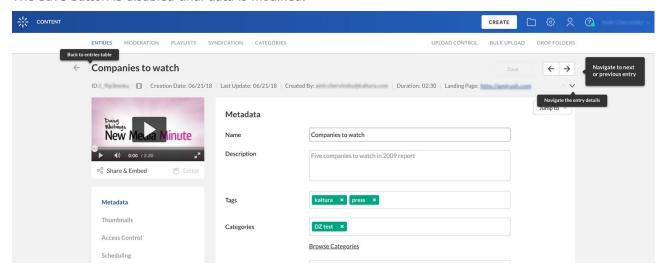
The editing tabs that are displayed depend on the type of media you select. All the entry details are listed on the top of your display. Use the arrows to navigate through the entries table.

The following information is displayed:

Entry Id

- Creation Date
- Last Update
- Created By
- Duration
- Landing Page This is the link to the publishing website that is configured in the publisher configuration.
- Moderation Status
- Plays

The Save button is disabled until data is modified.



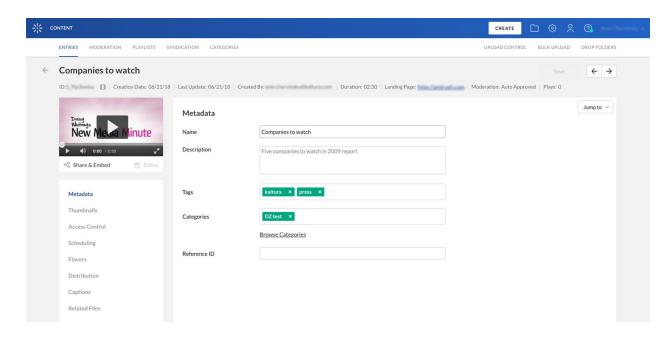
#### **Metadata Tab**

Entry Metadata fields are used to tag, manage, search and expose content. You can populate out-of-the-box fields or create your own custom metadata schema. Kaltura provides extensive asset management and metadata capabilities. Each media entry has a list of predefined metadata fields including: Name, Description, Tags, Categories, Thumbnails, Duration, Views, and other fields. See Custom Data for more information.

Tags and categories are autocompleted. See Defining and Assigning Entries to Categories.

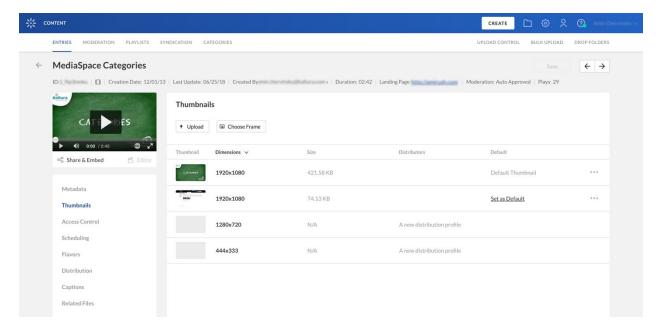
Everything below the Reference ID relates to Custom Data schemas and whether you have configured them as searchable. See Kaltura Custom Metadata Functionality.

Jump to allows you to quickly navigate to a specific custom schema. To move back use the arrow on the bottom left of the screen.



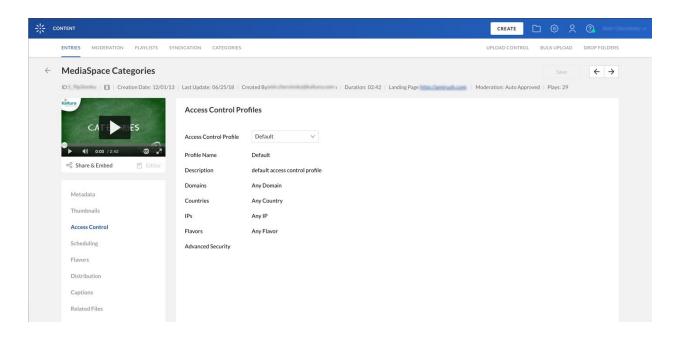
#### **Thumbnails**

Use to upload thumbnails, grab a thumbnail from video, crop thumbnails and select a default thumbnail. You can generate thumbnails from videos or upload external images. Capture, crop and adjust to get the best result. See Choosing a Thumbnail for your Video.



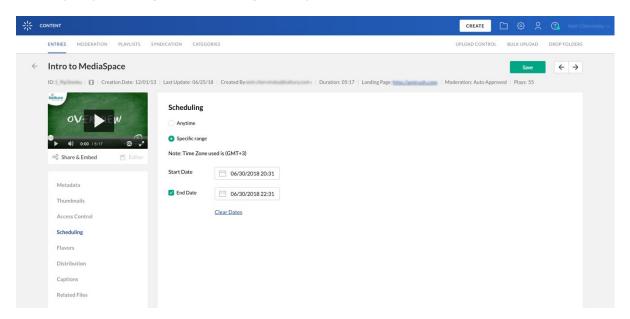
### **Access Control**

Use to assign an access control profile to an entry. See Managing Access Control Profiles for more information.



## **Scheduling**

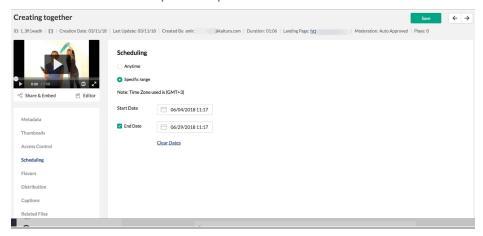
Use to specify date ranges for scheduling an entry.



Content Scheduling determines when your media entries will be permitted for viewing ("sunrise") and when access should be automatically discontinued ("sunset"). You can set specific scheduling parameters for your content. You can set the entry to be available for display at any time (for example, no schedule limitations) or you can set the entry to be available during a limited timeframe (for example, display this video starting on X date with no end time, or display this video only between X date and Y date). Note that when users try to access a video that is no longer valid (in terms of its scheduling), they will receive an error message explaining that this content is no longer valid. Kaltura provides validation on the start and end date. Be certain that your dates are valid when specifying a range.

#### To configure content scheduling

- 1. Go to Content tab and select the Entries tab.
- 2. Click on an entry.
- **3.** Select the Scheduling tab and select and set your specific time range.
- 4. Click Save & Close to complete the process.



#### **Flavors Tab**

The Flavors tab in the Edit Entry window allows you to manage the *flavors* that are available as well as replace media files and their transcoding flavors.

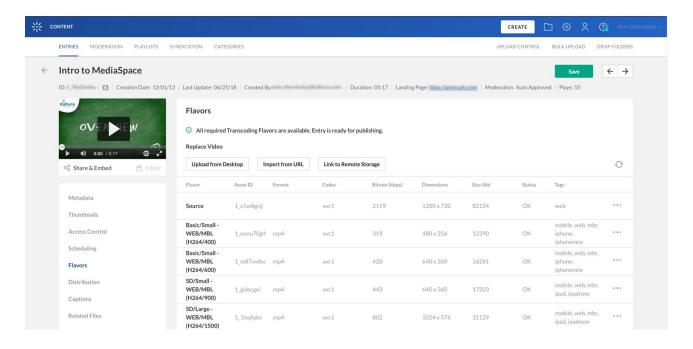
Use the Flavors tab to:

- Add video or audio media to a new entry you created (when the entry status is No Media).
- Replace the media of an existing entry (when the entry status is Ready or Error).
- View the list of flavors that the system created for an entry and apply the following actions:
  - Preview or delete a flavor.
  - Download the transcoded file to your desktop.
  - Upload a file from your desktop you that transcoded on your own, to serve as a flavor for an entry.
  - Import the flavor from a URL.
  - Convert or reconvert to transcode an entry to additional flavors.

After the transcoding process is complete, the new file replaces the old file and the original file is deleted.

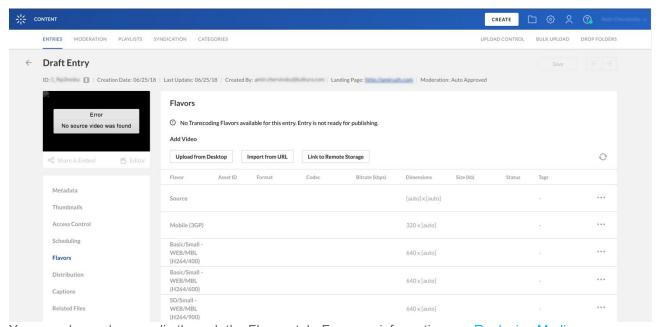
When your KMC account supports direct ingestion of multiple bit-rate Transcoding Flavors, you can use the Action menu to add or replace a single Transcoding Flavor in an entry.

See Actions for Transcoding Flavors for more information.



## **Add Video/Audio**

The Flavors tab displays several Add Video/Audio options when an entry is not yet associated with any media that is, the entry status is No Media. See Prepare Entry.



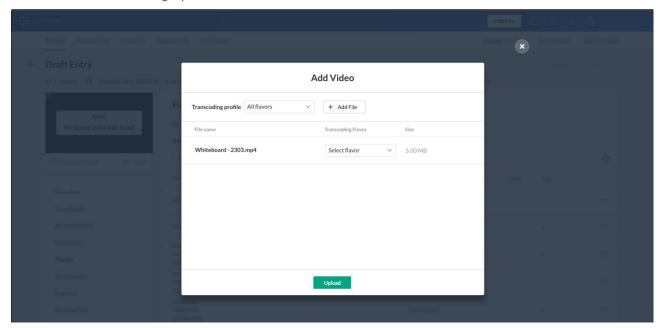
You can also replace media through the Flavors tab. For more information see Replacing Media.

# **Upload from Desktop**

Use this option to add media to an existing entry by uploading one or more files from your desktop.

#### ■ To upload content and flavors to a Draft entry

- 1. Click on the Draft Entry and then select the Flavors tab.
- **2.** Click Upload from Desktop to open a standard desktop file selection window. The uploaded file is treated as the source for generating the required Transcoding Flavors in Kaltura. When your KMC account supports direct ingestion of multiple bit-rate Transcoding Flavors, you can select multiple flavor files for the Transcoding Profile.
- **3.** Select the files from your desktop.
- **4.** Select the Transcoding profile and select the relevant Transcoding Flavor that the uploaded file will be transcoding by.



The Transcoding Flavor options in the menu are set from the selected Transcoding Profile and its flavor settings.

- **5.** Click Add File to add additional files to upload.
- **6.** Click Upload to confirm your upload request.

The KMC immediately starts processing the file uploads. The uploaded file is added to the entry and flavor conversion processing starts.

# **Import Files**

Use this option to add media to a draft entry by importing a media file from your existing web host or FTP server. The option is displayed when the entry status is No Media.

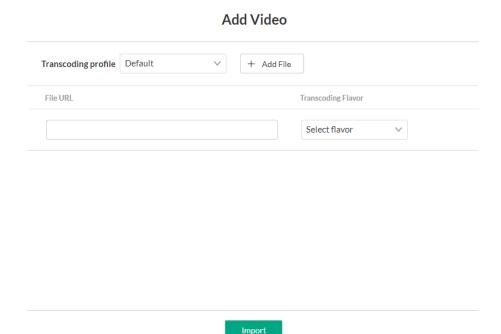
### **□** To import content and flavors to a Draft entry

- 1. Select the Content tab and then the Entries tab.
- 2. Click on the Draft Entry and then select the Flavors tab.
- **3.** Click Import from URL to set your media file URL.

  The imported media file is treated as the source for generating the required Transcoding Flavors in Kaltura. When your KMC account supports direct ingestion of multiple bit-rate Transcoding

Flavors, you can set multiple URLs.

- **4.** Set the relevant Transcoding Flavor that the imported file will be transcoded by. The Transcoding Flavor options in the menu are set from the selected Transcoding Profile and its flavor settings.
- **5.** Click Add File to add additional files to import.
- **6.** Click Import to confirm your import request.



An import request is submitted to the Kaltura server. The imported file will be added to the entry and flavor conversion processing starts.

# **Link to Remote Storage**

Kaltura's Remote Storage and Delivery solution enables publishers to manage their video assets and account settings on Kaltura's hosted video platform while storing the content on their own remote network storage location and delivering the content from the same remote location. Kaltura's remote storage and delivery capabilities are fully integrated with the platform's ingestion, transcoding and publishing workflows, and provide system flexibility for addressing publishers' specific storage and delivery needs.

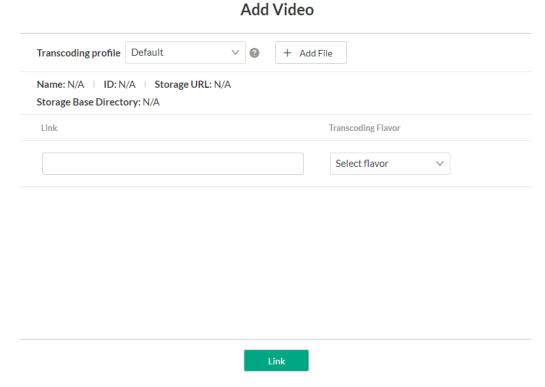
You can link content to remote storage from the KMC User Interface. The Link to Remote Storage option is useful for partners that use their own transcoder and host and deliver content on/from a remote storage (for example, CDN storage, internal organization storage). The partner's transcoder generates the flavors. After the files are uploaded directly to the remote storage it is only necessary to indicate which flavors to link to an entry in Kaltura. The connection of the remote storage profile to the transcoding profile is used for this purpose.

### **☐** To link content and flavors from Remote Storage

- 1. Select the Content tab and then the Entries tab.
- **2.** Click on the Draft Entry and then select the Flavors tab.
- **3.** Click Link to Remote Storage and enter your media file URL.

The linked file is treated as the source for generating the required Transcoding Flavors in Kaltura. When your KMC account supports direct ingestion of multiple bit-rate Transcoding Flavors, you can set multiple URLs.

- **4.** Set the relevant Transcoding Flavor that the imported file will be transcoded by. The Transcoding Flavor options in the menu are set from the selected Transcoding Profile and its flavor settings.
- **5.** Click Add File to add additional files link.
- **6.** Click Link to confirm your request.



Contact your Kaltura account manager to learn more about how this feature can simplify your workflow, and to activate and configure remote storage on your account.

# **Replace Media**

You can replace media content when an entry is ready for publishing or when a media processing error occurred. The entry itself, with its current metadata, entry ID, and analytics information, remains unchanged.

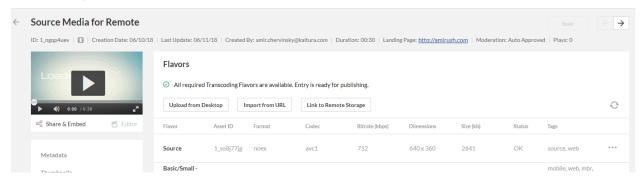
All Transcoding Flavors are replaced as one unit to ensure that inconsistency errors do not occur between old and new Transcoding Flavors at any given time.

You can review the Transcoding Flavors of the new media file in a temporary entry that is available for this purpose only. After you approve media replacement, all the entry's existing Transcoding Flavors are deleted and are replaced by the new ones.

### **■** To replace media

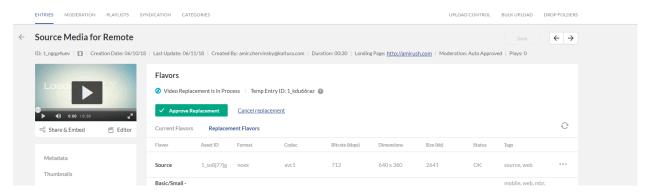
1. Select the Content tab and select the Entries menu.

- 2. Click on an entry and select the Flavors tab.
- **3.** Select the replacement method.



- Upload from Desktop
- Import from URL
- Link to Remote Storage

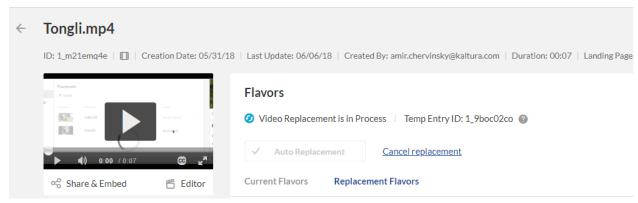
After you select any method for replacing a media file, the Flavors tab displays the following:



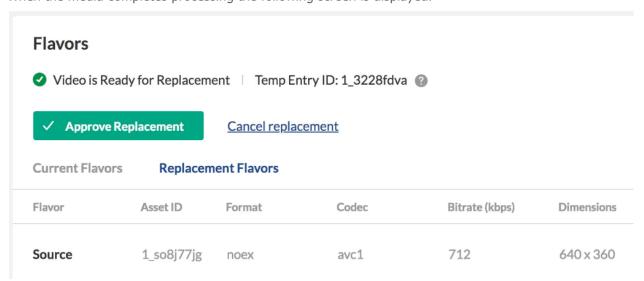
- **The temporary ID** –The entryID that is being created from the new file –this entryID will replace the current entry
- **Cancel Replacement link** –Select to return to the Replace Video display.
- **Approve Replacement button** –Select to approve the replacement. The entry is uploading and converting to the new data.

When you click Approve Replacement for media before it completes processing, it will automatically replace the entry.

The following screen is displayed: Video Replacement in Process.



When the media completes processing the following screen is displayed.



The status Video is ready for Replacement notice is displayed. You can then decide to Approve or Cancel the replacement

You can switch views between the Current Entry Flavors and the Replacements Entry Flavors using the tabs in the Flavors tab. This allows you to check the replacement entry's status before approving the replacement.

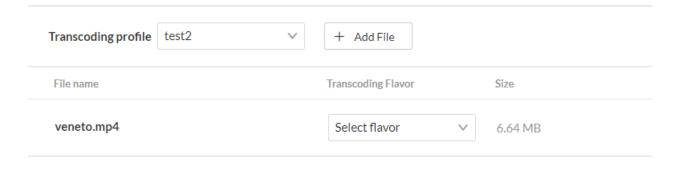
**4.** Click Approve Replacement. All current flavors are replaced when you approve the replacement or click Cancel Replacement to cancel your actions.

### **Upload from Desktop**

### **■** To replace content and flavors for an entry

- **1.** Click on the Entry and then select the Flavors tab.
- **2.** Click Upload from Desktop to open a standard desktop file selection window. The uploaded file is treated as the source for generating the required Transcoding Flavors in Kaltura. When your KMC account supports direct ingestion of multiple bit-rate Transcoding Flavors, you can select multiple flavor files for the Transcoding Profile.
- **3.** Select the files from your desktop.
- **4.** Select the Transcoding profile and select the relevant Transcoding Flavor that the uploaded file will be transcoding by.

### **Update Video**



Upload

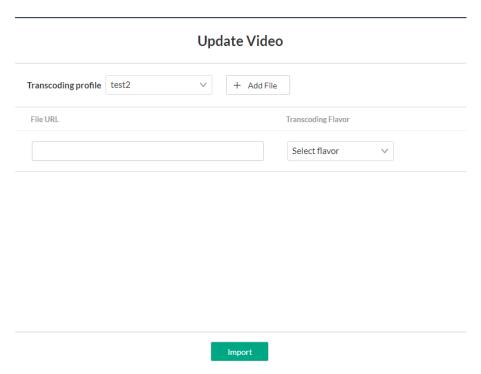
- **5.** Click Upload.
- **6.** Click Add File to add additional files to upload.

### **Import from URL**

Use this option to add media to replace an existing entry by importing a media file from your existing web host or FTP server. The option is displayed when the entry status is No Media.

### **☐** To import content and flavors to a replace an existing entry

- 1. Select the Content tab and then the Entries tab.
- **2.** Click on the Entry and then select the Flavors tab.
- **3.** Click Import from URL to set your media file URL.
  - The imported media file is treated as the source for generating the required Transcoding Flavors in Kaltura. When your KMC account supports direct ingestion of multiple bit-rate Transcoding Flavors, you can set multiple URLs.
- **4.** Set the relevant Transcoding Flavor that the imported file will be transcoded by. The Transcoding Flavor options in the menu are set from the selected Transcoding Profile and its flavor settings.
- **5.** Click Add File to add additional files to import.
- **6.** Click Import to confirm your import request.



An import request is submitted to the Kaltura server. The imported file will be added to the entry and flavor conversion processing starts.

### **Link to Remote Storage**

Kaltura's Remote Storage and Delivery solution enables publishers to manage their video assets and account settings on Kaltura's hosted video platform while storing the content on their own remote network storage location and delivering the content from the same remote location. Kaltura's remote storage and delivery capabilities are fully integrated with the platform's ingestion, transcoding and publishing workflows, and provide system flexibility for addressing publishers' specific storage and delivery needs.

You can link content to remote storage from the KMC User Interface. The Link to Remote Storage option is useful for partners that use their own transcoder and host and deliver content on/from a remote storage (for example, CDN storage, internal organization storage). The partner's transcoder generates the flavors. After the files are uploaded directly to the remote storage it is only necessary to indicate which flavors to link to an entry in Kaltura. The connection of the remote storage profile to the transcoding profile is used for this purpose.

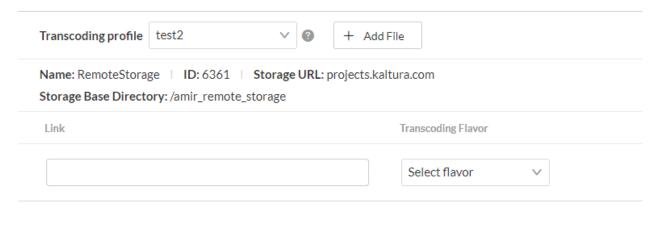
### ■ To link content and flavors from Remote Storage

- 1. Select the Content tab and then the Entries tab.
- **2.** Click on the Entry and then select the Flavors tab.
- **3.** Click Link to Remote Storage and enter your media file URL.

  The linked file is treated as the source for generating the required Transcoding Flavors in Kaltura. When your KMC account supports direct ingestion of multiple bit-rate Transcoding Flavors, you can set multiple URLs.
- **4.** Set the relevant Transcoding Flavor that the imported file will be transcoded by. The Transcoding Flavor options in the menu are set from the selected Transcoding Profile and its flavor settings.

- 5. Click Add File to add additional files link.
- **6.** Click Link to confirm your request.

# **Update Video**



Link

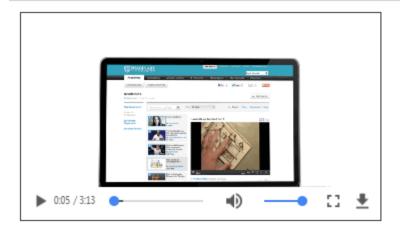
# **Actions for Transcoding Flavors (for a single flavor)**

Each flavor lists its applicable actions.

Convert	Converts the flavor to the selected flavor.
Delete	Delete the flavor.
Upload	Upload a flavor from your computer/device. Uploading a flavor is used for updating existing flavor assets and uploading new flavor assets for flavors that do not exist.
Import	Import a flavor from a URL. Importing a flavor is used for updating existing flavor assets and importing new flavor assets for flavors that do not exist.

	Update Flavor - SD/Large - WEB/MBL (H264/1500)
	File URL
	Enter the Flavor URL.
	Import
Preview	Preview the selected source flavor.

### Flavor Preview



Entry Name: Kaltura MediaSpace Overview

Entry ID: 1\_wwlgzrlf

Flavor Name: SD/Large - WEB/MBL (H264/1500)

Flavor Asset ID: 1\_aeia0552

Bitrate: 1420

Codec: avc1

Dimensions: 1024 x 576

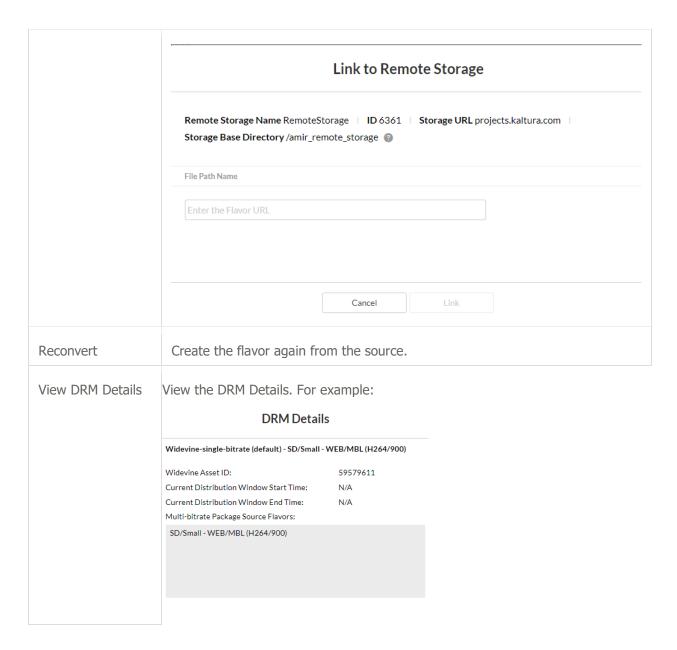
Format: mp4

Size (KB): 33484

Status: OK

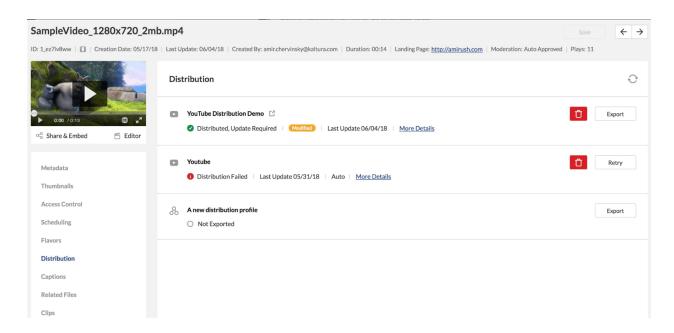
Link (for Remote Storage)

Type in the linked file pathname.



### **Distribution**

The Distribution tab lists distribution channels associated with an entry and use to manage distributors. See Content Distribution and Syndication.

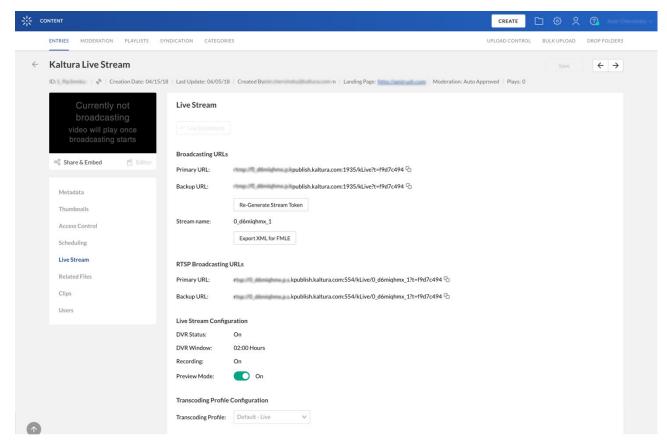


### **Live Stream**

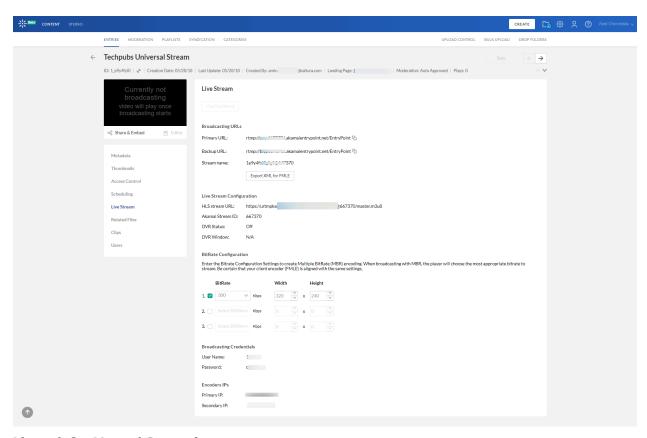
(For Live Entries Only) Use to create and manage Live Stream entries. See Creating a Live Stream Entry in Kaltura Using the KMC.

#### **Examples:**

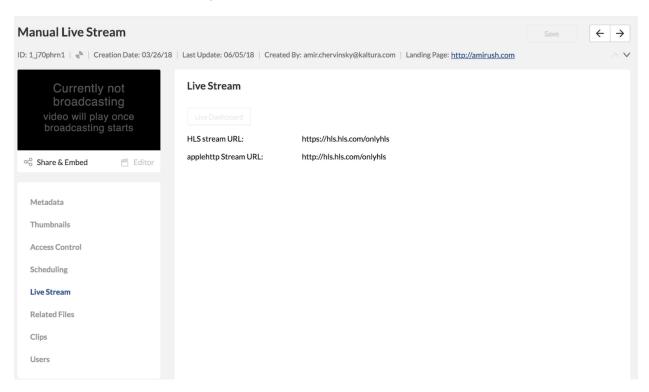
**Live tab for Kaltura Live** 



**Live tab for Universal Streaming** 

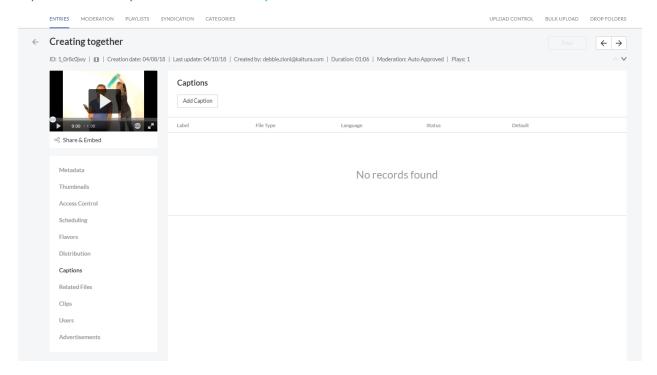


#### **Live tab for Manual Streaming**



# **Captions**

Use to manage captions. Use to upload captions, link to external caption files, and to add additional captions to an entry. See Subtitles and Captions.



#### **Related Files**

Use to upload related files and to assign the files to an entry. See Uploading and Modifying Related Files.

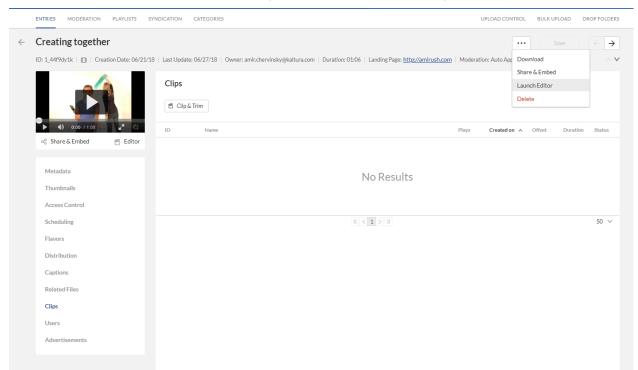
# **Clips**

You can clip and trim entries using the Kaltura Video Editing Tools. You can only Trim and Clip a live entry if it has recorded entry.

### **■** To clip a media item

- **1.** In the Content menu go to the Entries tab.
- **2.** Go to the Clip tab.
- **3.** Underneath the Player click Editor or in the Clips screen click Editor.

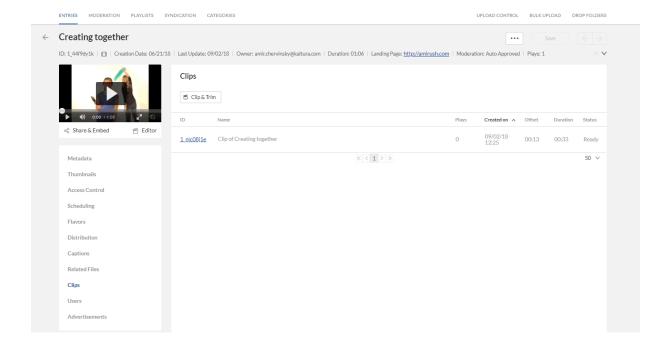




or select Launch Editor from the Actions drop-down menu in the Edit Entry screen.

The Kaltura Video Editing Tools are opened to clip and trim your media See Kaltura Video Editing Tools - Editor Tab for more information.

If clips were created from an original video or audio entry. The clipped entry details are displayed in the Clips tab. You can drill down by clicking on the Clip ID.



#### **Users**

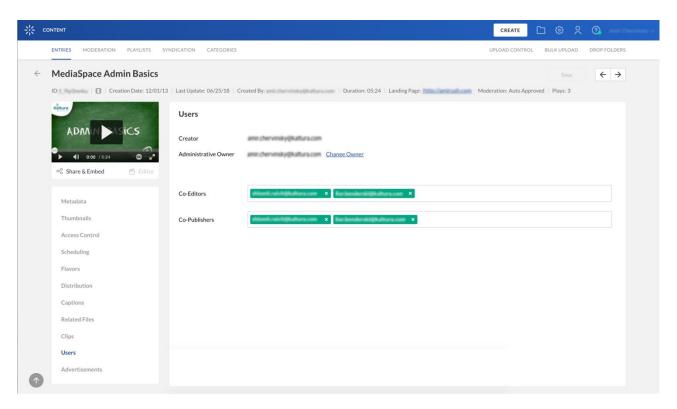
Use to add editing and publishing rights for additional end-users to work with this entry across applications.

The Users tab is displayed when your account is configured to support the end-user management feature.

The Users tab provides information about the users that are associated with the entry. The users are

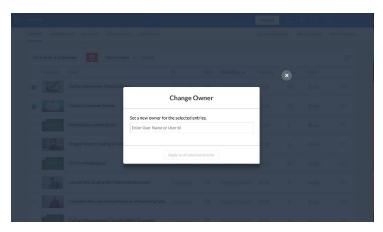
- the creator of the entry in Kaltura usually the person that uploaded the media
- the administrative owner of the entry the user that is assigned with ownership to manage the entry. By default, it is the entry creator, however you can assign ownership to a different user from this tab.

By editing the co-editors and co-publisher fields, you can add editing and publishing rights for additional end-users to work with this entry across applications.



### ☐ To edit the entry's Users' settings

- **1.** Go to the Content tab and then select an entry from the Entries Table.
- 2. Select the Users tab.
- 3. Click Change Owner.



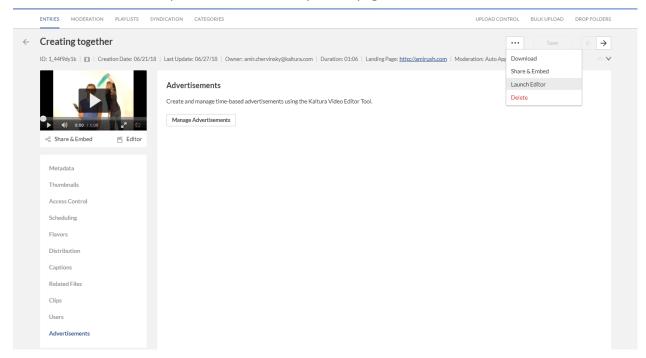
- 4. Enter the new owner name and click Save.
- **5.** For bulk changes, cick Apply to all selected entries.
- 6. Click Save.

#### **Advertisements**

Use to create and manage time-based advertisements with the Kaltura Video Editing Tools. For more information see Advertising and Ad Networks.

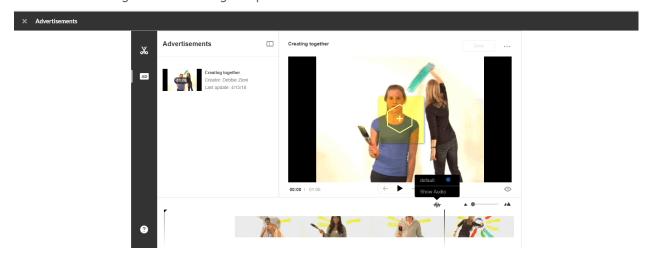
#### **To add advertisements to media.**

- 1. In the Content menu go to the Entries tab.
- **2.** Select an entry and select the Advertisements Tab. Click Manage Advertisements or click Launch Editor from the Actions drop-down-menu at the top of the page.



The Kaltura Video Editing Tools are opened to create advertisements at selected cue points in your media.

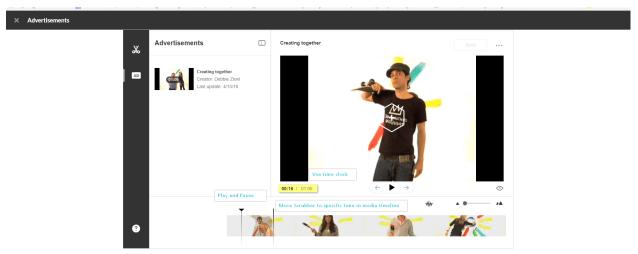
**3.** Click on the Plus sign to start setting cue points for ads.



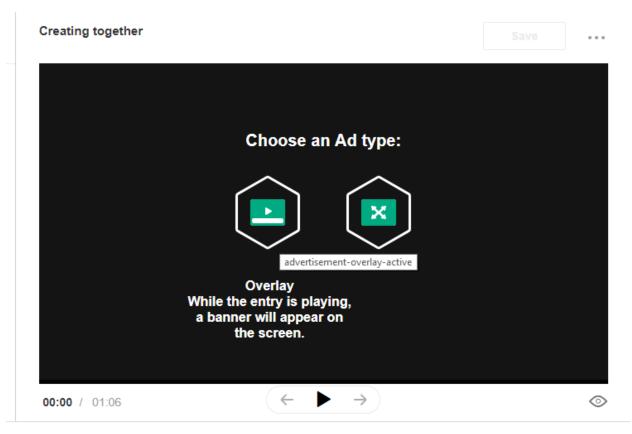
**4.** Select the time for the ad to display.

There are three ways to select the time for the ad to display.

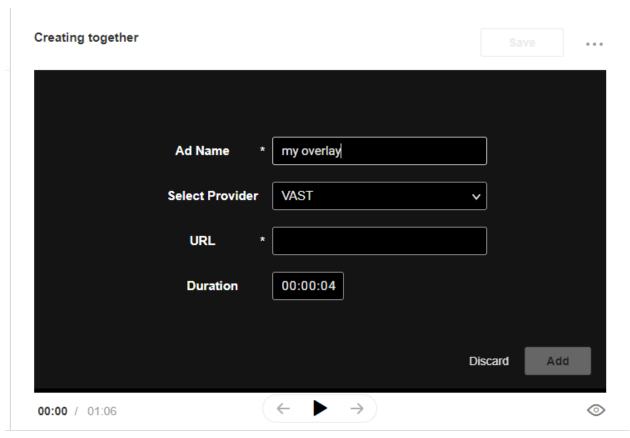
- a. Enter a specific time in the time clock.
- b. Move the scrubber to a specific time in the media timeline
- c. Play and Pause on the specific time in the timeline.



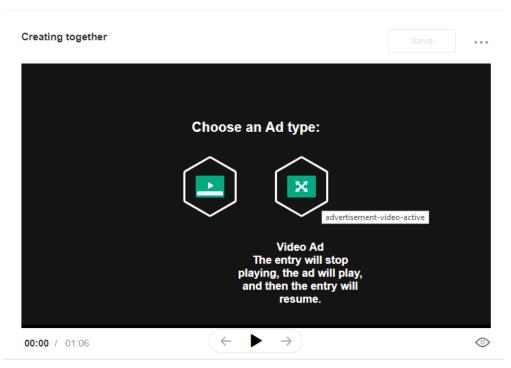
- **5.** Select the ad type.
- **Overlay -** The entry will stop playing, the ad will play, and then the entry will resume.



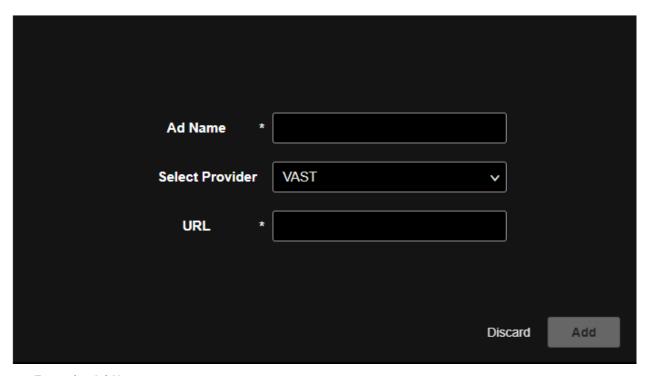
Enter the values for the fields in the Overlay screen.



- a. Enter the Ad Name.
- b. Enter the provider name: VAST or Other and optional values.
- c. For VAST enter the URL. For other providers enter values that you want to pass to the player.
- d. Enter the amount of time to display in the Duration field.
- e. Click Add.
- **Video Ad -** The entry will stop playing, the ad will play, and then the entry will resume.



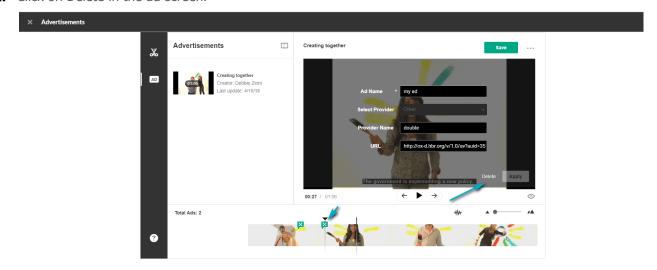
Enter the values for the fields in the Video Ad screen.



- a. Enter the Ad Name.
- b. Enter the provider name: VAST or Other and optional values.
- c. For VAST enter the URL. For other providers enter values that you want to pass to the player.
- d. Click Add.

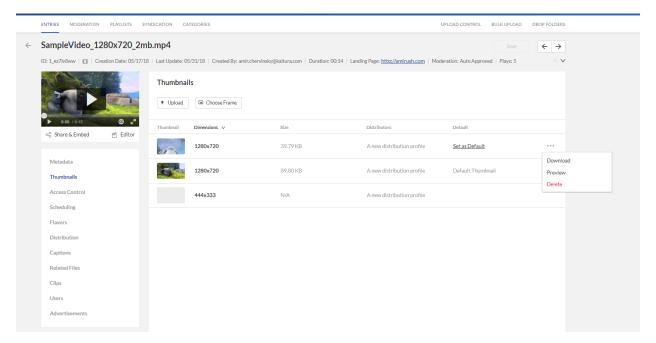
#### **■** To delete ads

- **1.** Click on the green x on the timeline.
- 2. Click on Delete in the ad screen.



### **Choosing a Thumbnail for your Video**

You can select a thumbnail for your video after the file transfer is complete and the file is embedded in your website. By default, a thumbnail is automatically grabbed from the first frames of the video. You can choose to have multiple thumbnails of different qualities associated with your video or grab any frame from the video to use as a thumbnail.

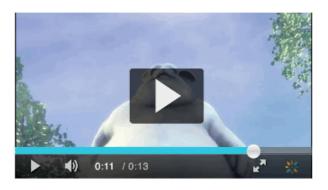


You can search for a thumbnail and its dimensions, size, distributors and status and perform the following actions: Set as default, Download, Preview and Delete.

#### To edit the thumbnails associated with the video

- 1. Go to the Content tab and select the Entries tab.
- **2.** Select an entry and select the Thumbnails tab.
- 3. Select Upload or Choose Frame.
- **Upload** uploads an external image as a thumbnail. Select Upload and specify the file location and name, then click Open.
- **Choose Frame** Capture a new thumbnail from the video. Play the video in the "Choose Frame from Video " window.

#### Choose Frame From Video



Pause the video on the appropriate frame and press Capture to save your thumbnail.

Capture and Save

- **4.** Pause on the frame you want to use and click Capture and Save. A thumbnail will be captured from the highest quality video flavor. Exit to return to the Thumbnails tab.
- **5.** Click Set as Default on the thumbnail you want to use for the entry. The default thumbnail is now displayed in the entries list.
- 6. Click on the Actions menu (3 dots) for a selected thumbnail to download or Delete the thumbnail

If you have a distribution profile that requires a specific thumbnail dimension (you may have one or multiple distribution profiles) they will display as empty. You are required to provide a suitable thumbnail with the requested dimension to use for the distribution profile.

#### **Actions for Thumbnails**

The following actions are available for each thumbnail entry:

- Download- Download to your device.
- Preview Preview the thumbnail.



# **Uploading and Ingestion**

This section describes the options for uploading content to Kaltura.

# What is a Kaltura Entry?

A Kaltura entry is a logical reference to your media asset. An entry encapsulates all physical media files generated during ingestion (source, "flavors" and thumbnails), standard and custom metadata, captions, scheduling settings, advertising cue points, specific access control settings and all other components relating to the content. An entry is generated immediately, and your source media file starts uploading and transcoding begins. For more information, see the Entries Table.

# **Browser-based Ingestion**

You can upload files from your computer, or import from a selection of online repositories, or submit a bulk upload request via Kaltura formatted CSV/XML all from within the Kaltura Management Console. See Creating an Entry.

# **Creating an Entry**

The Create button presents a list of ingestion options and capabilities to choose from and is used to upload content to Kaltura.

# **Upload Media**

The following options are available

- Upload from desktop
  - o Need high-speed upload?
- Bulk upload
  - Download CSV/XML Samples
- Upload from URL
- Create live stream entry

Prepare entry

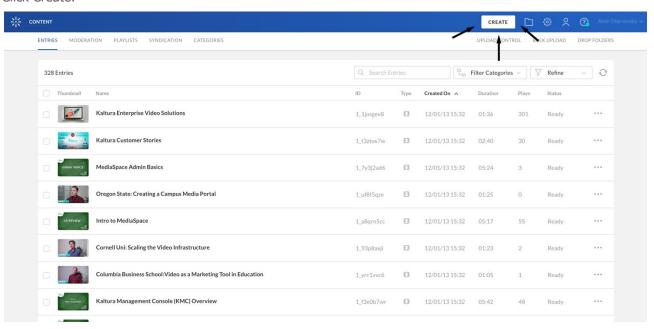
- Video entry
- Audio entry



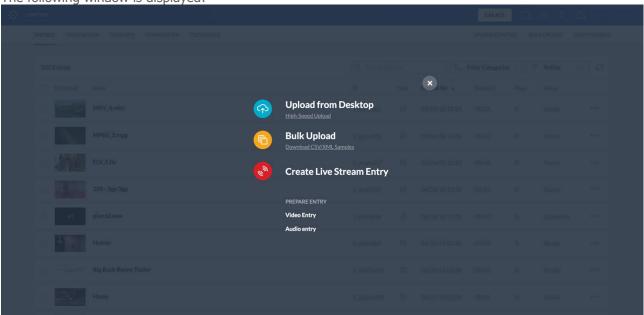
**NOTE**: The Create button replaces the Upload Tab from the KMC legacy application.

#### **■** To create a Kaltura entry

1. Click Create.



The following window is displayed:



# **Upload from Desktop**

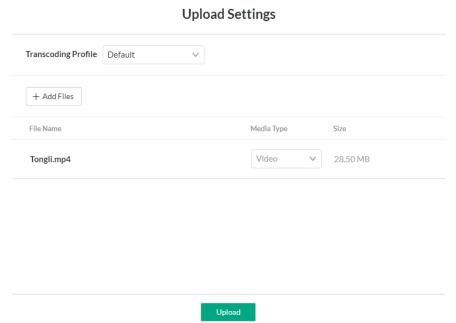
Use this option to upload files from your desktop. You can continue working on other tasks while files are

uploading and resume the file upload in case of connection failure.

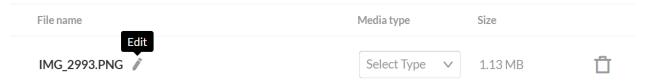
#### **☐** To upload media files from your desktop

- **1.** Click Create and click Upload from Desktop.
- 2. Select one or more media files. Use the Ctrl key to select multiple files. The default detection of the entry type (video/audio/image) is kept as is.

  The Upload Settings window is displayed.



- **3.** Select the Transcoding Profile or use the default. See Transcoding and Processing. The File name and size is displayed.
- **4.** (Optional) Modify the file name by clicking on the pencil icon or click on the Trash icon to cancel your upload.



- **5.** Modify the Media Type if needed. The media type is automatically detected from file name extension. The media types allowed are video, audio or image.
- **6.** Click Add File. (Optional).
- 7. Click Upload.

# **Need High Speed Upload**

Kaltura's High-Speed Upload option powered by Aspera™ is targeted at content administrators (KMC users) that upload media to their KMC account. The High-Speed Upload option is particularly useful for content administrators uploading large source files or time sensitive content on a regular basis. To access

the request form, click here.

Aspera's patented FASP™ Transport Technology is a proven standard for the high-speed movement of large files over IP Networks. It achieves speeds that are significantly faster than FTP and HTTP. Please refer to Aspera's FASP Benchmark information to learn more.

The High-Speed Upload option is activated by Kaltura when the High-Speed Upload option is included or added to your service agreement. For more information, see the Kaltura High-Speed Upload User Guide.

# What is Bulk Upload?

Bulk Upload enables you to ingest multiple entries and files to the Kaltura server in a single action using a single file. The greatest benefit for bulking uploads is:

- Importing multiple files in one action thus automating the ingestion process.
- Populating metadata fields with no need to enter them from the KMC.

Bulk upload streamlines publishing, providing the basis for automated bulk ingestion of files and metadata and overcomes browser and client upload limitations allowing for larger file size ingestion.

There are two methods to upload bulk content: the simple method where you use a CSV file (Comma Separated Value) and the advanced method where you use an XML file, which has many extensive bulk upload features. You can customize the structure to the metadata and elements that are part of your account specific workflow. Using the XML file bulk upload is the recommended method due to its structured hierarchy, allowing for nested objects and metadata and is easily extended.

For information on how to download bulk file samples see Downloading Bulk File Samples.

#### **CSV Bulk Upload**

You can use the CSV format for simple content ingestion based on imported source media files and their related metadata. Each entry is added from a single line in the CSV file. Each line includes a path to a media file that will be uploaded, and each uploaded media file creates an entry. We recommend a maximum of 500 lines/uploaded media files included within one CSV file.

#### **Entries XML Bulk Upload**

XML Bulk Upload supports full CRUD (Create, Read, Update, and Delete) operations, allowing for ingestion of entries, updates to existing entries, and deletion of bulk entries using an XML format. XML Bulk Upload is the recommended bulk upload option.

In addition, XML supports a hierarchical structure while CSV does not. You can define a complete content package using the XML Bulk Upload feature that includes the video source file, its metadata, its custom metadata profiles, distribution profiles, set of transcoding flavors (for cases when you are using your own transcoders), thumbnails and other additional relevant data.

The advantages of using XML Bulk Upload are:

- Simplified integration with other systems (for example, migrating media files including their complete metadata from one server to another).
- A streamlined ingestion mechanism, by using XML it is easy to create automated processes to ingest content.
- More comprehensive ingestion models that allow you to manipulate all the media entry object attributes and their related objects (such as flavors, custom metadata, access control and

distribution profiles, etc.).

The full sets of features supported by the XML Bulk Upload are described in the XSD (the XML template).

An example XML file can be found here (or downloaded from the KMC Create button).

The XML Bulk Upload file is based on Kaltura's MRSS format schema for content ingestion. The XML format enables bulk ingestion of complex video or audio packages.

Complex packages may include:

- Multiple bit-rate Transcoding Flavors already transcoded by a local transcoder
- Multiple thumbnails
- Related metadata and publishing options

The bulk upload status is monitored through the Bulk Upload Log Page. A log file and a copy of the CSV file are made available for troubleshooting or for historical records of uploaded content.

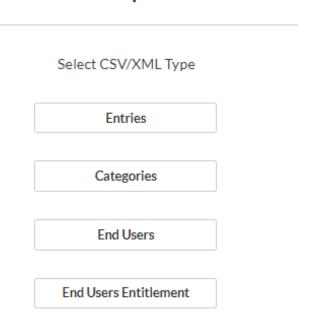
Whether you are a medium sized video publisher or if you're a media giant, you should consider the Bulk Upload option.

# **Uploading Entries in Bulk**

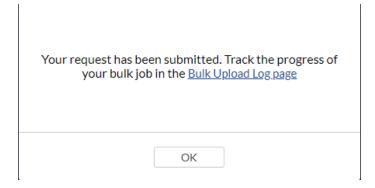
#### **■** To upload Kaltura entries in bulk

- 1. Click Create and click Bulk Upload.
- **2.** Select the entity type.
  - o Entries
  - Categories
  - o End Users
  - End Users Entitlements

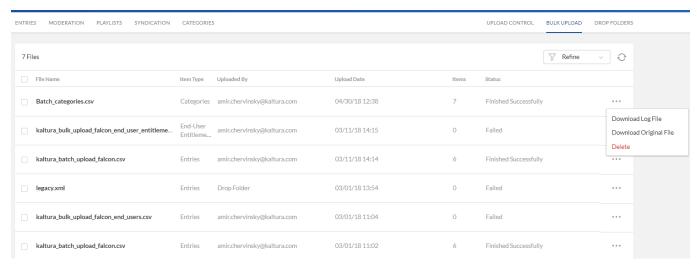
# **Bulk Upload**



- **3.** Select the file and click Open.
- **4.** Track the bulk upload in the Bulk Upload Log page.



#### The Bulk Upload Log Page



The Bulk Upload Log Page contains the following information for each uploaded file:

- Original file name
- Uploaded item
- Uploaded by
- Uploaded on
- Number of items
- Status
- Notification
- Actions

You may perform the following actions for each file displayed in the Bulk Upload Log page:

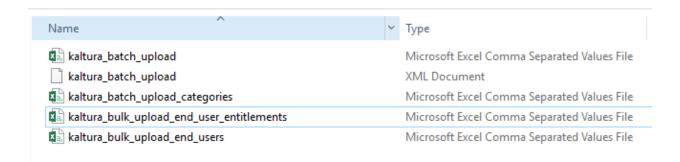
- Download Log File
- Download Original File
- Delete

### **Downloading Bulk File Samples**

#### **■** To download a sample bulk file

- 1. Click Create and click Download CSV/SML Samples.
- **2.** Open the downloaded folder. (kaltura\_batch\_upload\_sample)

The samples include specific format descriptions and guidelines for the following:



# What is a Drop Folder?

Kaltura Drop Folders are used to automate the ingestion of content into the Kaltura platform. The Drop Folder service constantly watches each drop folder for new content and activates automatic ingestion of new content to the specific account.

Kaltura offers multiple configuration options for setting each drop folder to a specific workflow. To learn more read about Drop Folders see Kaltura Drop Folder Service for Content Ingestion.

#### **Automated Content Ingestion via a Drop Folder**

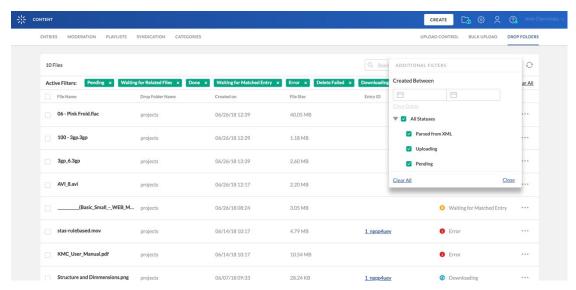
You can add your media and metadata to a drop folder (On-Premise or on the Kaltura servers) and the Kaltura system will activate an ingestion workflow tailored to your needs.

You can also upload metadata only and deliver media directly from your CDN, or On-Premise storage.

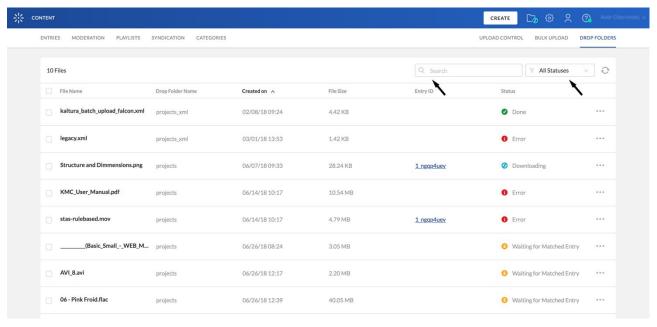
#### **Drop Folder Table**

This section applies only after the Kaltura Drop Folder service is set up.

The drop folder capability allows you to easily trigger content ingestion by dropping files into a folder in your environment. In the KMC Content tab, publisher administrators can use a control panel to monitor and troubleshoot media files in drop folders. Access to the Drop Folders table can be granted to specific administrators through the administrator's user role definition.



The Drop Folders table includes the status of each file in the drop folder. Use the Search or Refine option options to filter the file display for a specific drop folder, status and creation date range.



An additional option to manually delete files from the drop folder can be granted separately only to authorized administrators.

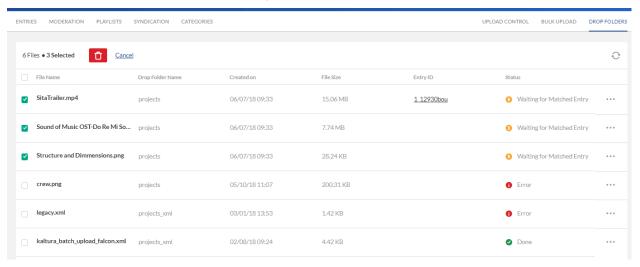
You can filter the files by:

- Search criteria
- Drop folder
- File creation date
- Drop folder status

If you need to delete files from the drop folder, click Delete from the Actions menu (3 dots).

**☐ To Delete Multiple Files from Drop Folders** 

Check the Checkboxes near the File Names you want to delete and click the Trash icon.



#### **Drop Folder Statuses**

The following statuses describe the different stages and possible error cases that may apply to a specific file in the drop folder:

- **Parsed from XML** A reference to the media file was parsed from the XML. The media file is expected but is not yet available in the drop folder.
- **Uploading** File is currently uploading to the drop folder.
- **Pending** File upload is completed Waiting for drop folder processing to start.
- Waiting for Related Files (Formerly "Matched") —Processing of this file should continue when all related files are available in the drop folder (for example, XML file, other media files referenced in the same XML, or other flavors expected for the same entry).
- Waiting for Matched Entry (Formerly "Not Matched") Processing of this file should continue when a matched entry is found (applicable only in specific drop folder workflows settings)
- **Processing** Drop folder engine is currently processing this file.
- **Downloading** The file is currently importing from the drop folder to Kaltura (applicable only in drop folders hosted On-Premise by customers)
- **Done** Drop folder processing was completed for this file.
- **Error** Drop folder engine processing failed.
- **Download Failed** Failed to import the file from the drop folder to Kaltura (applicable only in drop folders hosted On-premise by customers)
- **Delete Failed** Failed to delete the file from the drop folder.

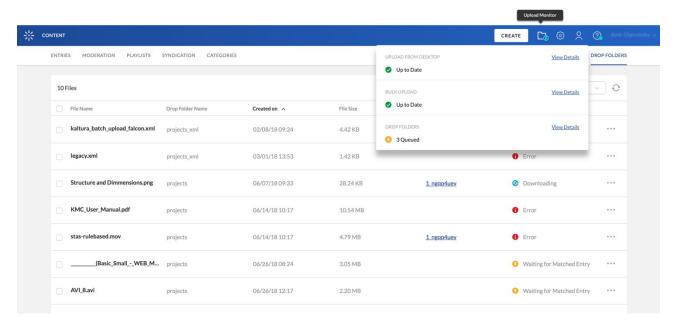
Commercial users, please contact your account manager to enable this feature in your account.

# **The Upload Monitor**

The Upload Monitor displays uploads according to the way the entries were uploaded and is set to monitor the following types of uploads:

UPLOAD FROM DESKTOP

- BULK UPLOAD (pending permissions)
- DROP FOLDERS (pending permissions)



#### **■ To track all uploads**

- Click Upload Monitor.
   The Upload Monitor table is displayed.
- 2. Click View Details for more information.

# **Upload from URL**

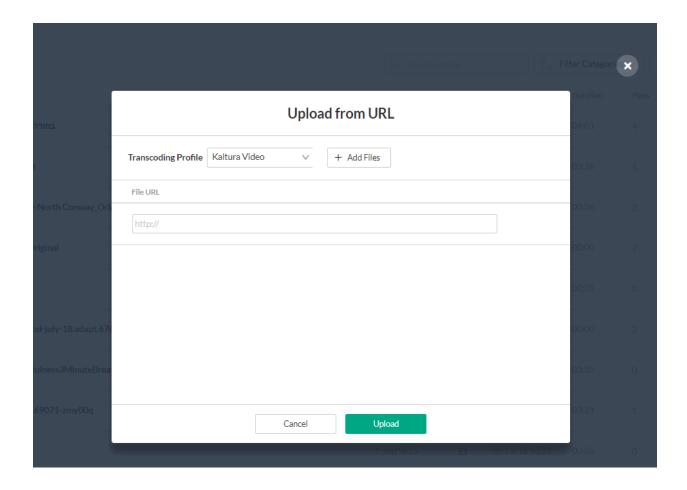
Use this option to add media from a URL.



**NOTE:** You must use a URL that links to a video file on the web.

#### **■ To upload media from a URL**

- 1. Click Create.
- 2. Click Upload from URL.
- **3.** Select the Transcoding Profile from the drop-down list.
- 4. Enter the File URL and click Upload.
- **5.** Click Add Files to add multiple files.



# **Create a Live Stream Entry**

Use this option to create live stream entries from your desktop. You can continue working on other tasks while files are uploading and resume the file upload in case of connection failure.

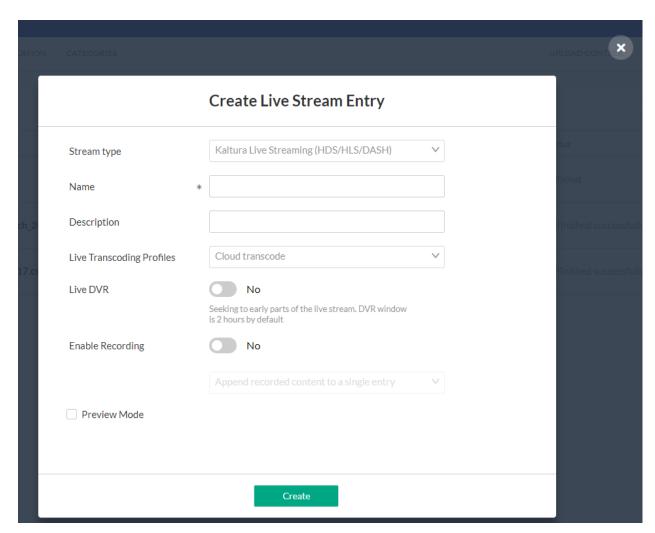
Use the Live Stream Entry option to provision a live stream on the CDN. The live stream should be configured with your encoder IP address.

After the live stream is provisioned, you can set the entry metadata and specific broadcasting settings in the KMC's Content tab Entries tab.

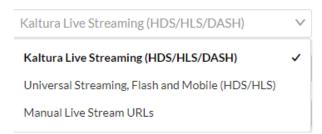
Perform the steps described in Getting Started with Kaltura Live KMC-NG to create and broadcast a live stream. For additional information see the Live Streaming articles on the Knowledge Center. You do not need to list your IP when setting up a Kaltura live stream.

#### **☐** To create a live stream entry from your desktop

- 1. Click Create.
- 2. Click Create Live Stream Entry.



3. Select the Live Stream Type.



Field	Description
Live Stream Type	Kaltura Live Streaming (HDS / HLS / DASH) — This is the default and recommended live streaming type. Kaltura Live Streaming services are provisioned within the Kaltura data centers. Cloud transcoding, extended DVR window, live to VOD recording with a single embed code, instant provisioning, and multi-protocol delivery are supported. Depending on your live streaming package, simultaneous cloud transcoding may be restricted.

**Universal Streaming,** Flash and Mobile (HDS / HLS) - Supports both Flash HDS (Adobe HTTP Dynamic Streaming) and HLS (Apple HTTP Live Streaming) from a single ingested stream. Akamai universal live streaming also supports DVR functionality that allows you to seek back in time within the live stream window. The default DVR window is 30 minutes. Contact Kaltura for more information.

**Manual Live Stream URLs** - This mode allows you to associate custom live external URLs with a Kaltura live entry. This option is useful if you are using a 3<sup>--</sup> party to provision and broadcast a live stream.

**4.** Enter a Name and Description.

**Name** — Required - minimum 5 characters. The name of the stream that will appear in the KMC entries list.

**Description** - A description of the stream (Optional).

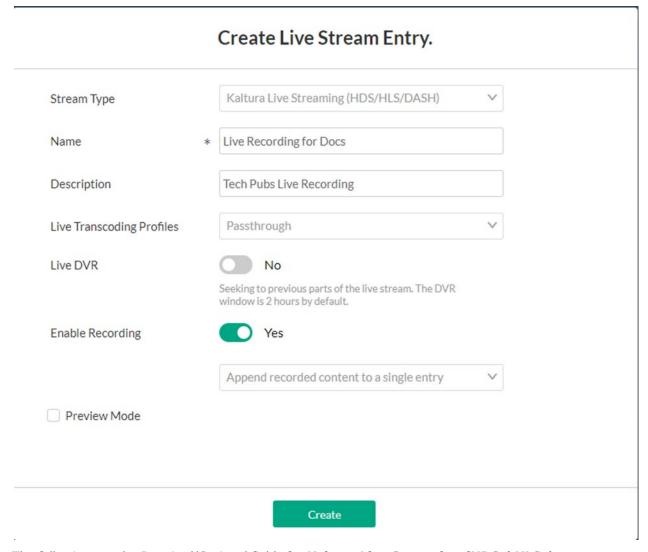
- **5.** Enter the relevant parameters for the chosen type of live stream.
- **6.** Click Create Live Stream.

The required fields depend on the Live Stream Type you select. An indication is displayed when required fields are not populated.

A message is displayed indicating that you have created a live stream entry.

Success				
Live Stream Entry has been created successfully.  Do you want to view entry details?				
Yes No				

# **Kaltura Live Streaming (HDS / HLS / DASH)**



The following are the Required/Optional fields for **Kaltura Live Streaming (HDS / HLS / DASH):** 

Field	Description
Live Transcoding Profiles	Select a transcoding profile from the drop-down list. The available options are Cloud Transcode and Pass-through. For more information see <a href="How to Set Transcoding Profiles for Live Streaming">How to Set Transcoding Profiles for Live Streaming</a> .
	Cloud Transcode— This option enables cloud transcoding for this live entry. A single bitrate coming from your encoder will be transcoded in the Kaltura cloud into multi-bitrate flavors. The default cloud transcoding profile includes the source stream along with transcoded flavors. You can set additional transcoding profiles for live streaming.  To customize transcoding profiles or broadcast multiple cloud-transcode

Field	Description				
	streams simultaneously, please contact your Kaltura account manager.				
	Passthrough- This option enables passthrough mode for this live entry. Kaltura will deliver the stream(s) from your encoder without re-encoding.				
Live DVR	Check this to enable Live DVR. Live DVR provides the ability to seek back within the live stream up to 2 hours prior to the current live point. The DVR duration can be extended up to 24 hours. To extend the time, please contact your Kaltura account manager.				
	Check this to enable recording of the live stream into a VOD available for later viewing. Select one of the following options:				
	Append the recorded content to a single entry - This option appends any live stream recording into the same VOD. Choose it if want to append several live events into one recording.				
	Create new Entries for each broadcast session - This option creates a new VOD for each broadcast session. In this mode each live event is recorded in a different VOD.				
	To split recordings between broadcast sessions, we recommend stopping broadcasting for at least 5 minutes before starting a new event. Otherwise the system assumes an accidental disconnect and will continue appending the recorded content.				
	Notes:				
	1) Recordings are limited to 24 hours. After 24 hours, recording will stop.				
Enable Recording	2) Recording is done on the account's primary data center. make sure you're streaming to the primary RTMP URL				
Preview Mode	Uncheck this option to enable the Preview Live feature. Otherwise, broadcasting will automatically go live when you start the encoder. Preview is enabled by default. For more information about Preview Mode see Kaltura Live - Preview Live.				

# **Universal Streaming (HDS/HDLS)**

	Create Live Stream Entry.
Stream Type	Universal Streaming, Flash and Mobile (HDS/HLS) ∨
Name	* Universal Techpubs Stream
Description	
Primary Encoder IP	* 82.166.201.153
Secondary Encoder IP	* 82.166.201.153
	By default Kaltura uses your public IP to access this KMC.
Broadcast Password	
Live DVR	No Seeking to previous parts of the live stream. The DVR window is 2 hours by default.
	Create

The following are the Required/Optional fields for **Universal Streaming Flash and Mobile (HDS / HLS:** 

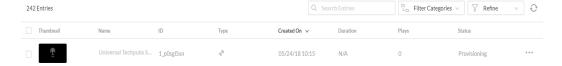
Field	Description
Primary encoder IP	Required, must match "ip" format (can be IP6) The public address that will be used for streaming (the computer where the client encoder, for example Adobe FMLE is installed).
	Note: your IP address can be retrieved by browsing from the computer where the FMLE is installed to http://www.whatismyip.com/ 0.0.0.0 cannot be used as your IP address.
Secondary encoder IP	Required (can be the same as primary). If you are using two encoders (for redundancy), fill in the secondary encoder IP. If you are using a single encoder, copy the Primary encoder IP to the Secondary encoder IP field.
Broadcast Password	(Optional) This password is required in the client encoder (FMLE) software. If you do not enter a password the system will automatically create one for you and it will be displayed in the Live Stream tab of the entry details window under "Broadcasting credentials".

#### Live DVR

Check this to enable Live DVR. Live DVR provides the ability to seek back within the live stream up to 2 hours prior to the current live point. The DVR duration can be extended up to 24 hours. To extend the time, please contact your Kaltura account manager. The following message is displayed.

# Stream activation for broadcasting with the CDN may take up to 3 hours.

The Entries table will indicate that your Universal Stream is Provisioning and will update the status to ready when ready.



#### **Manual Live Stream URLs**

#### Create Live Stream Entry.

Stream Type	Manual Live Stream URLs	~
Name	*	
Description		
Live Flash HDS stream URL		
Live Mobile HLS stream URL		
Akamai HD protocol is used	d on this HDS URL.	

Create

The following are the Required/Optional fields for the **Manual Live Stream URLs** stream type.

Field Description

Live Flash HDS stream URL Required: type URL

Live Mobile HLS stream URL

Akamai HD protocol is used on this HDS URL **Optional**: Check to allow Akamai HD protocol

# **Prepare Entry**

You can prepare a video entry without including the media content in advance. Creating a No Media entry may be useful when metadata settings and media perpetrations are managed separately and possibly by different operational teams This scenario is used for media that may be included at a later stage, for example when linking to remote storage.

The following options are available:

- Prepare Video Entry
- Prepare Audio Entry

# **Prepare Video Entry**

Use this option to prepare metadata and publishing settings for a video/audio entry before its related files are ready for upload. This option enables a flexible entry preparation workflow and is especially useful when video files are:

- Transcoded by a local transcoder
- Processed while content editorial work is being done in the KMC
- Processed after content editorial work is completed in the KMC

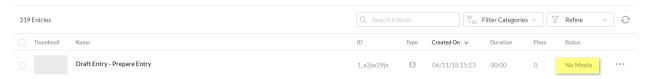


#### **Preparing a Draft Entry Workflow:**

Prepare a draft entry in the KMC and fill in its metadata and publishing settings.

Add the media source file or the locally generated Transcoding Flavors to the entry. Use the entry's Flavors tab to add files or flavors. See The Flavors Tab.

The ingestion status of an entry that you create with the **Prepare Video/Audio Entry** option automatically is set to No Media. The status remains **No Media** until one or more media files are added to the entry.



An entry that you create with the Prepare Video/Audio Entry option is saved as a Draft entry in the Kaltura system until you add content.

A Draft entry remains available in the **Content** tab Entries table for further editing.

#### **Prepare Audio Entry**

Use this option to prepare metadata and publishing settings for a video/audio entry before its related files are ready for upload. This option enables a flexible entry preparation workflow and is especially useful when video files are:

- Transcoded by a local transcoder
- Processed while content editorial work is being done in the KMC
- Processed after content editorial work is completed in the KMC



#### **Preparing a Draft Entry Workflow:**

Prepare a draft entry in the KMC and fill in its metadata and publishing settings. Add the media source file or the locally generated Transcoding Flavors to the entry. Use the entry's Flavors tab to add files or flavors. See The Flavors Tab.

The ingestion status of an entry that you create with the **Prepare Video/Audio Entry** option automatically is set to No Media. The status remains **No Media** until one or more media files are added to the entry.

An entry that you create with the Prepare Video/Audio Entry option is saved as a Draft entry in the

Kaltura system until you add content.

A Draft entry remains available in the **Content** tab Entries table for further editing.

# **Creating Draft Entries**

Draft entries are entries created without actual content and are used as a container for adding content.



**Note:** You can add or attach content at a later time, by using the BaseEntry->addContent action and use one of the KalturaResource resources. See Kaltura API documentation.

#### **■ To create a Draft Entry**

- 1. Click Create.
- 2. Select Video Entry or Audio Entry.
- **3.** If you have permissions, select the Transcoding Profile and click Apply.

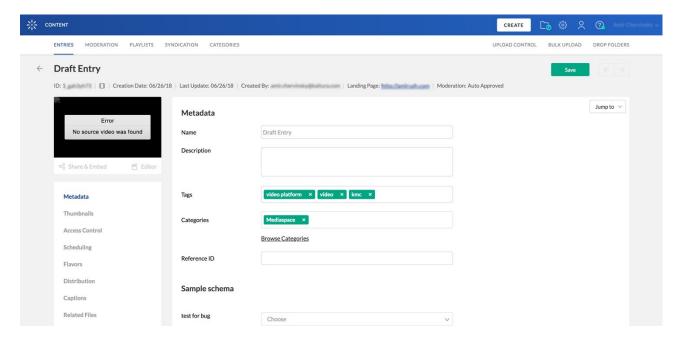
# **Prepare Video Entry** Select transcoding profile Source only Apply ENTRIES MODERATION PLAYLISTS SYNDICATION CATEGORIES UPLOAD CONTROL BULK UPLOAD DROP FOLDERS ← Draft Entry ID: 1 Creation Date: 06/26/18 | Last Update: 06/26/18 | Created By: Jump to ∨ Metadata Error No source video was found Name Draft Entry Description 🖺 Editor Metadata Browse Categories Distribution Sample schema

- **4.** In the New Entry Window, provide:
- Name (required).
- Description
- Tags

Related Files

- Categories Click Browse Categories to select a category from the existing category list.
- **5.** If you have Custom Data for entries, you can edit the Custom Data fields for the entry. For multiple schemas, use the drop-down Jump To menu to select the schema for the entry. See Managing Schemas for more information.
- 6. Click Save.

The ingestion status for a Draft entry is No Media. The following is an example of a Draft entry in the KMC.



## **Key Benefits and Functionality of Draft Entries**

You can prepare a new media entry in the KMC and set its metadata and publishing information beforehand, or in parallel, to the actual media processing and then add the media files to the existing entry when ready.

This flexibility may be of value especially with large media operational teams, when the metadata preparation effort is separated from the media preparation effort with different teams working on each operation. Separating these tasks, may provide more efficiency to the company's internal processes as editing metadata can be done without dependency on the media preparation operation.

When you prepare a No Media entry in the KMC you can upload the media file/s to Kaltura later either by uploading the source for transcoding in Kaltura or uploading media assets/files that have already been generated locally using your own transcoder.

Note that the option to use a local transcoder to ingest flavors is a feature that is not enabled by default. Contact your Kaltura account manager to learn more about how this feature can simplify your workflow, and to activate and configure this feature on your account.

# Hosting Videos at your Preferred Location and Linking to Kaltura

This use case is typically combined with transcoding performed on the publisher's side, after which the

output files are pushed directly to CDN hosting, or to a local intranet delivery source.

In this case, Kaltura essentially only manages the metadata while media files themselves are delivered directly from the publisher through a CDN to the viewer.

Linking between the files and a Kaltura entry can be done through the KMC, API, or drop folder XML ingestion.

# **Replacing Video Assets for a Kaltura Entry**

Publishers can replace media files of an existing media entry when needed.

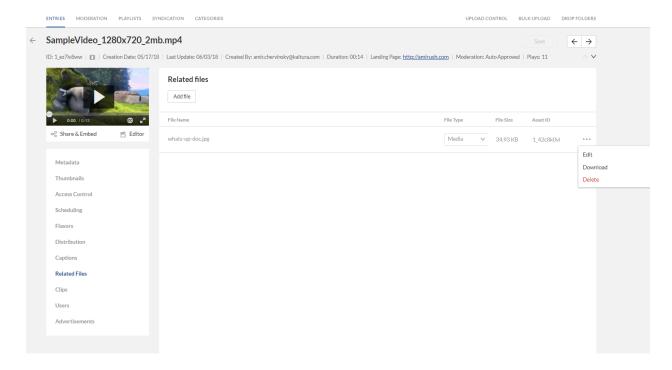
#### This feature:

- Is especially useful when media assets need to be re-edited by the publishers following ingestion to Kaltura.
- Enables seamless replacement of media even if media is already published/ syndicated/distributed – media is replaced in all published instances.
- Replaces all multiple-bitrate media assets flavors in one transaction.
- Allows review and approval of new media prior to the actual replacement.
- Is an integral part of the entry life-cycle and content management workflow.

For more information see Replacing Media.

# **Uploading and Modifying Related Files**

You can attach files (documents, media) to your entries. Uploaded files will not create new entries but will receive a unique Kaltura Asset ID. Use the **Related Files** tab to upload files associated to entries. Related files are not stored with the entries on the Kaltura platform and are referenced using an Asset ID.



#### **■** To upload related files

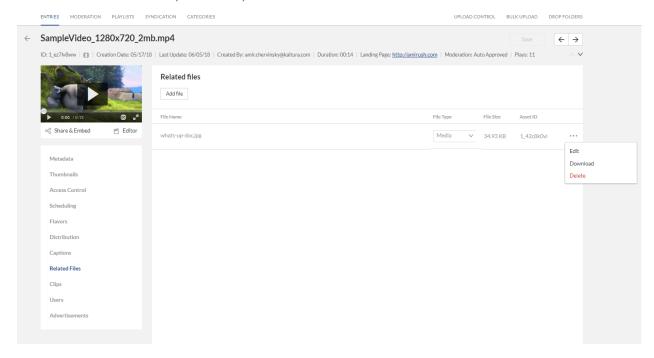
- 1. Select the Content menu and click on an entry.
- 2. Select the Related Files tab and click Add File.
- **3.** Select a file and click Open.
- **4.** Select the File Type from the drop-down menu.

The related file will immediately begin uploading. After the upload is complete, you can edit the file details (Title, Description), download the file, or remove it.

- **5.** Continue to Add files as relevant.
- 6. Click Save.

#### To edit related files

- 1. Select the Content menu and click on an entry.
- 2. Select the Related Files tab.
- **3.** Select a File and select Edit, Download, or Remove.



# **Transcoding and Processing**

When a video is uploaded to the KMC, the video is associated with a conversion profile, also known as a Transcoding Profile. A Transcoding Profile may be comprised of a single flavor or multiple flavors. For each upload session, you should select the Transcoding Profile. You can also set a default Transcoding Profile.

A transcode is made from taking an encoded piece of video and converting it into one or more newly compressed streams that can then be played in a player on a computer or mobile device depending on the settings and methods used. The main purpose of the reconversion is to create a match for the required target platforms and distribution methods.

Kaltura flavors represent the required renditions of the source file with distinct codecs, frame sizes and bitrates. You can select to generate or add multiple flavors to an entry, including flavors geared towards displaying media on mobile devices (low bandwidth, small screens, and/or HTML5 supporting devices). An asset is a single output file with its specific file type, video/audio codecs, bit-rate, GOP size, that may be used for playback, download or editing.

The Kaltura platform supports ingestion of all forms of rich media (including video, images, audio, PDF, and others), and allows you to define different transcoding profiles, depending on your publishing needs. For additional information on Kaltura's transcoding services, see Kaltura Media Transcoding Services and Technology.

Additional transcoding flavors can easily be added for publishing across different devices, network bandwidths and screen sizes. Kaltura's transcoding decision layer engine supports more than 60 video and image formats as well as 140 video and audio codecs.

When you upload content, you determine what type of flavors you want to associate with your output.

There are three transcoding profiles that are automatically created for new accounts:

- **Default** the flavors included in the default transcoding profile of the account. These flavors appear in the main Transcoding Settings page.
- **Source Only** uploads the source file but does not transcode it; the source is the original file uploaded as is. Other flavors will not be created.
- **All Flavors** transcodes uploaded files into all the flavors defined in the main Transcoding Settings page.

There are four transcoding profiles that are automatically created for Live accounts:

- Passthrough
- Cloud transcode SD
- Cloud transcode HD
- Cloud transcode HD+

For more information about the Live Transcoding profiles see Transcoding Profiles for Live Streaming.

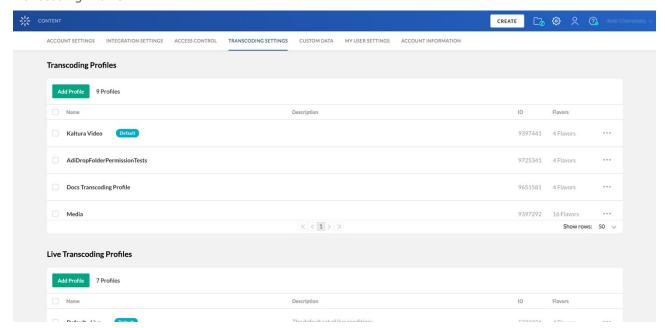
# **Converting Videos into Multiple Flavors (Optimized Output Files)**

Kaltura's player provides optimal playback by using adaptive bitrate technology that automatically selects the most appropriate flavor asset for playback, based on the viewer's specific connection and other parameters.

Getting content onto the platform is the first step and transcoding processing is part of the upload session. For a quick and simple upload, use the default flavors that are provided and that can be enabled/disabled from the transcoding profile you want to use.

#### To display the transcoding profiles for your content

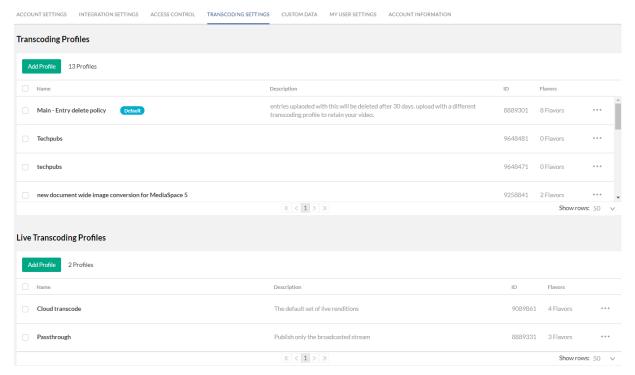
Select the Settings tab and then select Transcoding Settings. The Default Transcoding Profiles
window is displayed which contains list of the Transcoding Profiles and Live Transcoding profiles.
 Each file uploaded to the system is transcoded into the flavors that are checked in the
Transcoding Profile.



# **Adding a Transcoding Profile**

#### To create a Transcoding Profile

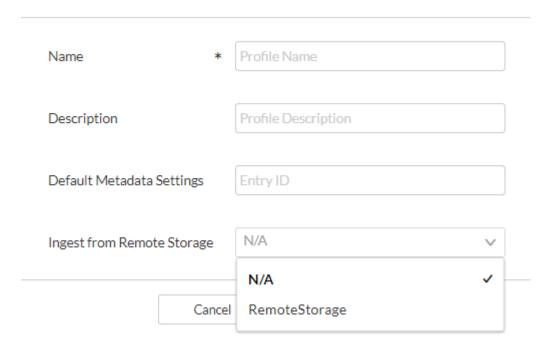
**1.** Select the Settings icon and then select Transcoding Settings.



2. Click Add Profile.

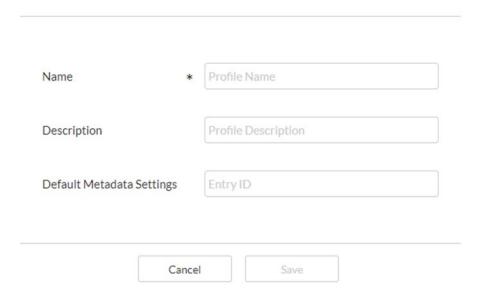
The following screen is displayed for all but Live Transcoding Profiles:

# Add Transcoding Profile



The following screen is displayed for Live:

## **Add Transcoding Profile**



- **3.** Enter a Name and Description for the profile.
- **4.** Enter the Entry ID for the Default Metadata Settings. (optional) See Uploading Content and Setting Metadata.

The entry's metadata fields are added to the transcoding profile. Each new entry that is transcoded using the profile will include those metadata fields. (You can create a "Metadata template".) You can use The Metadata entries as "metadata templates" for adding metadata to multiple files. See Useful Tips for Working with Transcoding Profiles.

- **5.** Select Ingest from Remote Storage if you have Remote Storage Configured on your account.
- **6.** Click Save. The Flavors tab is displayed.
- **7.** In the Flavors tab, select the flavors out (of the available flavors on your account), to apply to the source video you upload.
- 8. Click Save.

# **Actions for Transcoding Profiles**

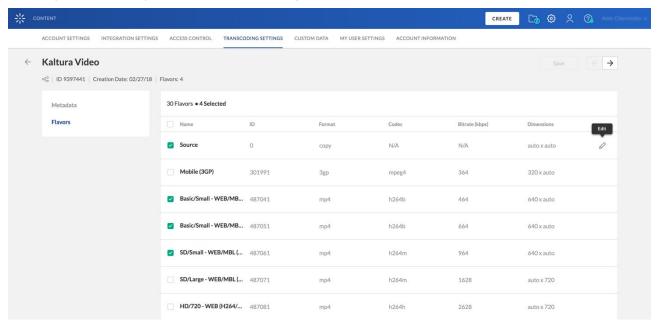
You may:



#### **☐** To edit a Transcoding Profile's flavors

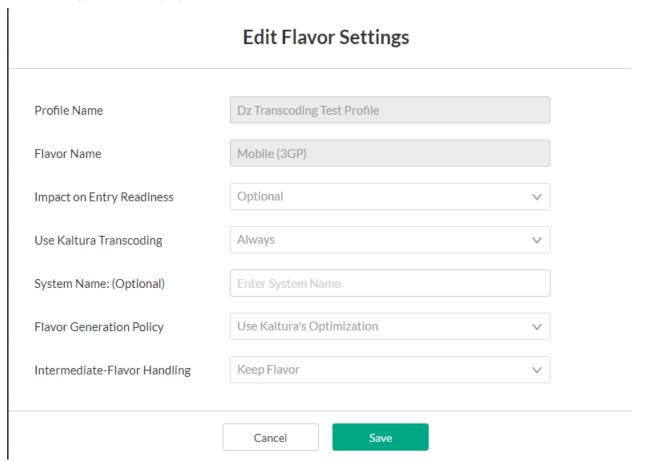
- **1.** Select the Settings icon and then select Transcoding Settings.
- **2.** Select a Transcoding Profile and go to the Flavors tab.
- **3.** Check the flavors you want to edit.

4. Use the pencil icon to open the Edit Flavor Settings screen.



The Edit Flavor Settings window is displayed. See Editing Options for Flavors in a Transcoding Profile.

The following screen is displayed for all but Live entries.



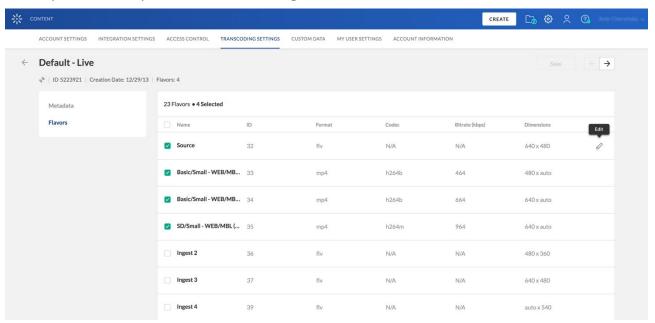
- **5.** For extra fast publishing, set the Impact On Entry Readiness field to Required, for the minimum set of flavors and the rest of the flavors to Optional. (optional)

  Use this option to publish your content even faster. See Quick Publishing.
- **6.** Select whether and when to use Kaltura Transcoding.
- **7.** Enter a System Name (Optional)
- **8.** Select the Flavor Generation Policy.
- 9. Select Intermediate-Flavor Handling.
- 10. Click Save.

The flavors you select become active.

#### **☐** To Edit Flavors in a Live Transcoding Profile

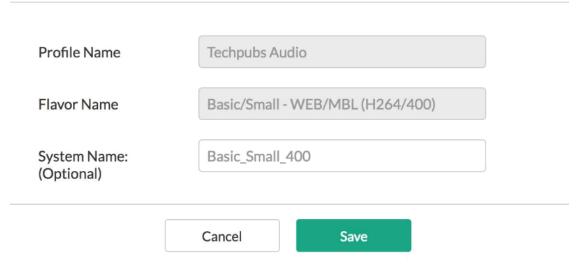
- **1.** Select the Settings icon and then select Transcoding Settings.
- **2.** Select a Live Transcoding Profile.
- **3.** Go to the Flavors tab.
- **4.** Check the flavors you want to edit.
- **5.** Use the pencil icon to open the Edit Flavor Settings screen.



The Edit Flavor Settings window is displayed for Live entries.

The only editable field is the System Name.

# **Edit Live Flavor Settings**



6. Modify the system Name and click Save.

#### **Transcoding Profiles for Live Streaming**



**NOTE:** Live transcoding is only available via "Live Plus" service and is not part of the default live support. Contact your account manager for more information.

For information and steps to set Transcoding Profiles for Live Streaming see How to Set Transcoding Profiles for Live Streaming - KMC-NG.

The following table lists the Kaltura default conversion transcoding profiles' flavors. You can configure additional flavors.

Name	Target	Video codec	Frame size	Video bitrate	Audio codec	Audio bitrate
Basic/Small - WEB/MBL (H264/400)	Web, Mobile	H264 BP	480 x auto	400kbps	AAC	64kbps
Basic/Small - WEB/MBL (H264/600)	Web, Mobile	H264 BP	640 x auto	600kbps	AAC	64kbps
SD/Small - WEB/MBL (H264/900)	Web, Mobile	H264 MP	640 x auto	900kbps	AAC	64kbps

In addition to these flavors that are generated from the source, the source itself may be streamed through Passthrough mode.

The source should be:

H264

- Bitrate 1500kbps 2000kbps
- Frame size preferably 720p, and no smaller than 640 x auto.

The options for live streaming transcoding profiles include Passthrough and Cloud.

#### **Passthrough**

The Passthrough transcoding profile option takes your content's original source input flavor and passes it through the Kaltura system without any changes. This option uploads the source file but does not transcode it; the source is the original file uploaded as is. Other flavors are not created.

#### **Passthrough Transcoding Profile Features**

- Ideal for multiple SD concurrent sessions
- All transcoding is done on site (additional H/W is required)
- Limited renditions
- Fast uplink required
- Adaptive playback



NOTE: Audio is adjusted to AAC format.

#### Cloud Transcode - Live+

The Cloud transcoding option takes the content's original source input flavor and generates three additional transcoding flavors that support different resolutions and formats. There are 3 pre-defined cloud transcode packages: SD, HD and HD+, each package offers different # of flavors, resolutions and bitrates.

For further information regarding the HD and HD+ packages, see Kaltura Live+/Cloud Transcoding.

You can create and configure additional live transcoding profiles and modify them.

#### **Cloud Transcoding Profile Features**

- Ideal for HD sessions with large audiences
- Requires only a single HD feed
- Transcoding is done in the cloud
- Includes 4 renditions (source +3)
- Standard uplink required
- Adaptive playback
- Support packages available

#### **☐** To edit a Transcoding Profile for live steaming

**1.** Select the Settings icon and then select Transcoding Settings.

The Default Transcoding Flavors window is displayed showing the flavors you selected for the

Transcoding Profiles

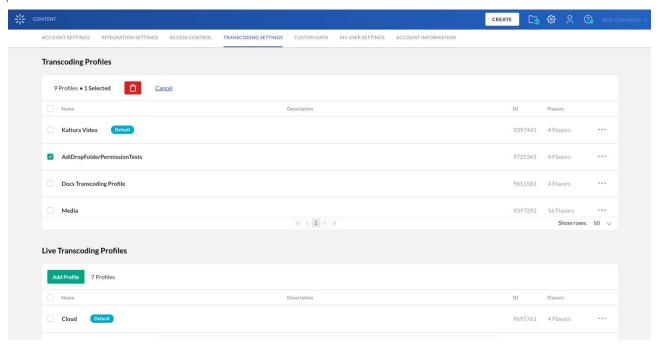
| Add Profile | Profiles | Profiles | Possibility | Possibility | Possibility | Possibility | Possibility | Profiles | Possibility |

Default Transcoding profile and the Live Transcoding Profiles.

Cloud transcoding is the default profile for live streaming.

Cloud Default

**2.** Click a Transcoding Profile (Name) to edit or click on the Trash icon to remove a transcoding profile.



- **3.** Use the checkbox to select flavors to add or remove.
- **4.** Enter the Default Metadata Settings Entry ID (Optional). This feature is useful if you want to set default metadata settings such as tags/categories to files you ingest. See the Metadata Tab for more information. If your account is used and configured to ingest content from Remote Storage, select the remote storage name from the menu (Optional).

9695761 4 Flavors

**5.** Click Save Changes.

## **Quick Publishing**

A popular requirement for news websites and video publishers is to publish videos as quickly as possible. Kaltura allows you to control video asset readiness speed by allowing you to configure the ingestion process to your needs.

By default, a video entry is not at the 'Ready' status (for publishing) until all the required flavors (by default the required set of flavors is the minimal set of flavors required for web playback) are created. If many flavors are included in the transcoding profile, the conversion process may take many minutes, which is often not fast enough for breaking news videos.

You can configure whether a certain flavor's readiness is required or not, so that you can publish your content quickly.

For example, assuming the source flavor is a web-playable entry created using h264 for web and mobile. You can configure h264 as the required flavor, while all other flavors are optional. The entry will receive the "Ready" state for publishing immediately after the upload is complete. The other flavors will then be processed and added to the entry in the background subsequently, after a short processing period. Failure of a required flavor causes failure for the entire entry.

See http://blog.kaltura.org/extra-fast-publishing for more information.



**NOTE:** The same flavor may have different settings in a different transcoding profile, which allows for greater publishing flexibility).

# **Editing Options for Flavors in a Transcoding Profile**

The following options may be edited for each transcoding flavor selected in a Transcoding Profile:

- **Impact on Entry Readiness** –Determines the impact of each specific transcoding flavor on entry readiness for publishing. The options are:
  - Required The entry will not be set to a Ready state until the processing of the specific transcoding flavor is complete. To expedite video readiness, we recommend applying the 'Required' setting to a single flavor that is required for playback on each required environment. For example, if the source file is an MOV that cannot be played on the web, flagging only one lowest quality FLV or MP4 flavor as 'Required' will ensure the video will be published as quickly as possible while the other flavors are being prepared.
  - Optional The entry may be set to a Ready state before the processing of the specific transcoding flavor is complete. When no other Transcoding Flavor within the Transcoding Profile is set as required, completion of the processing of any Optional flavor sets the entry to the Ready state. We recommend using this option for most flavors to increase speed of readiness.
  - **No Impact** Determining entry readiness is not affected by the presence of this transcoding flavor. This is usually the default setting for the "Source" transcoding flavor.
- **Use Kaltura Transcoding** Determines whether to use the Kaltura transcoding engine for generating each specific transcoding flavor. This option is enabled only when your account is set to support the ingestion of multiple bit-rate transcoding flavors generated by your local transcoder. If Kaltura performs transcoding of all flavors except the 'source' file, this option

should be set to **Always**. The options are:

- Always Kaltura's transcoding engine always is used for generating the specific Transcoding Flavor.
- Never The Kaltura transcoding engine will not generate the specific transcoding flavor.
   This is a fixed setting for the "Source Flavor" which always is added to the entry with no additional processing. This option should also be used when your account's content ingestion workflow relies on a local transcoding engine and when the ingestion of the previously transcoded Flavor to Kaltura should always take place, bypassing Kaltura's conversion processing.
- As a Fall-back The system expects to add this transcoding flavor from a local transcoding engine but will use Kaltura's transcoding engine as a fall-back to convert to this flavor when the flavor is not received as part of the ingestion request. This option adds flexibility when you want to use your local transcoding engine while utilizing Kaltura's transcoding engine as a fall-back option.
- **System Name (Optional)** The system name is used to identify the flavor in client-side applications. For example, to mark a specific flavor as suitable for playback on iPad devices, the system name was set to iPad.
- **Flavor Generation Policy** You can bypass Kaltura's transcoding optimization, and force specific flavors to be generated even when they are detected as redundant by the Kaltura transcoding optimization module. The options are:
  - Use Kaltura's Optimization Kaltura's optimization routine decides whether it is worth-while to create a flavor (For example if the source video is of lesser quality than the flavor, the optimization routine will not create the flavor).
  - Force Flavor generation –Select this option to override the Kaltura optimization routine and create a flavor regardless of whether it is redundant quality wise (For example, when a publisher must distribute the video through a broadcast channel that requires specific flavor specifications, the flavor must be created.)

# Assigning a Transcoding Profile to a Bulk Upload

A default Transcoding profile is included with the KMC. After you create a Transcoding Profile, an ID is created and listed in the Transcoding Profiles page.

# ■ To assign a transcoding profile other than the default profile, to a bulk upload

- Set the ID from the Transcoding Profiles to the conversionProfileId in your CSV.
- Set the ID from the Transcoding Profiles List to the conversionProfileId in your XML file.

# **Useful Tips for Working with Transcoding Profiles**

If you want to configure your KMC account to support automated content ingestion workflows, you can optionally add default metadata settings from an existing entry. The default entry metadata setting automatically will populate the new content when using each specific transcoding profile.

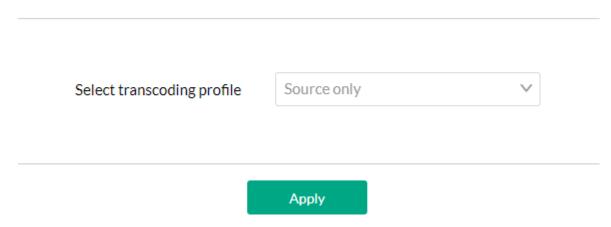
For example, you want to target two distinct audiences with your videos, the first is public facing videos and the second is internal company videos.

You can create two transcoding profiles, one for each of your target audiences, even though you might convert them to the same flavors you can use different "default metadata settings" so your public facing videos will have their specific metadata values, while the internal company videos can have different fields or data. All this is done automatically after you prepare one template entry for the process.

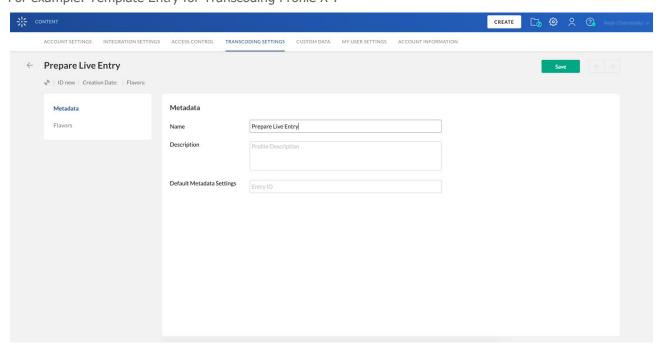
#### To use metadata settings with Transcoding Profiles

1. Create a "Draft" entry. See Creating Draft Entries.

# **Prepare Video Entry**



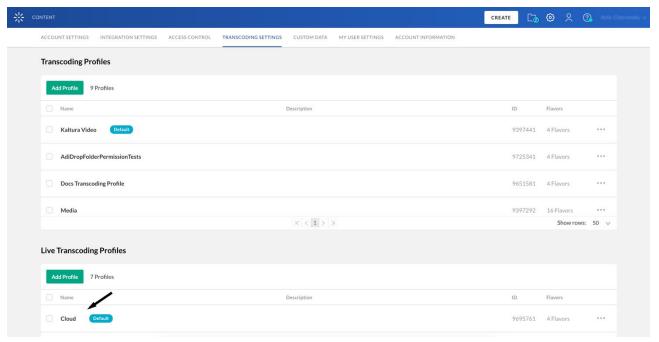
**2.** Prepare the metadata. See Prepare Entry. For example: Template Entry for Transcoding Profile X".



**3.** If you use custom metadata, edit the entry ID. If you do not use custom metadata, click here to learn more about it.

You next must set the template entry on the transcoding profile.

- **4.** Go to the Settings icon and select the Flavors tab.
- **5.** Select the flavors of your default transcoding profile.
- **6.** Edit the transcoding profile you want to create a template entry for, by clicking on it.



7. Click Save.

#### **SECTION 6**

# **Administration Pages**

The Administration menu is used to define KMC roles and permissions.

The following tabs are available in the Administration menu.

- USERS
- ROLES
- MULTI ACCOUNTS

#### **KMC Roles and Permissions**

Roles and permissions enable organizations to define a user's ability to perform actions based on the user's responsibilities. Only users with admin permissions can add users, create roles and define permissions.

A publisher uses the roles and permissions infrastructure to specify actions that a user can perform. User roles define permissions granted to the user for the different KMC functionalities.

KMC user permissions depend on account permissions for specific features. The following is high level description of each default role.

**Publisher Administrator** - has permission to all KMC options enabled for the account.

**Manager** - has permissions to all KMC options enabled for the account - excluding access to Administration tab (KMC user and role management) and excluding permissions to modify account settings and account integration settings.

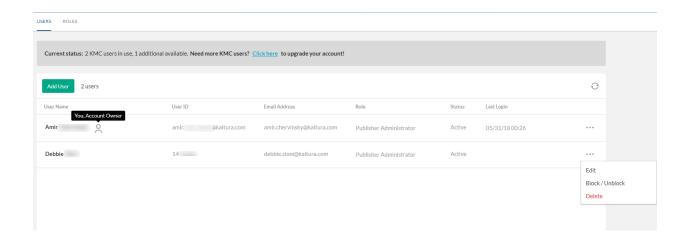
**Content Uploader** - has permission to upload files from desktop or via bulk upload csv/xml - has a view-only access to entries and categories under the content tab.

Content Moderator - has permission to Moderation tab only and ability to approve/reject entries.

**Player Designer** - has permission to Studio tab only and ability to set all player options excluding advertisement.

## The Users Tab

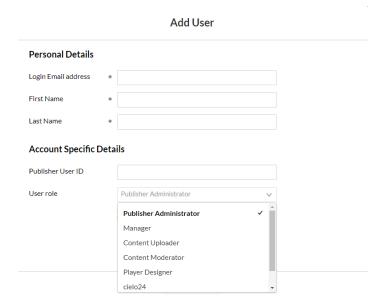
The Users tab lists all users for the KMC account, their roles and the account ownership.



## Adding a KMC User

#### ■ To add a user

- **1.** Go to the Administration tab and select the Users tab.
- 2. Click Add User and fill in the details in the Add User window.
- 3. Select a User Role from the drop-down menu.



The following table lists the information that should be provided for adding a new KMC admin user. A limited number of users are allocated by default to each KMC account. If you reached the KMC users quota for your account and need to set additional users, please contact Kaltura with a request for additional KMC admin users.

Field	Description
Login Email address	The user's email address serves as a unique identifier of the user in the Kaltura system, as the user login username and as a recipient address for system-generated messages. Upon the creation of a new

Field	Description
	user account, a welcome email notification will be sent to this email address with a link for setting the initial password.
First name, Last name	User's name
Publisher User ID (Optional)	A unique identifier that may be in use by the publisher in different systems. This will serve as the KMC user identifier as content contributor in all KMC-related locations. When a Publisher ID is not provided, the user email address will be used as a default value.
User Role	Defines the set of permissions granted to the user for the different KMC functionalities. This role should be set according to the tasks that the user needs to work on and the functionalities that the user needs access to within the KMC. The different KMC user roles are set (by users who are granted with permission to do so) from the KMC Roles page (under the Administration tab).

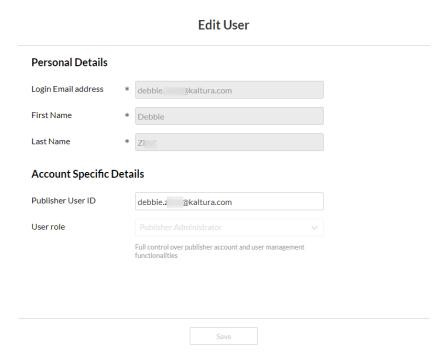
When a user is created, an email will be sent to the specified email address containing a link to set the account password.

## **Editing a User**

After a user account is set in the system, the user's personal details can only be set by the user personally.

#### **■** To edit user information

- **1.** Go to the Administration tab and select the Users tab.
- **2.** Select the Actions menu (3 dots) to the right of the Username and select Edit. The Edit User window is displayed.



Only the Publisher User ID and the User Role may be edited in Edit User window. Please note that it is not possible to edit the user role that is defined as the Account Owner. In addition, a KMC user with access to user management functionalities cannot edit the user role selection in their account.

3. Click Save.

## **Deleting and Blocking Users**

You can prevent users from logging into the KMC temporarily or permanently. Blocking a user will prevent the user from logging into the KMC. This restriction can be removed by applying the unblock action.

Deleting a user is a permanent action. The deleted user's content contribution records will be kept in the system.

#### **☐** To block/unblock/delete a user

- 1. Select the Administration tab and select the Users tab.
- **2.** Select the Actions menu (3 dots) to the right of the User name and select Block/Unblock from drop-down menu to block a user temporarily. The user's status changes according to your modification.
- **3.** Select Delete from the Select Action drop-down menu to remove a user permanently. A confirmation prompt is displayed to be certain of the deletion action.



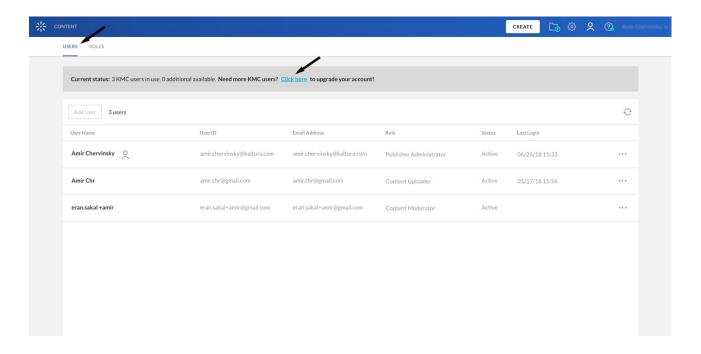
## **Purchasing a License for Additional Users**

Each KMC account is allocated three users.

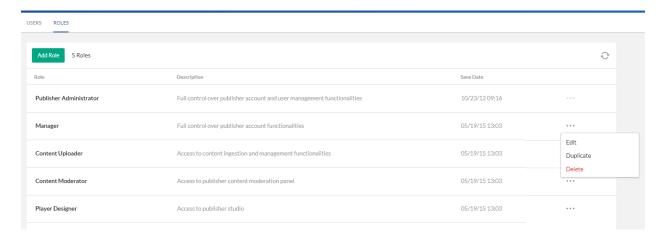
## **■ To request additional users**

- **1.** Select the Administration tab and then select the Users tab.

  The Current Status lists the number of KMC users and the number of available users.
- 2. Click on the Click here to upgrade your account link.



## The Roles Tab

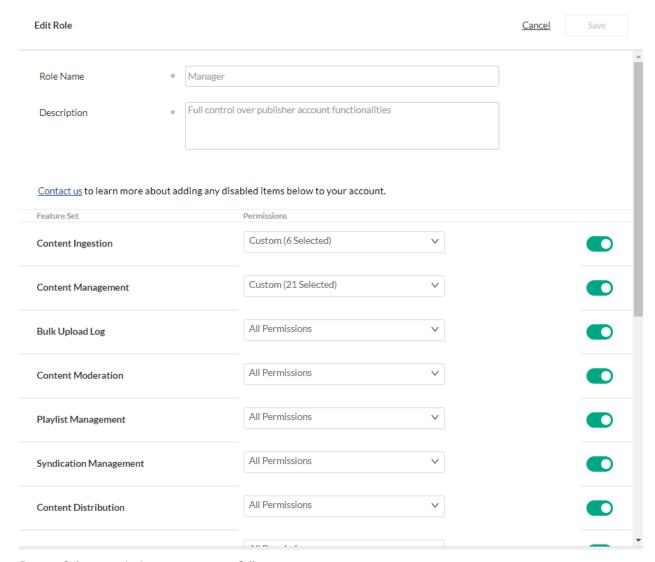


## **Creating or Editing Custom Roles**

When you add a KMC admin user role to a specific publisher account, you should add the relevant set of permissions in the Roles tab. You can select which KMC functionalities are available to users with the defined role.

In the Roles tab, select a Role and click Edit in the Actions menu (3 dots) to edit the permissions for the specific role.

Use the dropdown menu to edit the permission level for the specific KMC functionality.



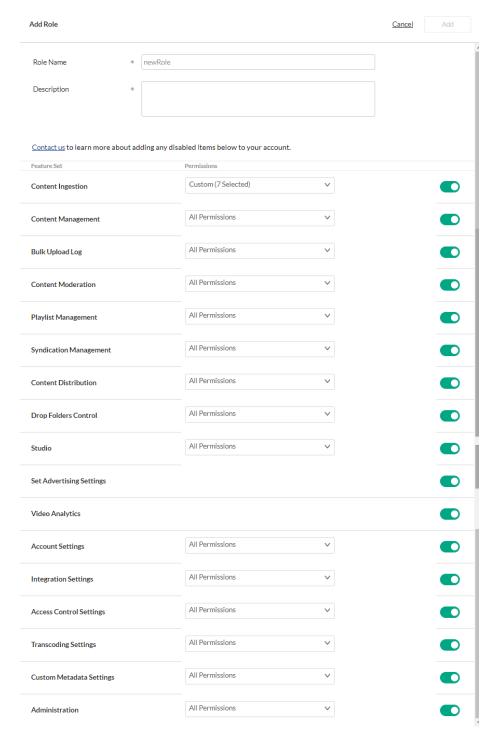
Some of the permission types are as follows:

- All Permissions Grants access to all KMC functionalities listed under the permission group.
- View-Only Permission –Only part of the functionality listed in the group is selected.
- **No Permission** No access to the KMC pages that are relevant to the KMC functionalities listed under the permission group.

#### **□** To create custom roles

- 1. Go to the Administration tab and select the Roles tab.
- 2. Click Add Role to create a custom role.
- **3.** Enter the Role Name, provide a Description and click Add.

  After naming the role and providing a description you will be able to select the specific permissions required.

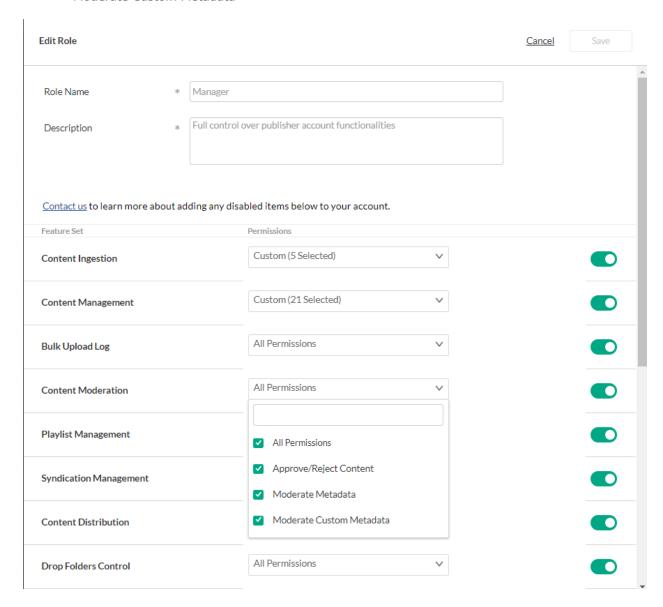


You can edit, duplicate or delete any existing role via the using the action (3 dots) drop-down menu.

For example: after you create the role "Manager" you can set the permissions for the Moderation feature for the Manager role by checking the relevant options in the Moderation drop-down. In this example,

- All permissions
- Approve/Reject Content
- Moderate Metadata

Moderate Custom Metadata



## **Role Management**

After you create roles you can:

- Edit a role
- Duplicate a role.
- Delete a role.

### **■ To modify roles**

- **1.** Go to the Administration tab and select the Roles tab.
- 2. Select the Actions menu (3 dots) to the right of the User name and then select one of the editing options.

• Edit a role

Editing a user role affects the access level of the KMC user associated with this role only after the user logs in to the KMC. We recommend that you edit an "in-use" role when users associated with this role are not logged into the KMC. The publisher role is not editable.

• Duplicate a role

Duplicating a role is a quick way to create a new KMC user role with a similar, but not identical, set of permissions as an existing user role. The duplicated role is populated with the permission set of the duplication source role, so minor changes to this permission set can be easily made. After you duplicate a role, use the Edit option to modify the permissions.

Delete Role

Deleting a role is a permanent action. It is not possible to delete a user role record if KMC admin users are associated with the role. In such cases, make sure to update the relevant KMC user accounts with another user role before attempting to delete their existing role.

# **Multi Account Management**

Kaltura's Multi Account Management feature allows you to configure and edit multiple content accounts in Kaltura (AKA KMC accounts, partner accounts) from a central location. Multi Account Management is suitable for Kaltura's customers that manage multiple content accounts in Kaltura. For example:

- Universities When each school/department manages its content in a separate KMC account
- Enterprise When each Office/Department manages its content in a separate KMC account
- TV/Media Network when each channel is managing its content in a separate KMC account
- Kaltura SaaS Value Added Resellers Organizations that resell Kaltura's SaaS packages and need central control over the account sold by them
- Kaltura's SaaS OEM partners Organizations that fully integrate Kaltura into their service offering yet want to remain on the SaaS platform with ability to manage the KMC accounts sold with their service.



**NOTE:** The Multi Account Management feature is enabled for eligible customers. Contact your Kaltura representative to enable this option.

## **Summary of Enabled Capabilities**

The following capabilities are available for Kaltura's Multi Account Management.

All account management options listed here are applicable for the accounts managed by a single organization of a specific SaaS customer:

- Controlled access to the multi account management tab.
- Ability to seamlessly log into each account's KMC from a single page.
- Ability to block/unblock accounts
- Ability to delete accounts
- Ability to create accounts from pre-defined templates

# How are Multiple Accounts Associated within a Single Organization?

Content accounts are managed at Kaltura with complete content separation and API security. Each content account is accessed separately from the KMC, by users that are specifically authorized by the account administrator.

Each content account is identified by a **Partner ID** which is the unique identifier of the account in Kaltura.

When a single organization needs to manage multiple accounts, a **Parent Account** is defined, and all accounts related to the organization are associated with it.

The associations can be made ad-hoc for existing accounts by Kaltura, or automatically, for new accounts created using the Multi Account feature.

The **Parent Account** is the entity that connects multiple accounts under the same organization. The parent account is a regular content account with KMC access, and a list of authorized users, however, it is set by Kaltura to serve as the **Parent** of all accounts under the same organization.

Users authorized to access the KMC of the **Parent Account** also have access to the other accounts connected to them, for managing all accounts associated with the **Parent Account**.



**NOTE:** We recommend that you create and use the Parent Account only for the purpose of associating multiple accounts to the same organization and for authorizing user access to the Multi Account feature. Using this account for actual content management or web integrations is possible but not recommended.

# **Getting Started**

#### **■ To access the Kaltura Multi Account Management Tab**

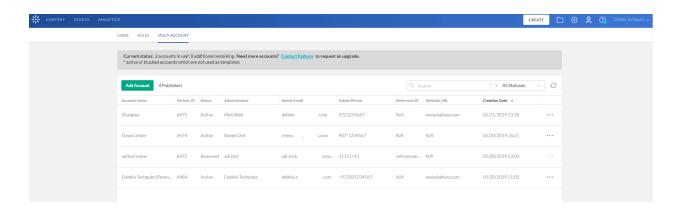
- **1.** Login to the KMC Parent Account.
- **2.** Go to the Administration tab and select the Multi Account tab.



## Managing your Accounts – The Accounts Page

You can access each account's specific KMC to assist account administrators with their content management, publishing flow settings, and other management tasks.

Removed accounts can only be deleted by your Kaltura representative. They will be listed as Removed when filtering by all accounts.



# **Adding Publisher Accounts**

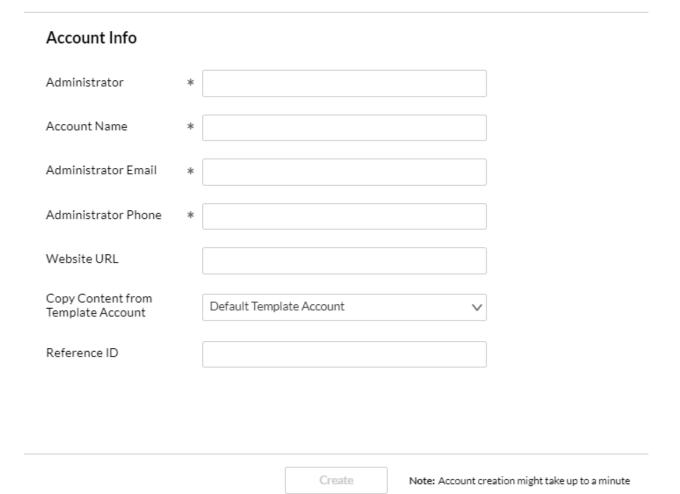
Use the Add Account page to add a new KMC account that is automatically set under your management.

#### **■** To create an account

- **1.** Go to the Administration tab.
- **2.** Select the Multi Account tab.
- 3. Click Add Account.

The Add Account window is displayed.

#### Add Account



- **4.** Enter the information for the new account:
- Administrator Name
- Account Name
- Administrator Email
- Administrator Phone
- Website URL (optional)
- Select the template account from the dropdown menu.

The dropdown list includes Kaltura's Default Template Account and all the accounts associated with your Parent Account that were set by Kaltura as Template Accounts.

- Reference ID (optional)
- **5.** Click Create.

The new account will be created and listed in the Accounts page.



**NOTE:** You can create one account only in your organization using the same administrator email address.

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**NOTE:** A limited number of accounts are allocated by Kaltura according to the contract agreement. This limited number does not include the parent account itself and the accounts used as templates. If you reached your account's quota and need to set additional accounts, please contact Kaltura to request an upgrade.

#### **Authorizing User Access to the Multi Account Tab**

Once a Parent Account is set for your organization by Kaltura, you can define the list of users that will be able to access the Multi Account tab. These users will have full access to all accounts managed by your organization. The number of users, is configured by your Kaltura representative in the Kaltura Admin Console.

The current status (number of users you may add to your account) is listed on top of the Users table.

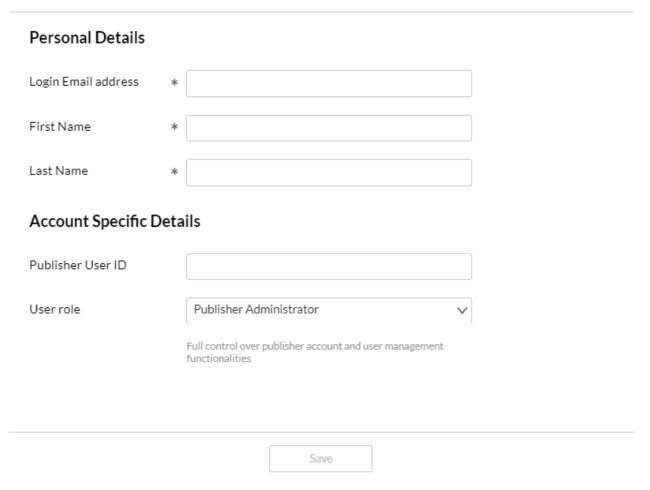
USERS ROLES MULTI ACCOUNT

Current status: 3 KMC users in use, 0 additional available. Need more KMC users? Click here to upgrade your account!

#### **☐** To define the users that can access Multi Account Tab

- **1.** Login to the KMC of the parent account.
- **2.** Go to the Administration tab and select the Users tab.
- 3. Click Add User.
- **4.** Enter the user details and set the User Role to 'Publisher Administrator'.

#### Add User



Only KMC users that are authorized to access your Parent Account with a Publisher Administrator role will be able to access the Multi Account Management tab. The KMC user credentials will be used as the credentials for the Multi Account Management.

## **Searching and Filtering Accounts**

## **☐** To search and view the details of registered publishers

- 1. Go to the Multi Account Management Tab
- **2.** Use the Search field to select the search criteria based on either:
- The account Partner ID
- The Account Name
- Free-form text The free-form text search is applied to the account name, the website URL, the administrator name or email address.
- **3.** Use the All Status drop down to select a specific status type you want to use as a list filter. The default statuses are Active and Blocked.

#### **Account Management Actions**

You can perform the following actions to each account from the Actions (3 dots) column:

- KMC Login Enables full access to the specific KMC account.
- From the specific KMC account, you can monitor and control all the account's activities and fully support each account administrator's questions or problems. You will be logged into the KMC account as if you were the account primary administrator (AKA the account owner).
   When using this action, the specific account's KMC information is displayed in a separate browser tab.
- **Block** Allows you to temporary block an account. KMC users of the blocked account will not be able to log into their KMC and will not be able to view content managed in this account.
- **Unblock** Release the account blocking and resets the account to a fully active state as it was before it was blocked.
- **Remove** Allows you to permanently remove an account. The removed accounts may appear in the Accounts list (when the status type filter includes the Removed option), however, none of the account management actions will be available.

## **Template Accounts**

Use template accounts to populate pre-defined content defaults into new accounts created by your organization. When the account is created, the following content is copied from the selected template account:

Entries, Categories, KMC Roles, Transcoding Profiles, Custom Data Schemas, Players, Access Control Profiles, Playlists and all Account's Feature Permissions.

Changes made to template accounts are not updated into existing accounts, however, the changes will be set into newly created accounts.

Default content within the template account is limited to a maximum of 500 categories and up to 10 items of the following types: Entries, KMC Roles, Transcoding Profiles, Custom Data Schemas, Players, Access Control Profiles, Playlists

#### **How to Create a Template Account**

Template accounts are created as any other account and then set as a template account by Kaltura. You may create a template account from the Multi Account Tab and then contact Kaltura to set it as your template. After an account is set as a template managed by your organization, the template is displayed within the Template Accounts menu (Copy Content from Template Account) in your "Add Account" Page.

Add Account

Account Info

Administrator \*

Account Name \*

Administrator Email \*

Administrator Phone \*

Website URL

Copy Content from Template Account

Reference ID

Create

Kaltura Management Console User Guide

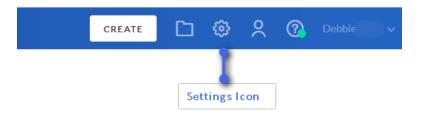
Note: Account creation might take up to a minute

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#### **SECTION 7**

# **Settings Pages**

The following tabs are accessed from the Kaltura Management Console Settings icon:



- ACCOUNT SETTINGS
- INTEGRATION SETTINGS
- ACCESS CONTROL
- TRANSCODING SETTINGS
- CUSTOM DATA
- MY USER SETTINGS
- ACCOUNT INFORMATION

# **Account Settings**

The Account Settings information includes the data you submitted during the registration process and is accessed through the **Settings** icon Account Settings tab. You can change or update any of the details in this section.

#### **☐** To view your account information

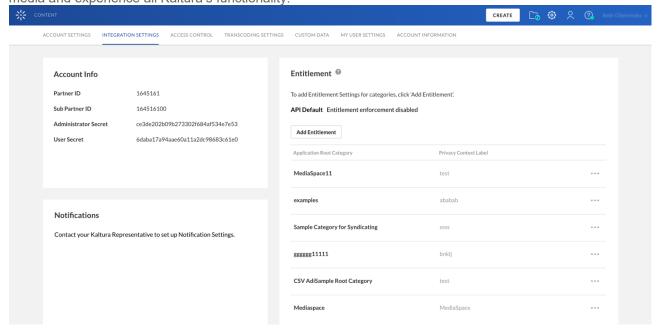
Select the Settings icon and then select the Account Settings tab.
 The following table describes the fields for Account Settings:

Account Settings Fields	Description
Name of Publisher/Company	Name of your organization.
Name of Account Owner	The user who created the KMC account and is the recipient of account level email communication. The drop-down menu lists the names of all users of the KMC account who are associated with the 'Publisher Administrator' role
	(Full permission to account's KMC functionalities), so it is

Account Settings Fields	Description
	possible to set a different account owner, when needed.
Phone	
Website	Your company website
Describe Yourself	The drop-down menu lists possible descriptions of your role in your organization.
Account Reference ID	Use this field to allow storing an external identifier for supporting integrations with systems external to Kaltura or can be used to match a filename to an entry using the Drop Folder feature.

# **Integration Settings**

This tab displays the Integration settings for the KMC. Integration settings contain the information that provides unique IDs to Kaltura, including your partner ID, which is your site's identification and ticket to the Kaltura platform and API. Your Partner ID enables you to connect to Kaltura, display media, upload media and experience all Kaltura's functionality.



#### **Account Info**

The account info displays account information. The Partner ID is your Kaltura account identification number. The Sub Partner ID is generally deprecated and kept for backward compatibility of older Kaltura based applications.

The Administrator Secret and User Secret are the API private keys used to generate authentication tokens for sessions with the Kaltura servers when using the API. Since the keys can be used to run API commands on your content in Kaltura, you should keep these secret. Usually, the user secret is enough for all activities and therefore this is the key that should be provided to parties wishing to access your Kaltura account via API. The Admin Secret can be used to login as an administrator, and therefore can be

used to perform any action on your account.

For more information, please refer to the Kaltura API documentation.

#### **Notifications**

When creating Kaltura applications or integrating various Kaltura features into existing applications or sites, it is often required that the application be notified of various actions that occurred in Kaltura. For example: When a user on your site uploads a new video file, you might want your site code to be notified of when Kaltura has finished processing the video file and made it ready for publishing.

While it is possible to easily query the Kaltura API periodically, Kaltura's API Notifications utilize a "push" methodology where a code on your site will be called automatically by Kaltura whenever certain actions occur like video upload or media status changes.

## **Entitlement Settings**

The Entitlement Settings option in the Integration Settings page is available with entitlement account configuration only.

Entitlement settings may be added to categories integrated in applications to support content entitlement. You can control the entitlement settings that are added and enforced to selected categories in your account.

#### **Adding Entitlements to Categories**

Use the "Privacy Context" to add entitlement to categories.

Privacy Context is a free text label that indicates to which application the entitlement settings apply, for example, "MediaSpace". The Privacy Context label is used for specific indexing of categories and content associated with it and should also be configured in the application session (KS) itself. The Privacy Context configuration for an application guarantees the following:

- User's entitlements to content in the application are determined based on the specific categories the application is integrated with.
- Categories that are not directly integrated with the application can be used for any content organization and applicative classification purposes. A content item can be shared with such categories with no impact on their visibility to end-users through the application.

In the common case, a single Privacy Context should be set to an entire 'branch' within the category-tree, and indicate the application integrated with it.

In more complex scenarios, multiple privacy contexts can be set to categories to enable access to content shared between multiple applications within the account, and under the same organizational context.



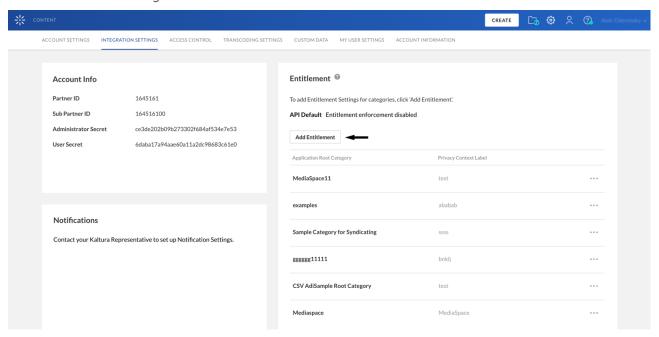
**NOTE:** The Privacy Context is set to categories as part of the MediaSpace installation process. Following this configuration, the MediaSpace categories can be edited to include entitlements settings.

For any other purposes, entitlements and privacy context can be added to categories from the Integration Settings page in the KMC.

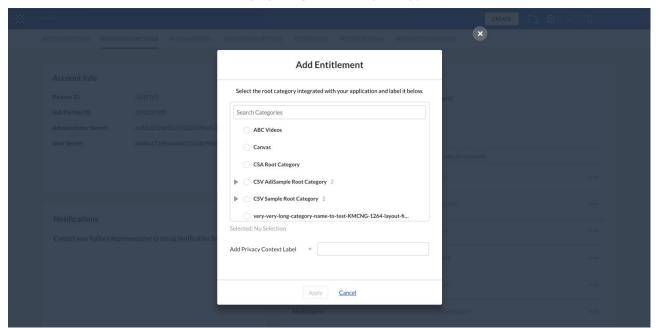
## **■ To add entitlements to categories**

**1.** Select the Settings icon and then select Integration Settings.

2. In the Entitlement Settings section click Add Entitlement.



**3.** Enter or select the name of the root category integrated with your application/s.



- **4.** Enter the Privacy Context label. Multiple labels can be separated by commas. In MediaSpace, the Privacy Context label is visible through the MediaSpace configuration panel. The Privacy Context Label of each category defined here, will be automatically applied to its sub categories. The same label should be set as part of the application's session (KS) privileges.
- **5.** Click Apply.

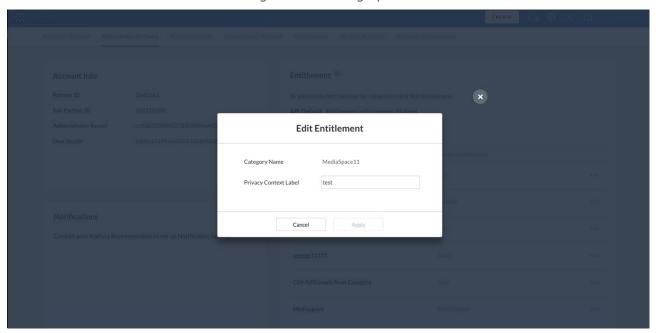
Following this action, the categories tree is updated in the Kaltura backend, and the privacy context is gradually propagated into all sub categories. This operation may take a few minutes.



**NOTE:** If entitlement enforcement is enabled by default in your account, after you complete this step, all content under the category that was set with entitlements (including all sub-categories) will only be accessible through an application that was updated to work with Kaltura's entitlement services and that is set with the defined privacy context label as part of its session privileges.

#### **☐** To edit/delete entitlements

- 1. In the Entitlement Settings section, click on the 3 dots next to the entitlement you want to edit or delete.
- **2.** Select Edit to edit the Privacy Context label for the Entitlement.
- **3.** Select Delete to delete the entitlement assigned to the category.



Entitlement settings will be removed from all sub-categories in an asynchronous process. This operation may take a few minutes. Any previous privacy settings defined for the selected category (including all sub-categories) will be lost. For more information about Entitlements see Managing Content Entitlements.

#### **Access Control**

This following section provides a conceptual overview of Kaltura's Access Control. For more information see Managing Access Control Profiles.

#### **Access Control Profiles**

Kaltura supports several publication restrictions allowing limited access to content when business requirements dictate it. These restrictions can be placed on the entry level but can also be streamlined to be set automatically or on demand, on a group of items based on a set of criteria, during upload via a bulk upload CSV file, or during an update transaction using Kaltura's APIs. See Kaltura API documentation.

An Access Control Profile defines authorized and restricted domains where your content can or cannot be

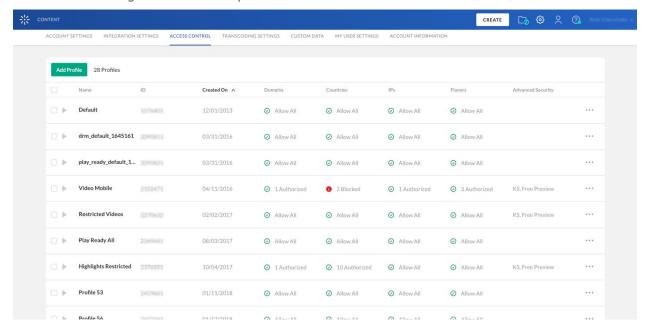
displayed, countries from which it can or cannot be viewed, white and black lists of IP addresses and authorized and unauthorized domains in which your media can be embedded. Use the Access Control tab to view existing profiles and create new ones.

Controlled access provides authentication and authorization capabilities. Developer authentication is done using a combination of the Partner ID and one of two "secrets", each providing a different set of authorization capabilities. In return, a Kaltura Session token ("KS") is generated, through which API calls can be made.

You can segregate your content based on your various user groups and audiences. You can create content channels to be accessed only by certain users and allow other content items to be available to all. Access profiles also allow you to manage groups and users on your own identity.

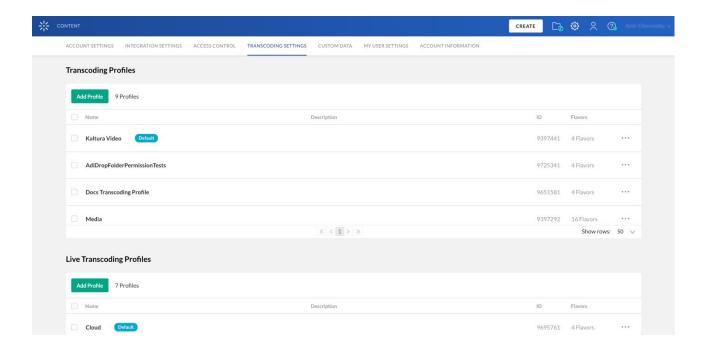
#### **☐** To view Access Control settings

Select the Settings icon and then select the Access Control tab.
 The Access Control Profiles window is displayed. A default access control profile that permits access to all is configured automatically.



# **Transcoding Settings**

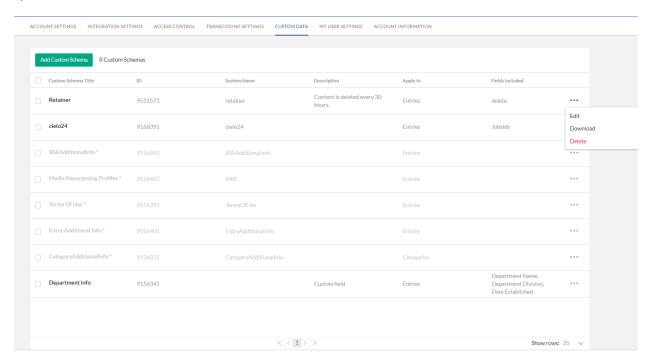
When a video is uploaded to the KMC, the video is associated with a conversion profile, also known as a Transcoding Profile. A Transcoding profile may be comprised of a single flavor or multiple flavors. For each upload session, you can select the Transcoding Profile. You can also set a default Transcoding Profile. For more information see the section on Transcoding and Processing.



#### **Custom Data**

Custom metadata, also referred to as custom data is stored in a schema, also known as a metadata profile. You can create multiple schemas and assign them to any Kaltura object. The KMC supports schemas for entries and categories only. To extend the metadata of an entry, you need to create a custom schema for entries.

Custom data is stored as an XSD schema that you can use to create, edit, and manipulate data. You can also use the XSD schema to generate you own metadata interface. Custom data XSDs are account specific.



## **Types of Metadata**

Kaltura supports three types of metadata for its media assets.

- Technical metadata (read only) includes the technical attributes of the media file. For example, the file type, duration, file format. See KalturaMediaInfo in the API Documentation, for a full list of predefined fields.
- Basic metadata includes Name, Description, Tags, and Categories' fields. In addition, Kaltura allows referencing the media entry using an external identifier which can be stored in the Reference ID field.
- Custom metadata includes custom fields, defined under one or more schemas, which allow enhancing any media object into a custom business object.

Commercial users, please contact your account manager to enable this feature in your account.

Technical metadata, also known as system metadata, is generated automatically during ingestion and encoding of the file. All technical metadata information can be accessed through the Kaltura APIs.

Basic metadata is the information you input to the KMC through the Metadata tab. The Reference ID field allows storing an external identifier for supporting integrations with systems external to Kaltura or can be used to match a filename to an entry using the Drop Folder feature. See Automated Content Ingestion via a Drop Folder. Tags are comma separated and can be used as filters for searching through your content. Categories allow assigning media objects to taxonomies.

#### **Metadata Actions**

You can manage assets and metadata through the:

KMC UI - You can edit basic and custom metadata for a single asset or apply a change of a few basic metadata fields to multiple selected assets.

KMC Entries Bulk upload (CSV/XML) – You can add assets in batch, combining both media files and associated metadata. (See Bulk Upload).

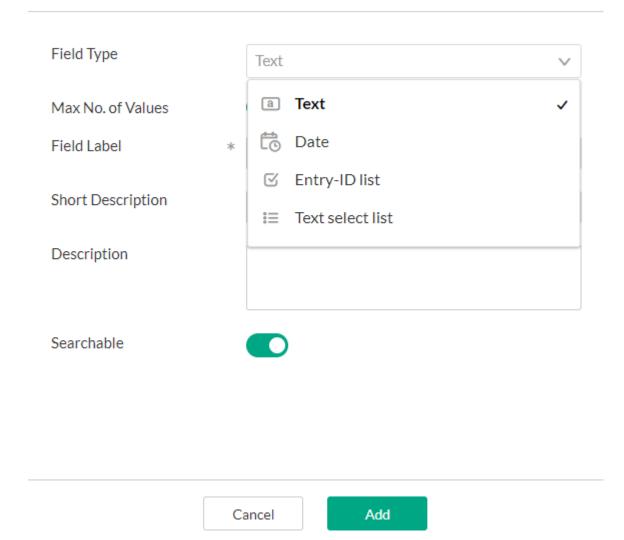
Kaltura APIs – All metadata-related functionality available through the KMC can also be performed using the Kaltura APIs. The APIs also expose additional functionality not available through the KMC. For more information see here.

#### **Kaltura Custom Metadata Functionality**

You can create a unique metadata schema. The entire schema management is done via the KMC UI. You can add fields of the following types:

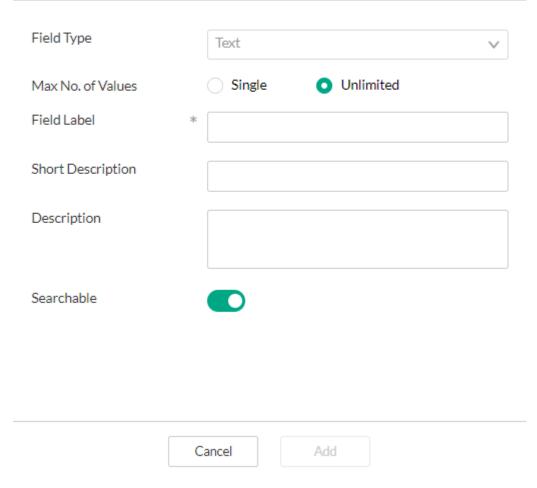
- Custom Schema Title enter a title.
- **Description** enter a description.
- System Name enter a system name
- **Apply to** select either Entries or Categories.
- Click Add Custom Field
- Select the Field Type.
  - Text field values are free text.
  - o **Date** a date field
  - o Entry-ID list a list to a different entry (asset) that can be used to create compound

- structure. Examples of this would be, Related Videos, linking trailer to full-length film etc.
- Text select list this is like the text field, also known as List of Values, this option allows
  the publisher to define a predefined list of fields to be used. After you enter the values, you
  are presented with a select box element to select a value from the existing list (for example
  countries, months).

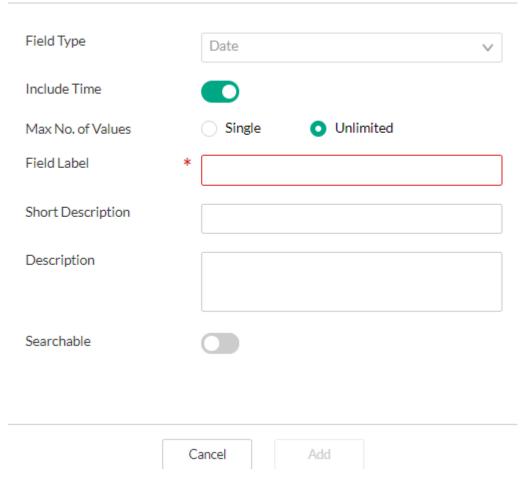


Each field type opens a different configuration screen.

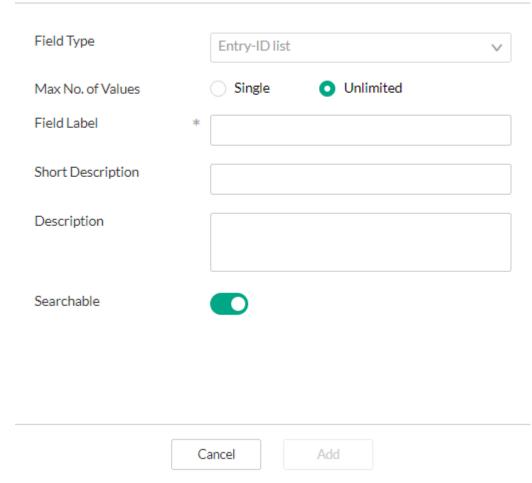
Text field – values are free text.



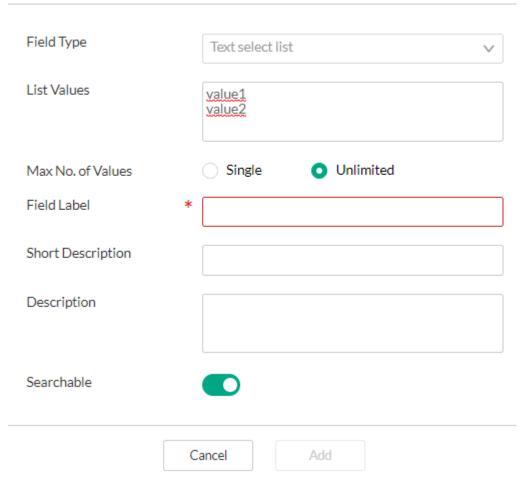
o **Date** - a date field



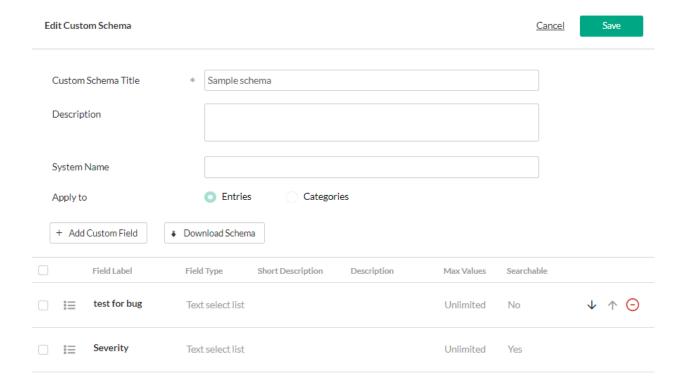
 Entry-ID list - a list to a different entry (asset) that can be used to create compound structure. Examples of this would be, Related Videos, linking trailer to full-length film etc. For example, you can label this field Related Entry's and then add files in the metadata tab. See Related Entries.



Text select list –



The following is an example of a Custom Metadata Schema.



#### **Using Custom Data for Entries**

As a best practice we recommend richly mapping your media assets with metadata to make your assets more findable and better used as business objects.

You can fill in the values for the defined schema for each media asset (entry). The UI elements are built per the field type supporting text fields, checkboxes for multiple selections (from predefined values list), date selector (for date fields), text list (for multiple value fields), and linked entries (for creating structure).

The schemas you customize may be used for viewing and editing, as well as for filtering, search, and syndication rules. Custom data may be used as a condition for distributing content. For example, if you are trying to distribute data and a custom data field has been defined and expected by the distribution channel, if the custom data is not received, the content will not be distributed.

Searching (and creating syndication rules) by a custom field is integrated into the KMC UI and workflows.

### **Using Custom Data for Categories**

Using Custom Data for categories is useful when you need to set the category itself with non-standard metadata. You can manage metadata for display on the channel page in your application, within the category object and not through entries' metadata. You can create complex filters to control which categories and channels to display in different areas of your website and specify other options.

Creating and managing categories' custom data is identical to how entries' custom data schemas and values are managed and set in the KMC. Custom Data schemas should be set to apply on entries or on categories and cannot apply on both.



**NOTE:** The categories' custom data is not inherited by the entries associated with each category. Categories' custom data is solely related to the category object and applies on category related Kaltura API calls only.

# **Managing Schemas**

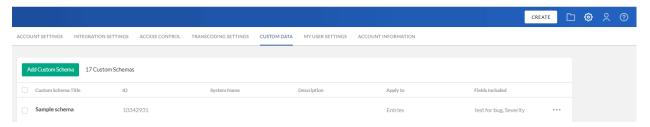
A schema is a model for describing the structure of information. Each data schema holds a list of customized fields. An XSD (XML Schema Definition) provides a way to describe and validate data in an XML environment.

Some schemas are not editable. These are schema that were created outside the KMC.

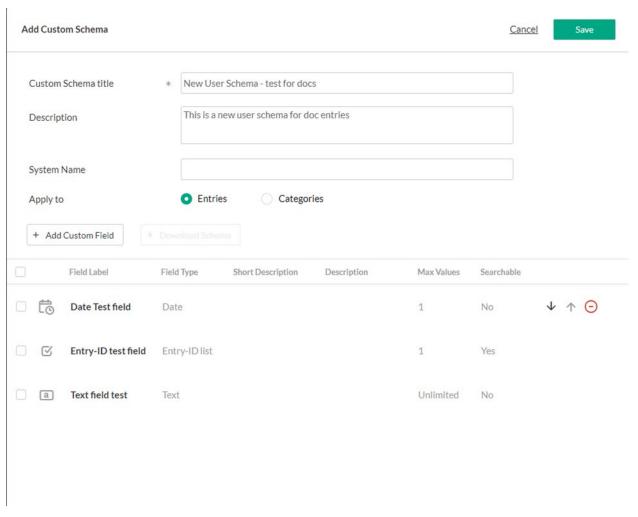
## **Adding a Schema**

#### **■** To add a schema

- **1.** Select the Settings icon and then select the Custom Data tab.
- 2. Click Add Custom Schema.



The Add Custom Schema page appears.



- **3.** Enter the Custom Schema Title and Description.
- **4.** Enter the System Name (optional). This field is required if you are uploading content using Bulk XML files or if you need access to the schema via the API.
- **5.** Select what entity to apply the metadata to. The options are Entries or Categories.
- 6. Click Add Custom Field.

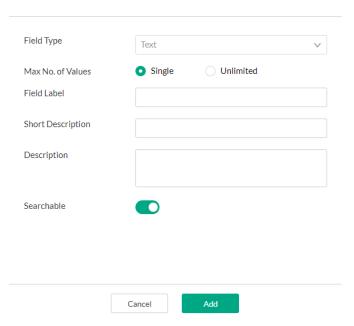
# **Adding Custom Data Fields**

#### **■** To add custom data fields

- **1.** Select the Settings icon and then select the Custom Data tab.
- 2. Click Add Custom Schema.
  - The Add Custom Schema page appears. See Adding a Schema.
- **3.** Click Add Custom Field.

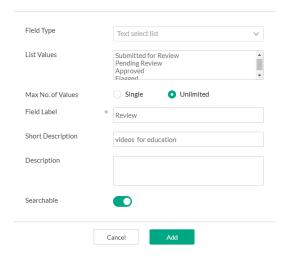
  The Add Custom Field window appears.

#### Add Custom Field



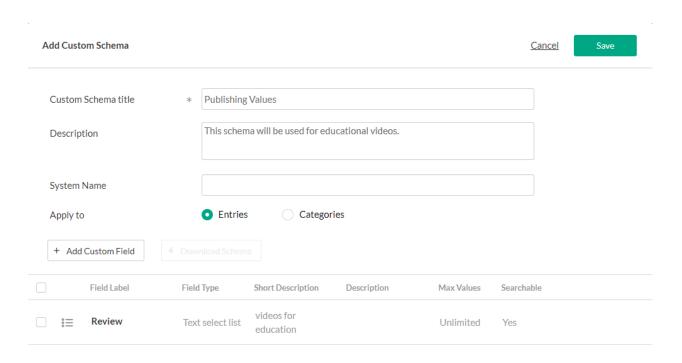
- **4.** Select the Field type. See Kaltura Custom Metadata Functionality.
- **5.** Enter values for the field or list. The following is an example for a Text field entry.

#### Add Custom Field

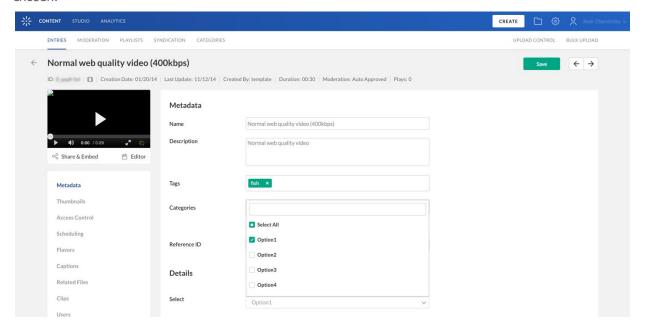


- 6. Enter the Field Label
- **7.** (Optional) Add a Description, or Full Description.
- **8.** Toggle on Searchable if you want to be able to search for the custom data field.
- **9.** Click Add. The Custom Fields List is displayed.

  The following is an example of entering data as a Text Select list for the field Publishing Values.



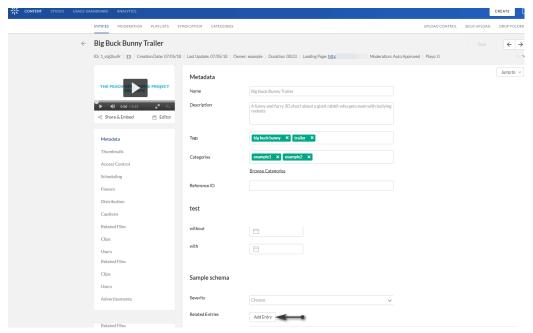
The following screen displays the Metadata tab including a schema with a Text Select field chosen.



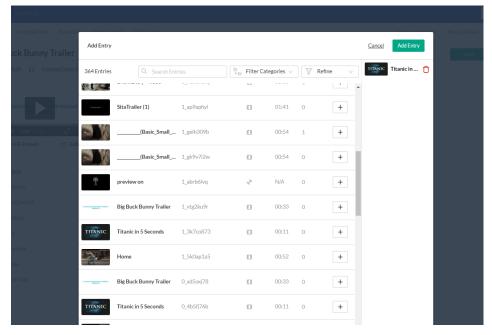
#### **Related Entries**

**■ To add related entries using a schema** 

- **1.** Create a schema and add the entryID field. Optionally label it Related Entries as in this example. See Adding Custom Metadata Fields.
- **2.** Select an Entry and select the Metadata tab.
- 3. Scroll to the Related Entries field and click +Add/Remove Linked Entries.

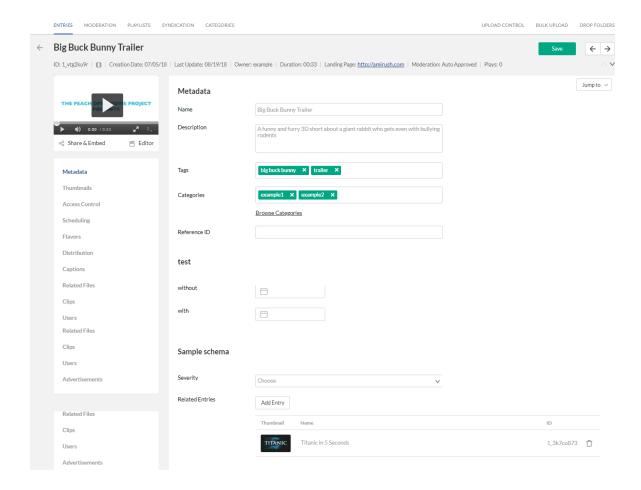


**4.** Click Add Entry and select entries from the Entries table to the Selected Entries list and click Add Entries.



5. Click Save.

The related entries will be displayed in the Metadata tab for the entry.



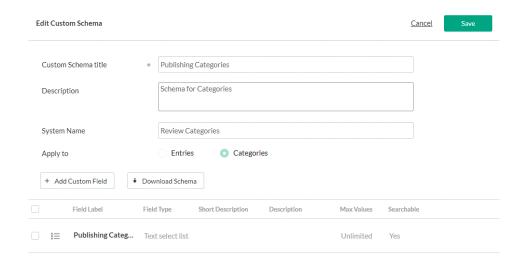
## **Setting Values for Metadata Fields - Per Category**

Custom Data values are set to categories in a similar way they are set for entries.

#### **☐** To add values to the custom metadata fields

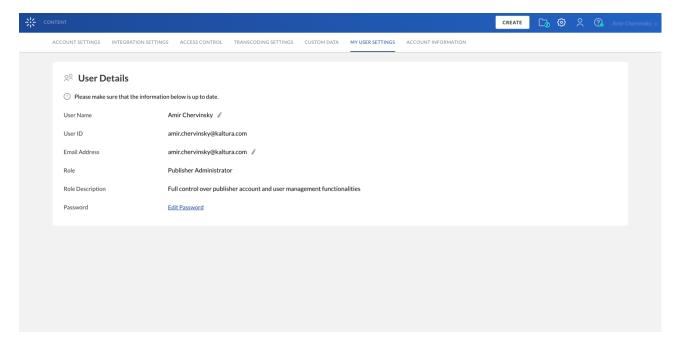
- 1. Select the Settings icon and then select the Custom Data tab.
- **2.** Click Add Custom Schema.

  The Add Custom Schema page appears. See Adding a Schema.
- 3. Check Categories.
- **4.** Click Add Custom Field.
  The Add Custom Field window appears.
- **5.** Add or modify the Custom Data values and Save.



# **My User Settings**

All KMC admin users can change their personal details - name, email address (KMC login) and password from the My User Settings page.



# **Change Personal Details**

## To change personal details

- 1. Select the Settings icon and then select My User Settings.
- **2.** Click on the pencil icon to modify the information.

For authentication purposes, you will need to provide your current password before being able to make

any changes in the system.

You can:

- Edit User Name.
- Edit Email
- Change Password

#### **Edit User Name**

#### **☐** To change your User Name

- 1. Select the Settings icon and then select My User Settings.
- 2. Click on pencil icon near your User Name.
- **3.** Enter your password and change your name.

## **Edit User Name**

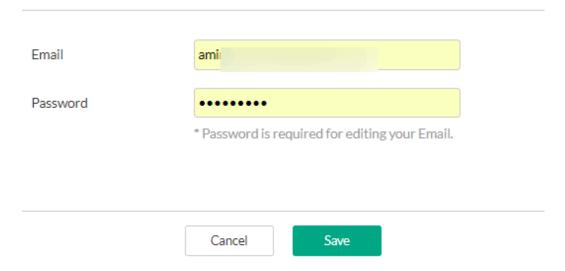
First Name	Amir
Last Name	
Password	* Password is required for editing your Name.
	Cancel Save

## **Edit Email**

## **■ To change your Email address**

- 1. Select the Settings icon and then select My User Settings.
- 2. Click on pencil icon near your email address.
- 3. Change your email address and click Save.

## **Edit Email Address**



# **Change Password**

#### **To change your password**

- **1.** Select the Settings icon and then select My User Settings.
- 2. Click on Edit Password to modify the information.

# **Change Password**

Use a strong password that you are not using elsewhere.				
Current Password				
New password				
Re-type the new password.				
	Cancel Save			

#### **Account Information**

A request for an account upgrade may be made through the Settings icon Account Information tab. The account information also indicates the following:

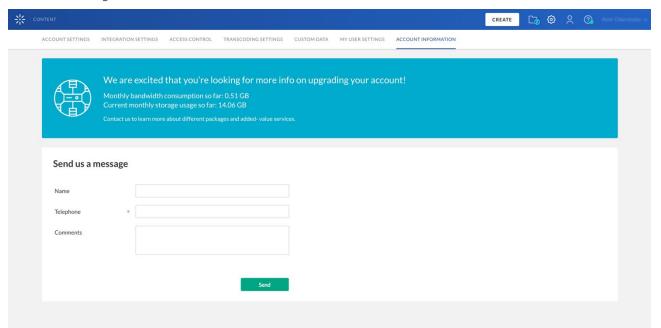
- Monthly bandwidth consumption
- Monthly storage usage.

This information was previous in the KMC Dashboard Account and Billing section. Contact your Kaltura representative to learn about different Kaltura offerings.

#### **Account Upgrade**

#### **☐** To request a Kaltura account upgrade

1. Select the Settings icon and then select the Account Information tab.



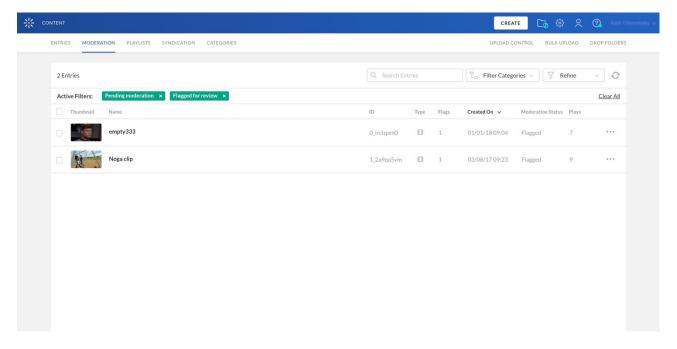
**2.** Enter your Name, Telephone Number and Comments if desired and click Send.

#### **SECTION 8**

# **Moderating Content**

You can review content before it is published to eliminate spam and abusive content in User Generated Content (UGC) portals. You can also implement complex editorial workflows for your various editorial team roles.

This window displays a list of all content that has been flagged as inappropriate by users. By default, the list is filtered and sorted according to the number of flags that each entry has received. You can sort the list by clicking on the various columns and scroll through the pages at the bottom of the list.



## To display content for moderation

- 1. Select the Content menu and then select the Moderation tab.
- 2. Click on the thumbnail or the name of an entry.
- 3. The Edit Entry window is displayed. Like the Entries tab, the Filters bar is displayed.
- **4.** Filter your moderation entry list according to various parameters and search criteria. See Searching and Filtering Through Media.
- **5.** By default, the list is already filtered by content that was flagged for review. To change this, use the Additional Filters that are opened by clicking Refine.

## **Previewing Content using the Moderation Tab**

**■** To preview content

- **1.** Select the Content icon and then select the Moderation tab.
- **2.** Click on the name of an entry.

The entry is displayed in the player in a new window.

#### **Entry Reports**

Cancel

Approve Entry

Reject Entry



Report

Details

#### 1 Flag

P Sexual Content

04/16/18 14:58

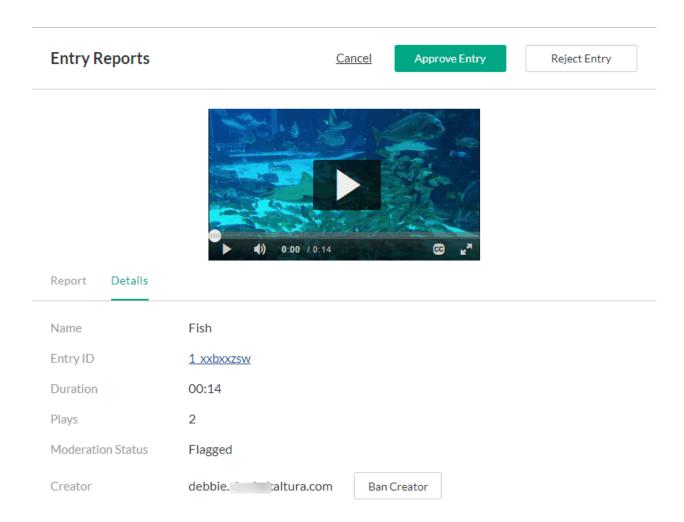
XXX

P Spam / Commercials

04/16/18 14:58

spam!

- **3.** Use the Report tab to view why this specific media was moderated.
- **4.** Use the Details tab to review the media details or to ban the creator if necessary.



## **Rejecting Content Using the Moderation Tab**

#### **☐** To reject content (one or more entries)

- **1.** Select the Content menu and then select the Moderation tab.
- **2.** Select the relevant entries (check near each entry for multiple choices and click Reject Entry. You can reject more than one entry at a time, but only for entries appearing on the same page of the main list.

# **Approving Content Using the Moderation tab**

## **☐** To approve content (one or more entries)

- **1.** Select the Content menu and then select the Moderation tab.
- 2. Select the relevant entries (check near each entry for multiple choices,) and click Approve Entry".

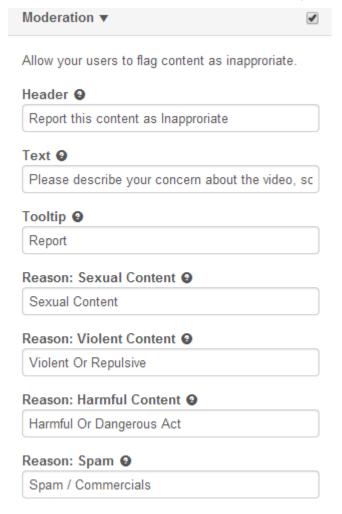
You can approve more than one entry at a time, but only for entries appearing on the same page of the main list.

Use the Moderation option in the Universal Studio to allow users to moderate content and flag content as inappropriate.

#### **Setting Moderation Flags**

#### To set the Moderation options

- **1.** Select the Universal Studio tab and select the Plugins icon.
- 2. Check the box next to Moderation to enable this option.



#### **3.** Enter the following parameters:

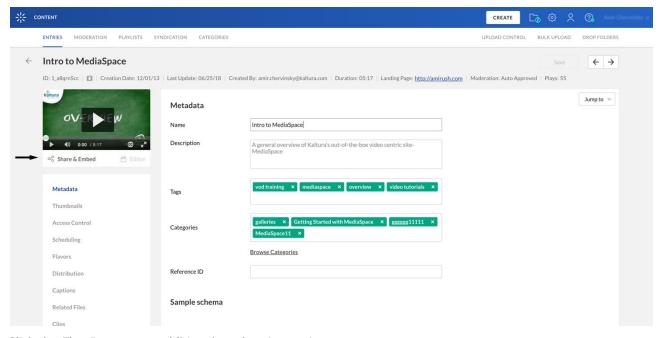
Name	Description	Values
Header		
Text		
Tooltip		

Name	Description	Values
Reason: Sexual Content		
Reason: violent Content		
Reason: Harmful Content		
Reason Spam		

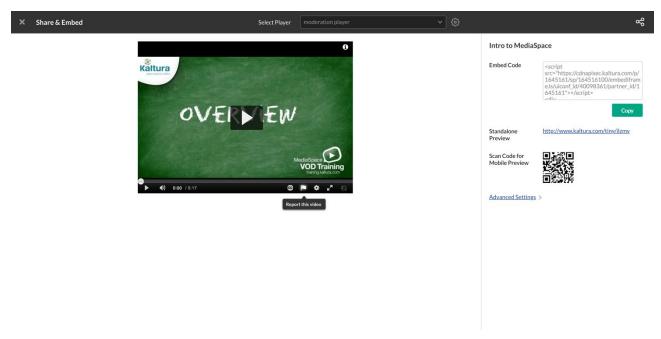
- **4.** Click Preview changes to preview your modifications.
- **5.** Click Save Player Settings.

#### **☐** To set the moderation options from the Entries table

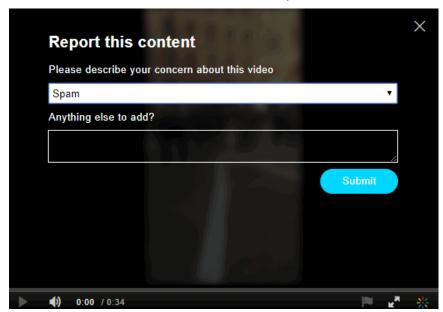
- **1.** Select the Content menu and then select an entry.
- 2. Click Share and Embed (located underneath the player).



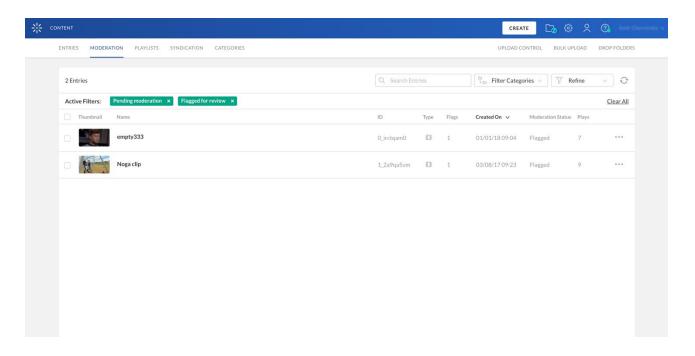
**3.** Click the Flag Icon to set additional moderation options.



**4.** Choose the reason for moderation from the drop-down menu and click Submit.



The entry will be listed in the Moderation tab as a flagged entry.

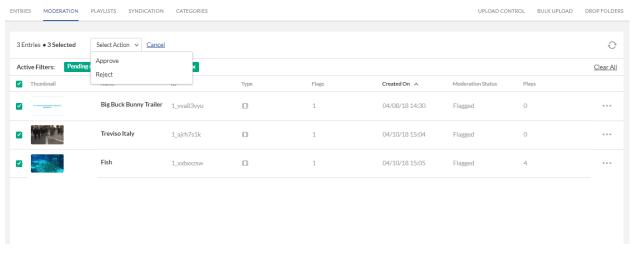


# **Applying Bulk Actions to Moderated Media**

You may approve or reject multiple entries through the Bulk Action's options.

#### **☐** To modify multiple moderated entries

- 1. Check the Moderated media you want to modify.
- 2. Select Approve or Modify from the Select Action dropdown menu.



3. Click Save.

#### **SECTION 9**

# **Using Subtitles and Captions**

This section contains the following topics:

- Caption File Types
- Subtitles and Captions Terminology
- Adding Captions to an Entry
- Setting Up Captions for Display

# **Caption File Types**

You can upload multiple subtitle and caption files (SRT, DXFP, and VTT) and transcripts (TXT), or reference an external link to a captions file in the KMC. Viewers can then select and toggle between different language subtitles and captions. Subtitles and captions are fully searchable as a metadata field. Kaltura's accessibility player plugin also makes the captions readable via screen readers and therefore helps organizations adhere to 508 compliancy regulations. Kaltura's "In Video Search" API allows users to for a specific phrase within a library of videos and within the search results directs the user to the exact point in the video where the phrase appears.

You can also automate the creation of subtitles and captions, and transcriptions. See the information on the Kaltura Knowledge Center for information about setting up captions using Kaltura REACH.

# **Subtitles and Captions Terminology**

A **caption file** contains *both the text and information* about when each line of text should be displayed.

A caption is synonymous with **subtitle** and is usually displayed at the bottom of the screen.

SRT, DXFP and VTT are text file formats that contain captions; **including the time** each subtitle should be displayed followed by the text of the subtitle.

If the caption includes non-dialog text, the file is considered a **closed caption**.

**Transcriptions** are files that contain text of the video without time stamps.

Captions can either be a form of written translation of a dialog in a foreign language or a written rendering of the dialog in the same language. Closed captions files contain added information to help viewers who are deaf and hard-of-hearing to follow the dialog, or people who cannot understand the spoken dialogue or who have accent recognition problems.

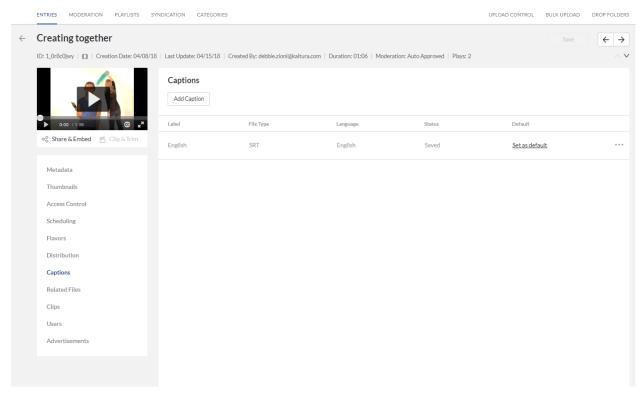
# **Adding Captions to an Entry**

You can add multiple captions files to each entry. For example, you can create subtitles captions in

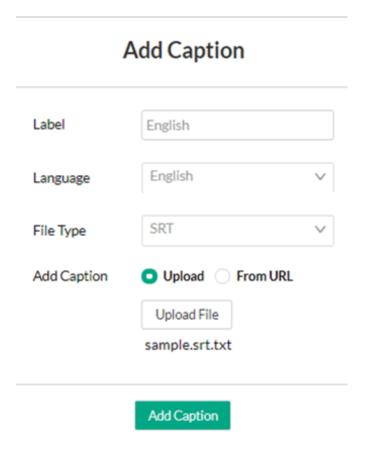
multiple languages and label each language.

#### **☐** To assign a caption file to an entry

- **1.** Select the Content tab and click on an entry.
- 2. Select the Captions tab.



3. Click Add Caption.



- **4.** Enter a Label that will appear in the player's captions drop-down menu. For example: Japanese.
- **5.** Select the Language.
- **6.** Select the File Type. Choose SRT, DXFP or VTT.
- **7.** Paste an external URL in the File Location or click Upload File and upload an SRT, DXFP or VTT file from your computer.
- **8.** In the Actions column click Set as Default. (optional use for multiple languages)
- **9.** Select Add Caption to add additional captions files and repeat steps 4 to 7.
- 10. Click Save.

## **Editing a Captions File**

After you upload a captions file you can edit the file, remove it, or set it as the default captions file.

#### **☐** To edit a captions file label or language

- **1.** Select the Content tab and click on an entry.
- **2.** Select the Captions tab.
- **3.** In the Actions column (3 dots), select Edit.
- **4.** Edit the file label or language and click down.

#### **☐** To download and edit the contents of a captions file

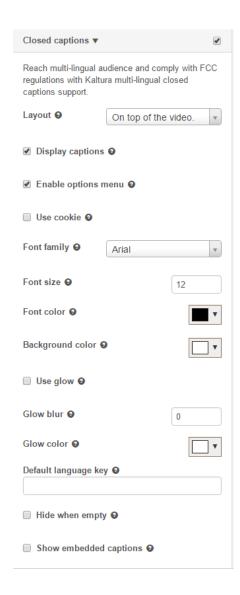
- **1.** Select the Content tab and click on an entry.
- **2.** Select the Captions tab.
- **3.** In the Actions column (3 dots), select Download.
- 4. Edit the file.
- **5.** Upload the file again as described in Adding Captions to an Entry.
- **6.** Select Remove to delete the captions file.

# **Setting Up Captions for Display**

You will need to enable captions in your player or select a player with captions already enabled.

#### **☐** To enable captions for display during playback

- 1. Go to the Studio tab, select Universal Studio and select Player or Create New Player.
- **2.** Select a player and select the Look and Feel icon. Follow the instructions as described in Closed Captions.



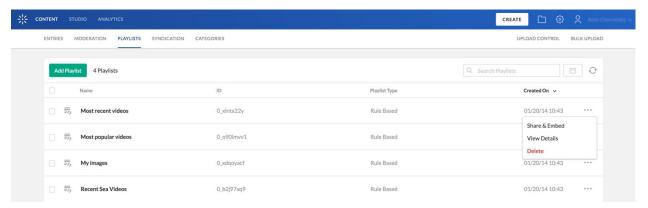
#### **SECTION 10**

# **Creating and Configuring Playlists**

# The Playlists Tab

There are two types of playlists available in the KMC:

- Manual
- Rule Based



Manual playlists allow you to select a static list of items, while Rule based playlists are dynamic, and automatically updated based on what's currently available in your media library and what rules define the playlist. After you've created your playlist, you can assign a playlist to a player.

After you've created your playlist, you can assign your playlist to a player in the Universal studio. See the Universal Studio Guide for more information.

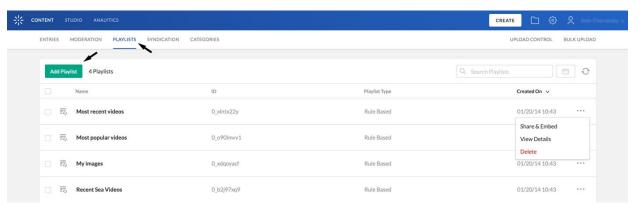
A manual playlist can have a maximum of 150 entries. A rule-based playlist may have a maximum of 50 entries, however, when the playlist is used in a syndication feed the limitation is 10,000 entries.

# **Creating a Manual Playlist**

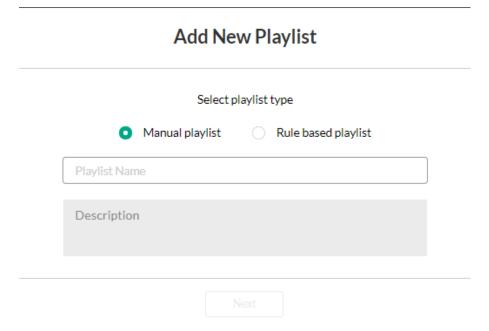
For a manual playlist, you select a group of videos manually to be played in the desired order. The order in which videos are played can be changed in manual playlists at any time, by using the up down arrows to set the video to the desired location within the playlist.

#### ☐ To create/add a manual playlist

- **1.** Select the Content tab and then select the Playlists tab.
- 2. Select Add Playlist.

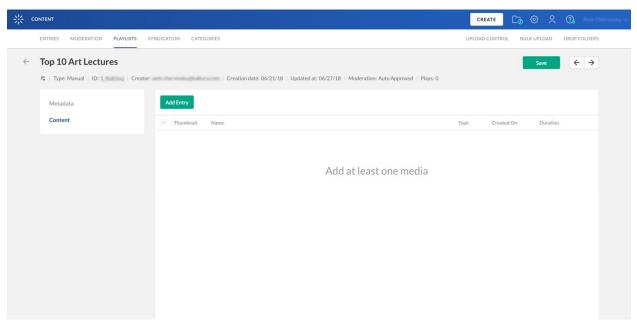


**3.** The Add New Playlist screen opens. Select the playlist type (manual) and enter an informative **Name** for your playlist and click Next.

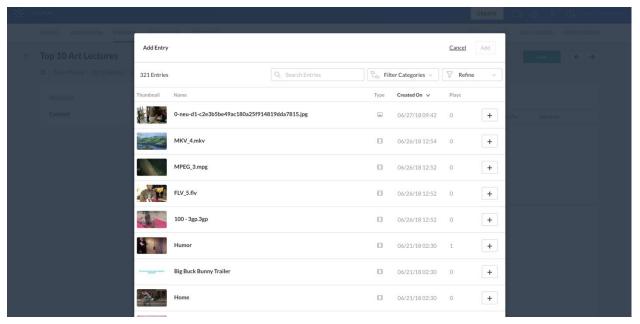


The New playlist <Name> screen is displayed.

4. Click Add Entry.

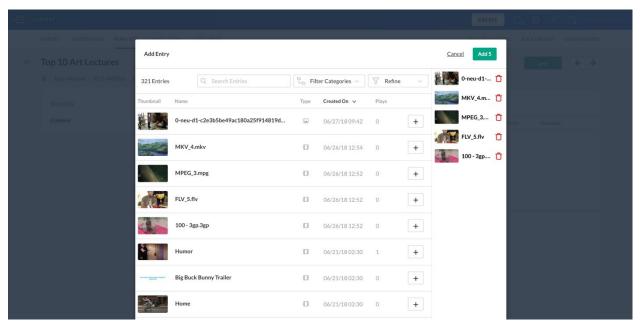


**5.** Add at least one media item to your playlist.



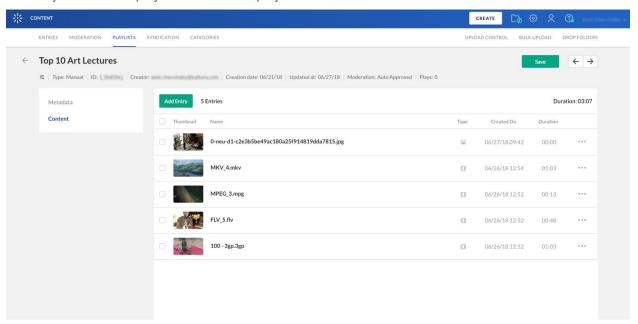
**6.** Continue adding media to the playlist. Use the Filters to search for entries you want to include. See Refining Options for Playlists.

Add entries to your playlist by clicking the Plus from the Entries Table.



7. Click Add (n) to complete the process.

The Playlist Tab is displayed with the new playlist and a list of the entries included.



- **8.** Edit the Order of your entries. Select an option from the Actions (3 dots) menu.
- 9. Click Save.

# **Creating a Rule Based Playlist**

A rule-based playlist is a dynamic playlist that is automatically updated when content is uploaded or edited. To create a rule-based playlist, you create a rule that selects the videos to include in the playlist.

The rules may be based on the tags assigned to the videos, or you can create rules for ordering the videos and for the maximum number of videos to include. For example, you can create a "Most Viewed" playlist, a "Most Recent" playlist, as well as a playlist based on single or multiple filters, such as "videos tagged with "dogs" and created during January 2010".

As you upload videos that match the rule, they are automatically added to the playlist.

## **Defining a Rule**

You can define a rule that will result in your playlist content. You can use any number of filters: you can define a list of clips that all have the same tag (for example, if you enter the term "dog" into the search box and click search, a new rule-based playlist is created for all the clips that have the "dog" tag). This list will dynamically change each time a clip is added or deleted to/from your account.

For example, you can define a rule-based playlist that consists of all the 0-4-minute video clips that were created in the past week.

You can order it by Most Viewed (overall, last week or last 24 hours) or Most Recent (for example, most recently added to the KMC).

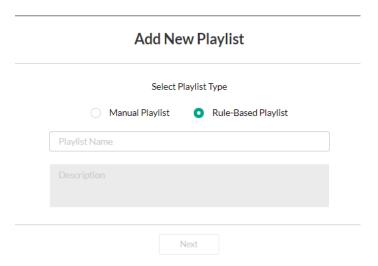
If, for example, you would like to create a dynamic playlist that at any given moment consists of the most viewed clips in the last week, all you need to do is create a new filter and select the "Most Viewed 7 Days" option from the "Order by" drop-down menu.

On the bottom of the playlist you can see the number of entries in the playlist and their total length. You can automatically limit the number of entries that are included in the playlist by adjusting the counter positioned to the right of the "Order by" drop-down menu.

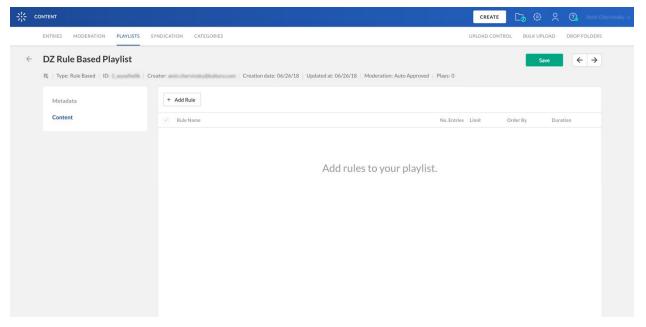
Your playlist can be based on a single rule or multiple rules. If you want to apply more than one rule to your playlist, click the "Switch to Advanced Mode" link at the bottom of the window. Note that this will clear all previous information that you have saved in your playlist.

#### **☐** To create/add a single rule playlist

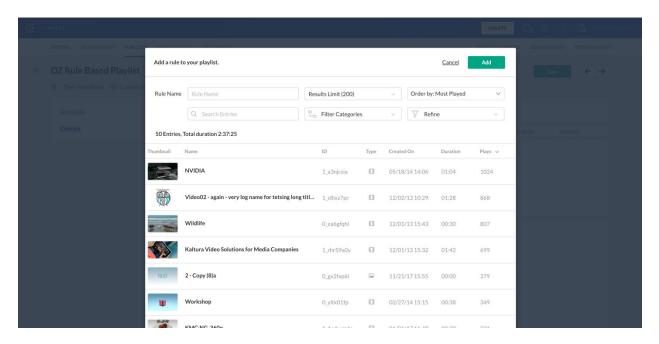
- **1.** Select the Content tab and then select the Playlists tab.
- 2. Select Add Playlist.
- **3.** Select the playlist type (Rule-Based) and enter an informative **Name** for your playlist and click Next.



4. Click Add Rule.



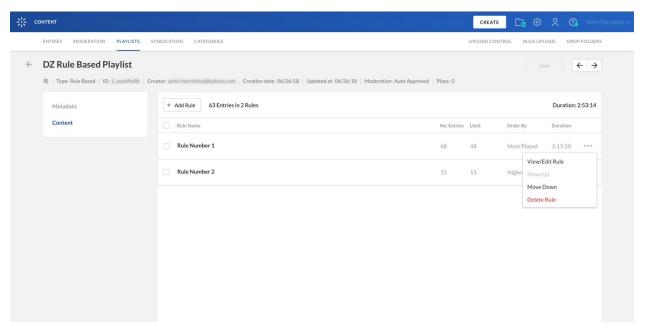
**5.** Enter the Rule Name and use the Filters to search for the entries you would like to include. The results are displayed in the Entries Table.



You can choose more than one type of filter (for instance, text search + date + media type), the logical relationship between fields will be an "AND" relationship. See Refining Options for Playlists.

Select your preferred video order from the Order By drop-down menu. The following options are available:

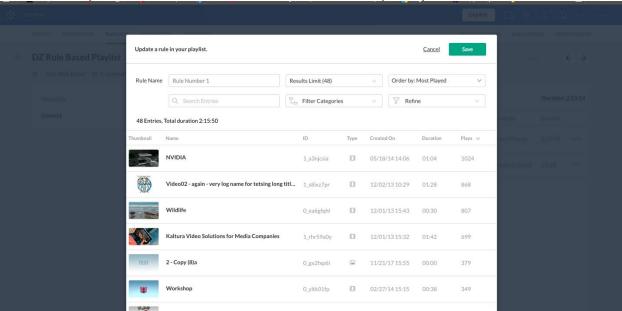
- Most Played
- Most Recent
- Highest Rated
- Entry Name
- **6.** Define the order of the entries in the rule.
- **7.** (Optional) Select the total number of entries you would like to include in the playlist via the Results Limit result box. In the example provided the Results Limit was set to 5.
- **8.** Click Add to complete the process.
- **9.** In addition to filtering entries for Rule-based playlists, you can edit the rule by selecting edit or reorder the rule by selecting Move from the Actions (3 dots) menu.



10. Click Save.

#### To edit a rule in a playlist

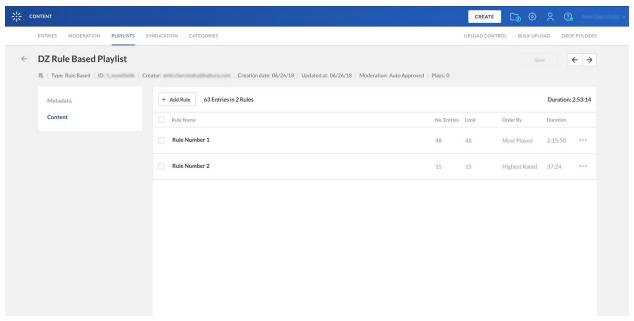
- 1. Select the Content tab and then select the Playlists tab.
- **2.** Select the playlist and select the Content Tab.
- **3.** Check the rule you want to edit and select Edit from the Actions (3 dots) menu.



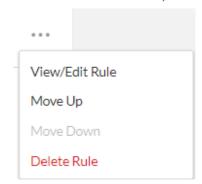
- **4.** Modify the Rule Settings and click Save. For example, you can change how many results you want to have in this playlist. In this example the Results Limit was set to 48.
- 5. Click Save.

## **Multiple Rules Based Playlist**

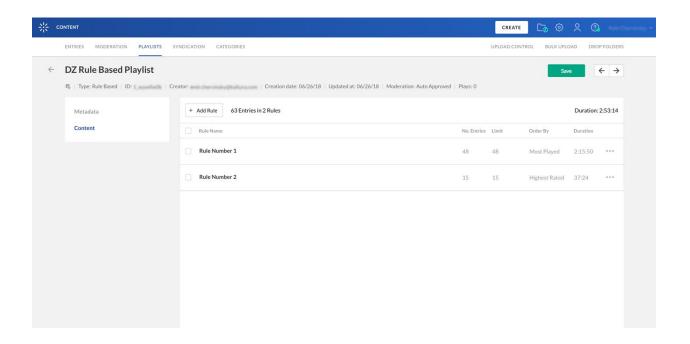
Continue to create new rules for playlists based on multiple rules.



- 1. Create rules for your playlists.
- **2.** Edit the rules. Select an option from the Actions (3 dots) menu.



3. Click Save.



Rules are applied to the playlist in the order they appear.

## **Playlist Actions**

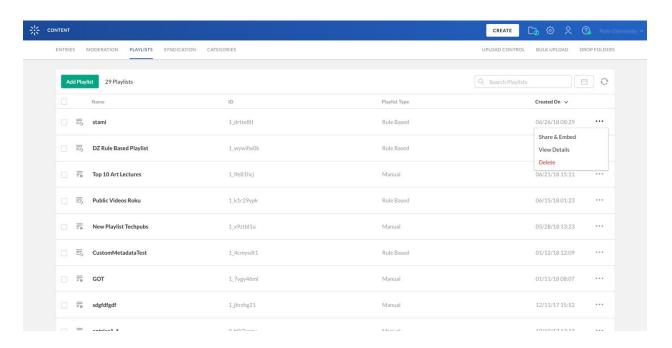
Other actions that you may apply to playlists include:

- Deleting a Playlist
- Removing Videos from a Playlist

## **Deleting a Playlist**

#### **■** To delete a playlist

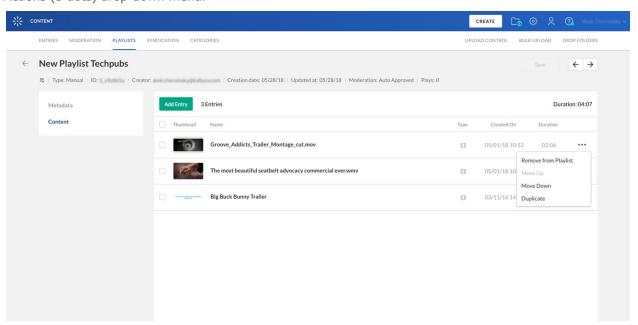
- **1.** Go to the Content tab and then select the Playlists tab.
- 2. Select the playlist and click Delete from the Action menu (3 dots) drop-down menu.



#### **Removing Videos from a Playlist**

#### **☐** To remove videos from a manual playlist:

- 1. Go to the Content tab and then select the Playlists tab
- 2. Select the playlist.
- **3.** Select one or more videos from the Playlist Entries and select Remove from Playlist from the Actions (3 dots) drop-down menu.



Removing a video from a playlist does not delete it from your content library.

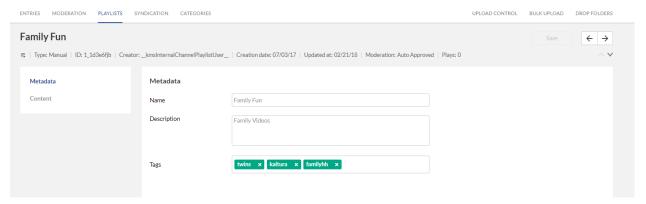
You cannot remove a video from a rules-based playlist directly. Instead, you can:

- Modify the tags of the video so that the video no longer has any of the rules-based playlist's tags.
- Modify the tags of the playlist so that they no longer include any of the video's tags.
- Delete the video.

## Adding/Editing Metadata to a Playlist

#### To add/edit metadata to a playlist

- **1.** Go to the Content tab and then select the Playlists tab.
- 2. Select the playlist.
- 3. Select the Metadata tab.
- **4.** Add or modify the metadata and click Save.



## **Customizing Additional Features for Playlists**

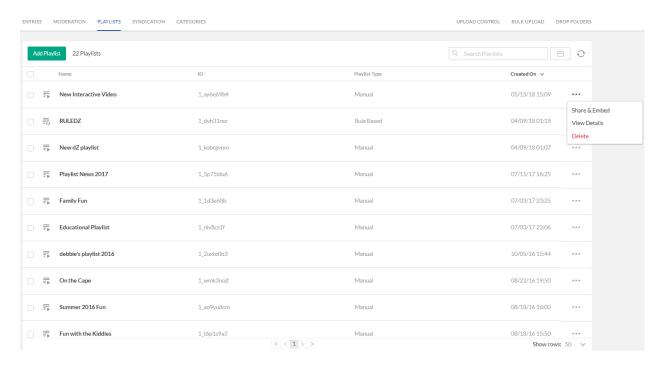
When creating a player, you will see additional configuration options under the Playlist Items section. Various types of information for each of the playlist items, such as number of plays, tags, rank etc. are displayed.

Use the options in the Universal Studio to customize the player's design.

## **Playlist Table Actions**

The following actions are available for each playlist:

- Share and Embed
- View Details
- Delete



#### **☐** To share and embed a playlist

- 1. Open the Content menu and select the Playlists Tab.
- 2. Select Share and Embed from the Actions (3 dots) drown menu. See Share and Embed on how to share your media.

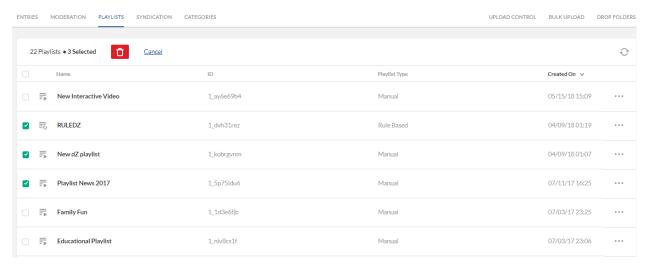


## **Applying Bulk Actions to Playlists**

You may delete multiple playlists from Playlist table.

## **■** To delete multiple playlists

1. Check the playlists you want to delete.



**2.** Click the Trash icon.

A warning message is displayed.

# **Delete Playlist**

Are you sure you want to delete the selected playlists?

1: RULEDZ

2: New dZ playlist

3: Playlist News 2017
Please note: these playlists will be permanently deleted from your account.



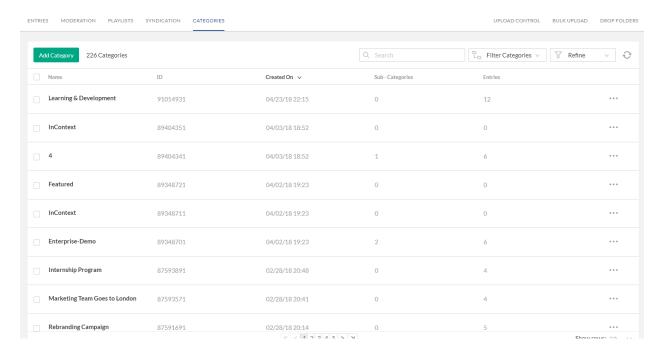
3. Click Yes to confirm.

#### **SECTION 11**

# **Managing Categories**

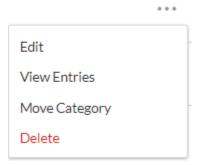
# **The Categories Table**

The Categories Table lists the categories in your account and provides a way to edit the category's specific metadata and entitlement settings. You can edit a specific category from the Categories Table or apply actions on several categories simultaneously from the Bulk Actions Menu.



## **Categories Table Actions**

In the Actions menu (3 dots) the following actions are available for each category.



- Edit See Adding/Editing Metadata to a Category.
- View Entries Switches to the Entries view filtered by the selected category.
- Move Category See Move Categories.
- Delete -Deletes the category without deleting the entries associated to the category.

## **Adding/Editing a Specific Category Name**

#### **■** To add a category

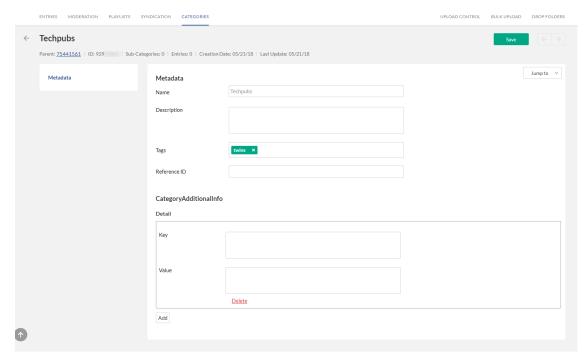
- 1. Select the Content menu and then select the Categories tab.
- 2. Select Add Category.

The New Category window is displayed.

# Name \* Select the parent category under which the new category will appear. No Parent Search Categories 1MediaSpace 2Blackboard 3 3 3 4 5 SCanvas 5 GD2L Selected: No Parent

- **3.** Select No Parent if you want the category to be at the top level or select the parent category under which the new category should be created.
- **4.** Enter the Category Name. We recommend that you minimize categories at the top level. The Metadata tab for that category is displayed.

All data below the Reference ID is Custom Metadata.



After you create a category or subcategories the categories details are displayed when you select the category.



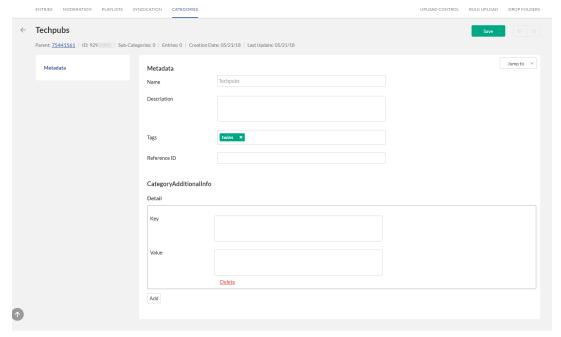
## **Adding/Editing Metadata to a Category**

You can add or edit metadata to a category or to multiple categories.

## **■ To add/edit metadata to a category**

- **1.** Select the Content tab and then select the Categories tab.
- **2.** Click on the Category Name or Actions menu (3 dots) to the right. The Edit Category window is displayed.
- 3. In the Metadata tab, add or edit the metadata information. Enter a
  - a. Name

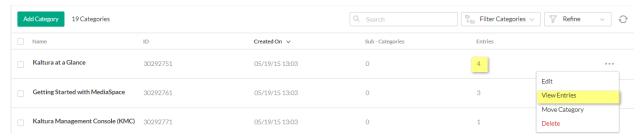
- b. Description (Optional).
- c. Tags. (Optional)
- d. Reference ID (Optional).



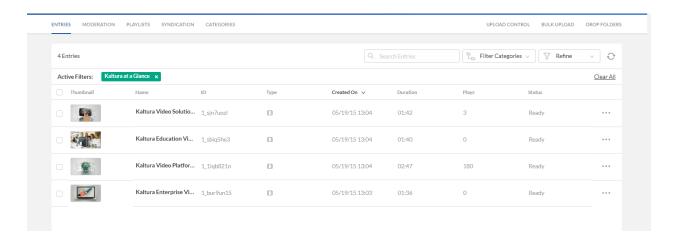
- **4.** If you have Custom Data for categories, you can edit the Custom Data fields for the category. For multiple schemas, use the drop-down Jump To menu to select the schema values you want to edit for the category. See Managing Schemas for more information.
- 5. Click Save.

## **Viewing Entries**

The Categories Table list the number of entries for the selected categories.



To view the specific entries in the selected category click View Entries in the Actions (3 dots) drop down menu in the Categories Table.

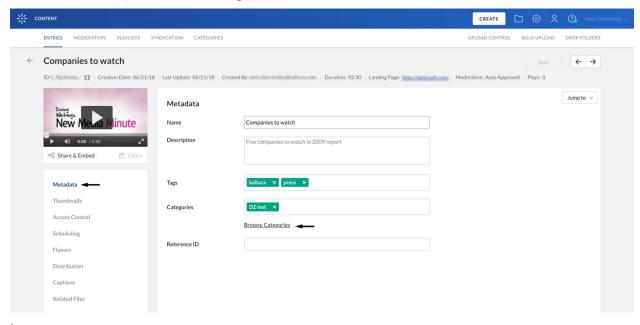


# **Defining and Assigning Entries to Categories**

Categories are built in a tree-like hierarchy where each category can include multiple sub-categories. You can add, remove and edit categories from the Categories Tab. You can assign a media entry to a specific category from the Entries Tab.

#### ☐ To assign an entry to a specific category

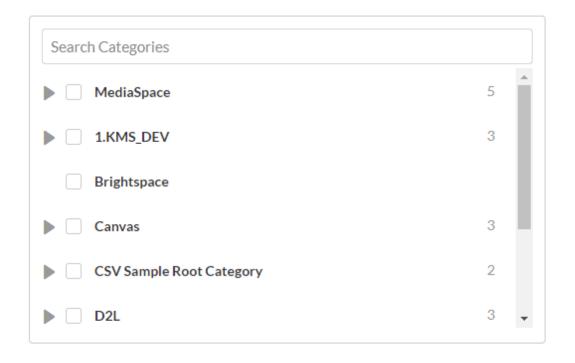
- **1.** Go to the Content tab and select the Entries tab.
- 2. Click on the Entry Name or Thumbnail.
- 3. In the Metadata tab, click Browse Categories.



The Select Categories screen is displayed.

# **Select Categories**

#### Select one or several categories

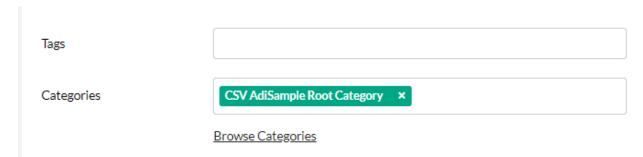


Change Categories

- **4.** Choose the Category you want to associate the entry with and click Change Categories.
- **5.** Click Save.

#### **☐** To remove an entry from a category

- **1.** Go to the Content tab and select the Entries tab.
- 2. Click on the Entry Name or Thumbnail.
- **3.** Remove the category settings (click on the x) in the Metadata tab.



4. Click Save.



**NOTE:** When you click Delete an entry from the Actions (3 dots) menu in the Entries table, the entry will be deleted from the account and not only from the category that is currently selected. See Delete Entry.

## **Entitlement Settings of a Category**

When a category is set to have entitlement settings for an application, the category's Entitlements tab is displayed for editing. See Managing Content Entitlements.



**NOTE**: Entitlement Settings are added to categories as part of the MediaSpace installation. For other purposes, Entitlement Settings can be added to categories from the <u>Integration Settings</u> page under the Settings tab.

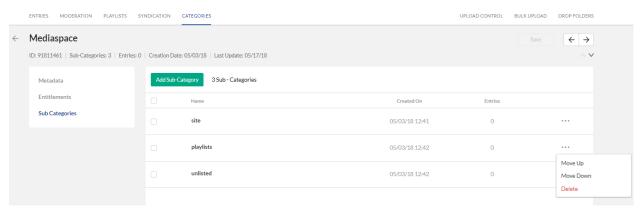
## **Reordering/Deleting Sub Categories**

When a category has up to **50 sub categories** the Sub Categories tab is available for editing. Use the Sub Categories tab to order the sub categories. Sub Categories will appear in the application as they are ordered.

Use the Sub Categories tab to order MediaSpace Galleries. For other applications: the ordering set through the Sub Categories tab can be used through the Kaltura API while ordering category lists based on the partnerSortValue category attribute.

#### **■** To reorder or delete sub categories

- **1.** Select the Content menu and then select the Categories tab.
- **2.** Click on a category. The Edit Category window is displayed.
- **3.** Select the Sub Categories Tab.



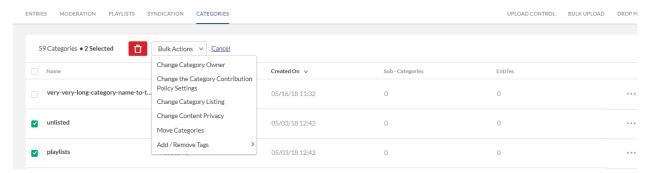
- **4.** Set the order of the sub categories. Select Move Up or Down from the sub categories Actions menu (3 dots) and position as you want. Select Delete to Remove sub categories.
- 5. Click Save.

## **Editing Multiple Categories in Bulk**

You can edit multiple categories in bulk.

#### To edit multiple categories in bulk

- **1.** Select the Content menu and then select the Categories tab.
- 2. Check the boxes near the names of the categories you want to edit.
- 3. Select Bulk Actions and choose the option you want to apply to your selected categories.



#### Use the Categories tab to:

- Change Category Owner (available with entitlement configuration only)
- Change Contribution Policy (available with entitlement configuration only)
- Change Category Listing (available with entitlement configuration only)
- Change Content Privacy (available with entitlement configuration only)
- Move Categories
- Add Tags
- Remove Tags

Delete Categories

## **Change Category Owner**

The Category Owner is a category entitlement option supporting applicative case in which an end-user should be set as the owner of the category. This will automatically set the user with a manager permission level for this category and enable the user to manage the category settings from the application.

This option is available with entitlement configuration only.

#### To change the ownership on a category listing

- **1.** Select the Content tab and then select the Categories tab.
- 2. Select a category or multiple categories and select Bulk Actions
- **3.** Select Change Category Owner from the drop-down menu.
- 4. Enter the new owner's User Name or User ID.

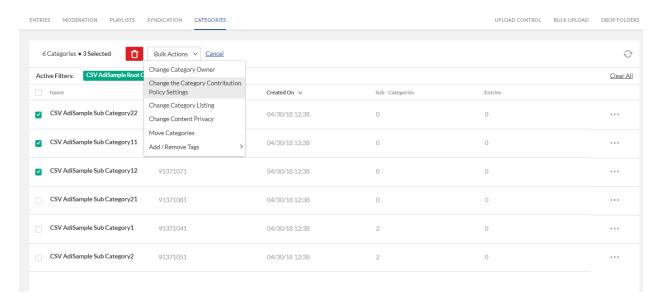


When the selected user is already listed in Kaltura, the user's ID or name is auto completed. When the selected user is not listed in Kaltura, a message is displayed. After saving, the user entered is added as the new category owner.

**5.** Click Save.

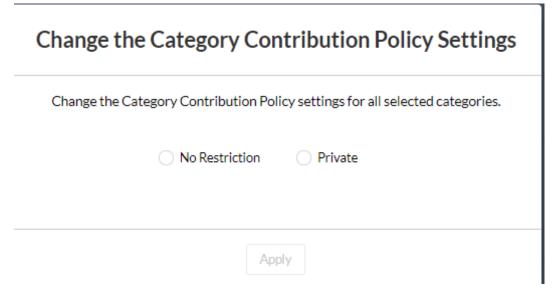
## **Change Contribution Policy**

The contribution policy is a category entitlement setting option that defines which users can add content to a category through applications. For more information see Content Publish Permissions. This option is available with entitlement configuration only.



#### To change the contribution policy

- **1.** Select the Content tab and then select the Categories tab.
- 2. Select a category or multiple categories and select Bulk Actions
- 3. Select Change Contribution Policy from the drop-down menu.
- **4.** Select one of the following options:



- No Restriction With this option, any end-user authorized by the application can add content
  to this category
- **Private** With this option, only end-users with specific permission to add content to this category can add content to it.
- 5. Click Save.

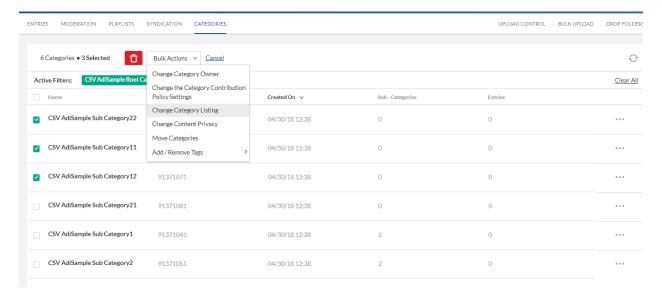
Note that the Change Category Contribution Policy action will only apply on categories that have

entitlement settings.

## **Change Category Listing**

This option is available with entitlement configuration only.

The category listing is a category entitlement setting option that defines who can see the category's name and metadata in the application's category menus, navigations and listing or anywhere a category list is present. See Category Listing for more information.



## **□** To change a category listing

- **1.** Select the Content tab and then select the Categories tab.
- 2. Select a category or multiple categories and select Bulk Actions
- 3. Select Change Category Listing from the drop-down menu.
- **4.** Select one of the following options:

# Change Category Listing Change the Category Listing settings for all selected categories. No Restriction Private Save Changes

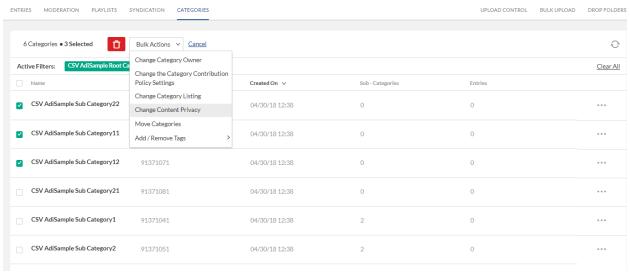
- **No Restriction** The category name and metadata are visible to everyone with access to the application page it is listed in.
- **Private** The category name and metadata are visible only to users with permission to access the category and its content.
- **5.** Click Apply.

Note that the Change Category Listing action will only apply on categories that have entitlement settings.

## **Change Content Privacy**

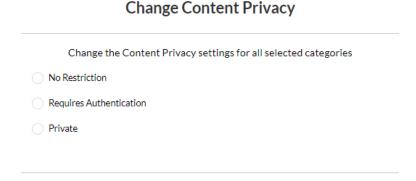
This option is available with entitlement configuration only.

Content privacy is a category entitlement setting option that defines the visibility of content associated with a category. For more information see Content Privacy.



To change the content privacy

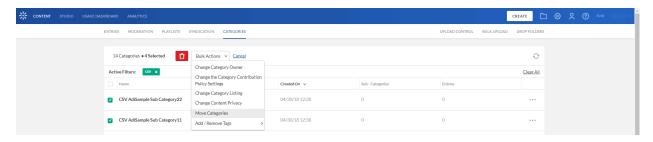
- **1.** Select the Content tab and then select the Categories tab.
- 2. Select a category or multiple categories and select Bulk Actions.
- **3.** Select Change Content Privacy from the drop-down menu. The content privacy options are:
- **No Restriction** Content in this category is visible to everyone with access to the application page it is published in.
- **Requires Authentication** Content in this category is visible only to authenticated end-users. User authentication is made by the application against the customer Identity Management system or using Kaltura's authentication services. In both cases access to content in this category requires that an authenticated user ID is passed to the Kaltura server through the application session.
- **Private** Content in this category is visible only to users with specific permission to access this category's content.
- 4. Click Save.



Note that the Changing the Content Privacy will only apply to categories that have entitlement settings.

## **Move Categories**

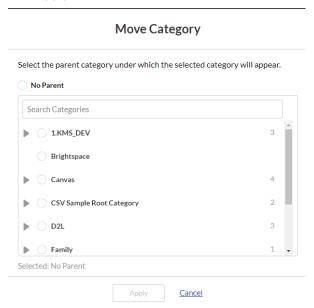
You can move categories from one level to another.



## **☐** To move a category to another parent category

- **1.** Select the Content tab and then select the Categories tab.
- **2.** Select a category or multiple categories that area currently under the same parent category and select Bulk Actions on the bottom of the page.

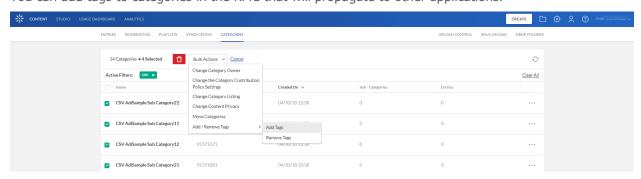
- 3. Select Move Categories from the Bulk Actions options.
- **4.** Select the new parent category under which the selected categories will appear.
- **5.** Click Apply.



Following a Move Categories action, the category tree is updated on the Kaltura backend. When more than a few categories are affected, this operation may take a few minutes. Until the completion of this process, the editing options in the Categories page are disabled and are automatically released when the update process is completed.

## **Add Tags to Categories**

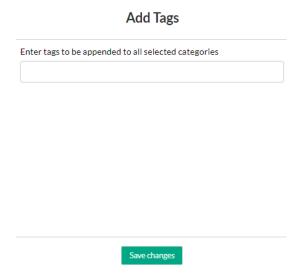
You can add tags to categories in the KMC that will propagate to other applications.



## To add tags to a category listing

- **1.** Select the Content menu and then select the Categories tab.
- 2. Select a category or multiple categories and select More Actions.
- **3.** Select Add Tags from the drop-down menu.
- **4.** Enter tags to append to all selected categories.

5. Click Save Changes.



## **Remove Tags from Categories**

You can remove tags from categories in the KMC. Tag deletion will propagate to other applications.

#### ☐ To remove tags from a category listing

- **1.** Select the Content tab and then select the Categories tab.
- 2. Select a category or multiple categories and select Bulk Actions.
- **3.** Select Remove Tags from the drop-down menu.
- **4.** Select the tags to remove from the selected categories and Save Changes.

	Remove Tags			
Select the tags you wish to remove from the selected categories				
categories				
CSV				
level2				
sample				
	Save changes			

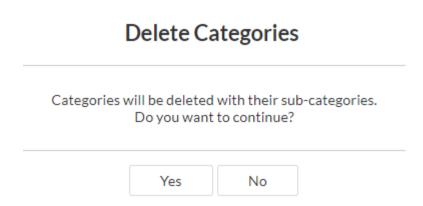
## **Delete Categories**

You can delete categories in the KMC. Category deletion is propagated to other applications.

When categories are deleted from the KMC, the entries in these categories are automatically added to the parent of the deleted category.

#### **■** To delete categories

- **1.** Select the Content tab and then select the Categories tab.
- **2.** Select a category or multiple categories and click the Trash icon. A warning message is displayed.

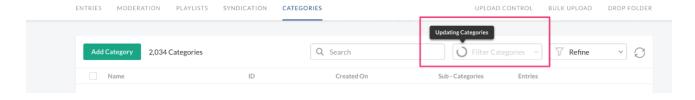


3. Click Yes to delete.

## **Updating the Categories' Status**

Some of the category related actions taken in the KMC may trigger a category update process on the Kaltura backend. This is mainly to allow continuous work through the KMC interface even when actions affect large portions of the category tree or apply on an extremely high number of categories.

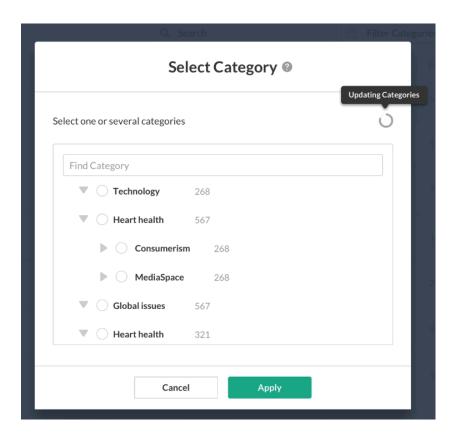
While the Kaltura backend process is running, an 'Updating Categories' indication is set on the categories filter bar.



The 'Updating Categories' state may last a few minutes until it completes. Some category settings and editing options may only be released when the update is completed.

After the updating process is completed the 'Updating Categories' indication automatically disappears.

The Updating Categories indication may also appear when selecting a category.



#### **SECTION 12**

# **Managing Content Entitlement**

Kaltura provides a built-in infrastructure for controlling and managing end-user entitlements to content. This infrastructure includes the required attributes and permission controls as well as the server utilities for enforcing those controls.

Using Kaltura's entitlement services, end-user facing applications such as Kaltura MediaSpace can be extended to add the following capabilities:

- **Groups' media channels -** Provides the ability to set media channels that limit access and contribution of content to members of a specific group of users.
- **Granular control over user permissions to content** Provides the ability to define different privacy and permission levels for accessing and managing content in media channels.
- **Personalized global search engine** Provides the ability for users to easily search and find relevant content from the entire set of media they are entitled to access.

## **Kaltura's Entitlement Model**

Kaltura's entitlement model relies on the extension of Kaltura's categories. Categories may hold entitlement settings as well as specific end-user permissions. These entitlement settings and end-user permissions are inherited by media entries associated with these types of categories.

The entitlement model provides a direct association between end-users and the collection of media items they are entitled to access and enables a simple and efficient way to add entitlement controls to both flat and hierarchal application/website navigation layout.

# **Category's Entitlements Tab**

Entitlement settings may be set on categories in different ways, for example, from the application, via the CSV or through a Kaltura API. The Category's Entitlements tab in the KMC is where content entitlement settings are managed by account administrators. The Entitlements tab only appears in KMC accounts that are set with the entitlement feature and in categories that were set to have entitlement settings for an application.



**NOTE:** The Entitlement Settings are added to categories as part of the MediaSpace installation. For other purposes entitlement settings can be added to categories from the Integration Settings page under the Settings tab. See Adding Entitlements to Categories for more information.

The following sections describe the different setting options available in the Entitlements tab and their impact on end-user entitlements in applications such as MediaSpace.



#### Workflow:

- 1. Create a category. See Adding/Editing a Specific Category.
- 2. Add Entitlements to categories. See Adding Entitlement to Categories.
- **3.** Go to the Content tab and select the Categories tab.
- **4.** Click on a category or select Edit from the Actions drop down menu.
- **5.** Select the Entitlements tab.
- **6.** Set the Entitlement Settings.

## **Entitlement Terminology**

## **Privacy Context Label**

The Privacy Context is a free text label that indicates to which application the entitlement settings apply, for example, "MediaSpace". For more information see Add Entitlements to Categories.

#### **Content Privacy**

The Content Privacy defines the visibility of content associated with a category, including its related metadata. The Content Privacy setting is applied to:

- Who has access to content published in channel pages
- Which content will be available to the user in the application global search results
- Who can access to a single media item in the application.

The Content Privacy options are:

- No Restriction Content in the category is visible to everyone with access to the application
  page it is published in. In MediaSpace this option is mostly relevant for setting Media
  Galleries that are open on the web and can be accessible by everyone, including anonymous
  viewers.
- **Requires Authentication** Content in the category is visible only to authenticated end-users In MediaSpace this option is mostly relevant for setting Media Galleries or Open/Restricted Media Channels that are available to all authenticated users (users of the company/Institution, customers with login etc.) User authentication is made by MediaSpace against the customer Identity Management system, or with using Kaltura's authentication services. In both cases, the authenticated user ID is then passed to the Kaltura server through the application session.
- **Private** Content in this category is visible only to users with specific permission to access this category's content and to the owner of the content. **In MediaSpace** this option is mostly relevant for setting Private Media Channels available only to a group of users.
- Note: With any content privacy option the owner of the content is entitled to access and manage his content

## **Category Listing**

The Category Listing option defines who can see the category's name and metadata in MediaSpace. The

#### Category Listing options are:

- No Restriction With this option, the category name and metadata are visible to everyone with
  access to the application page it is listed in. In MediaSpace this option is used for having
  MediaSpace Galleries always listed in the top menus and side navigation layout and for having
  MediaSpace open or restricted channels included in the Channels listing page.
- **Private** With this option, the category name and metadata are visible only to users with permission to access the category and its content. In MediaSpace this option is used for having private channels visible only to group members.

## **Content Publish Permissions - Contribution Policy**

The Contribution Policy option defines which end-users can add content to this category through applications. The applicative permission to publish in Mediaspace's shared Galleries is set from the MediaSpace Application Role of the user. See the Kaltura MediaSpace Setup Guide for more information. The category contribution policy adds the ability to have this type of authorization for publishing content in specific galleries/channels.

The Category Contribution Policy options are:

- No Restriction With this option, any end-user authorized to publish content in MediaSpace
  can publish content in the gallery/channel associated with this category. In MediaSpace this
  option is used in shared galleries to which every user with a MediaSpace Admin Application Role
  can add content to, and in Open Channels to which all MediaSpace users with content can add
  their content to.
- **Private** With this option, only end-users with specific permission to add content to this category can add content to it. In MediaSpace this option is used in Restricted/Private Channels.

#### **Moderate Content**

Moderate Content - (Moderation is configured through MediaSpace.) Media will not appear in the page until approved by the category manager/moderator.

#### **End-User Permissions**

When any one of the Category Entitlement Options is set to Private, the respective access level is based on specific end-user permissions. User permissions to a category and content associated with it are set through 4 permission levels: Member, Contributor, Moderator, and Manager. The basic access permissions listed below are enforced by the Kaltura server. In MediaSpace the permission levels are used to control the availability of the relevant UI controls and user flows, for example, Channel Settings, Channel's moderation panel, Publish Module and others.

Permissions Permission Levels	View Content and Category	Add/ Remove Content to Category	Approve Content added to the category	Edit Category's settings, privacy options and user permissions	Remove Category
Member	X				
Contributor	X	X			
Moderator	X				
Manager	X	X	Χ	X	X

The settings of end-user permissions are set from the KMC, in Bulk Process via a CSV formatted schema, or via Kaltura APIs. Use the Default Permission Level field to set the default permission level. The permissions may be changed by selecting the Manage Users field and editing the permission level.

**In MediaSpace:** Channel Managers can set their channel's groups members and may assign different permission levels to members of their group.

**Note:** the content owner has always full access and editing permissions to his own content. He is also able to remove his content from any category, regardless of the category's settings.

**Tip:** the category end-user permissions may also be used by applications when the category is not set as private – for granting category specific applicative permissions to specific users. **In MediaSpace:** users that is not set to with an Admin Application Role can still be granted with permission to publish content in specific galleries. In this case the category's contribution policy is set to **No Restriction** while ability to publish content in the respective gallery is granted by the application to all MediaSpace **Admin** users, but also to a few specific users that are set as contributors in the category.

#### **End-User Permission Attributes**

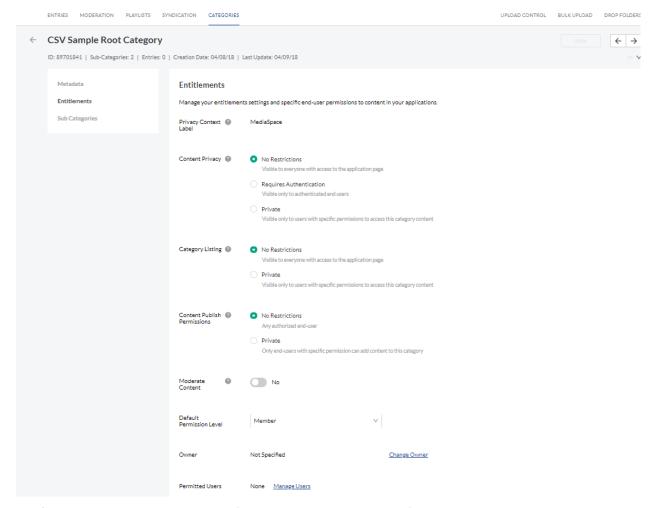
- **Status** indication to the state of the user permission set to the category. This attribute may be used for supporting different applicative flows.
  - Active Access permission is active and enforced
  - Deactivated Access permission is not active anymore. (can be activated again)
- **Update Method** indication on how a specific end-user permission is updated, this may be used for supporting automatic processes for setting permissions to channels from groups managed in on organizational information systems, while being able to set manual overrides to specific end-user permissions.
  - Automatic user permission is updated via an automatic process (either via a CSV formatted schema or an API based integration). User permission level may be updated by the automatic process.
  - Manual user permission is updated manually only and will not be updated by an automatic process.

## **Setting the Entitlement Settings**

Perform the tasks in the workflow to configure the KMC with Entitlement Settings.

#### To edit Entitlement Settings of a category

- **1.** Select the Content menu and then select the Categories tab.
- 2. Click on a category. The Edit Category window is displayed.
- 3. Select the Entitlements tab.
- **4.** Edit the Entitlement Settings options, Informative tooltips are available for each one of the options.



- **5.** Set the Content Privacy. See How to determine content privacy in the KMC.
- 6. Select the Category Listing. See What are the category's listing options in the KMC and KMS?
- **7.** Select the Content Publish permissions (also known as Contribution Policy). See How to define the contribution policy in the KMC and KMS.
- **8.** Moderate Content. Enable this field to support the moderation of content prior to publishing in the channel. (Moderation is configured through Kaltura MediaSpace.)

- **9.** Select the Default Permission Level. See What are specific end-user permissions in the KMC and KMS
- **10.** Click Change Owner to Change the owner.
- **11.** Click Manage Users to manage end-user permissions.
- 12. Click Save.

#### **Change Owner**

Use this option to change the category owner.

• Enter the new category owner's name and click Apply.

## **Change Owner**

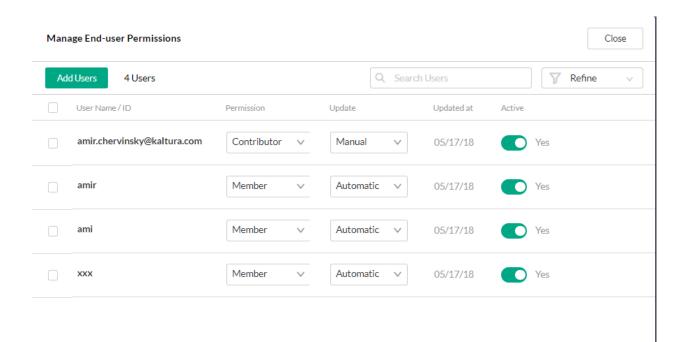
Set a new owner for this category		
Enter User Name/Id		

## **Managing Categories' End-User Permissions**

## ☐ To manage categories' end-user permissions

- **1.** Set the Entitlement Settings.
- **2.** Select the Content menu and then select the Categories tab.
- **3.** Click on a category. The Edit Category window is displayed.
- **4.** Select the Entitlements tab.

  The Entitlements screen is displayed.
- **5.** Scroll down and click Manage Users.
- **6.** Select Add Users or perform Bulk actions on multiple users.



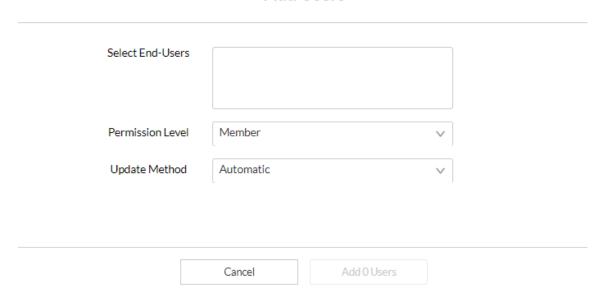
- **7.** Select the Permission Level. See Specific End-Users Permissions.
- **8.** Select the Update Method. See End User Permission Attributes.
- **9.** Select Add Users to add additional users. See Add End Users to Entitlements.
- 10. Click Save.

#### **Add End Users to Entitlements**

#### **To add end users to entitlements**

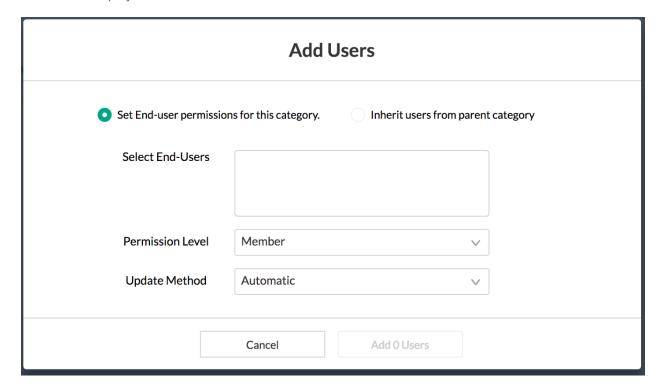
- 1. Enter the User's Names.
- 2. Select the Permission Level.
- **3.** Select the Update Method and Click Add Users.

#### Add Users



## **Add Users from a Parent Category**

If you want to add users to a category that has users associated to its parent category, the following radio buttons are displayed.



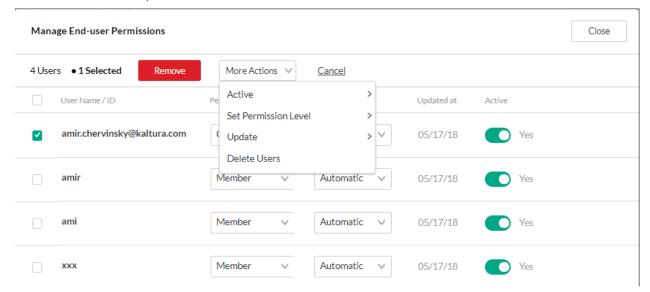
#### Select whether to

- Select End-user permissions for this category
- Inherit users from parent category.

#### **Bulk Actions for Managing Categories End-User Permissions**

#### To perform bulk actions on end-user permissions

1. Check the box or multiple boxes next to the user name and select More Actions.



- 2. Select one of the following options
  - Active activates the specific end user permissions for the category
  - Set permission levels overrides the permission level of all selected end-users
  - Update Set to manual or automatic update. See End-User Permission Attributes.
  - o Delete Users deletes the selected end-users from the category.
- 3. Click Close.

## **Visibility of Content Associated with Multiple Categories**

For content associated with more than one category, the privacy and visibility of this content via global search or a direct link to the video page, is determined based on the category with the lowest restriction level the content is associated with (within the application category tree).

## **Examples**

#### In a MediaSpace based media portal:

A video that is published in a few private channels but also in at least one public gallery (Content

- Privacy = No Restriction) will be visible to everyone with access to the portal. Access to this video in this case is available to all from the public gallery page itself, via the portal's Global Search or via a direct link to the MediaSpace page of this video.
- A video that is published in a few private channels but also in <u>at least one</u> organizational shared gallery (Content Privacy = Requires Authentication), will be visible to all members of the organization (following login to the portal) from the organizational shared gallery page itself, but also via the portal's Global Search or via a direct link to the MediaSpace page of this video. This content will not be available to anonymous viewers with a direct link to the MediaSpace page of this video a login page will be prompted in this case.
- A video that is published in a few private channels but is also set in Kaltura categories managed in the KMC account that are not integrated with the media portal (for example, categories integrated with Kaltura extensions to CMS/LMS, categories set by the account KMC administrator for different purposes, etc.). Access to the video via the Media Portal is determined only by the entitlement's settings of the categories the Media Portal is integrated with. This is controlled by the application specific "privacy content" label set to these categories.
- A video that uploaded by an end-user but was not published in any gallery or channel in MediaSpace (private media), could only be accessed by the content owner.

## **Visibility of Content Outside of the Application**

When the entitlement feature is enabled for the account, an internal enforcement level is also set and managed by Kaltura.

The options for entitlement enforcement are:

- Entitlement enforcement is enabled by default.
  - When entitlement enforcement is enabled for the account access to content under categories with entitlement is only possible via applications that implement entitlement and are integrated with these categories. This is the recommended setting in MediaSpace accounts for the highest level of content security.
  - **Note**: that embed codes that are grabbed by authorized users from within the MediaSpace application are bypassing the entitlement enforcement for the specific entry. Thus, the entry will become publicly available within the grabbed player outside of MediaSpace.
- Entitlement enforcement is disabled by default and enabled by the application.

  When entitlement enforcement is disabled for account access to content under categories with

When entitlement enforcement is disabled for account - access to content under categories with entitlement is possible via any application, including player embed codes that are grabbed from the KMC. With this option the application itself activate the entitlement enforcement so entitlement rules are kept within the application but all content in categories the application is integrated with can be accessed via other applications as well. This is the default setting for Kaltura trial accounts.

Contact Kaltura to change the entitlement enforcement level for your account.

#### **SECTION 13**

# **Content Distribution and Syndication**

- Kaltura Distribution Module
- How Does Distribution Work?
- Scheduling a Video Package
- The Syndication Tab
- How Does Syndication Work?
- Setting Up Syndication

Kaltura offers several advanced syndication and distribution services to ensure that publishers maximize their content's reach and increase their audience. Kaltura's tools help publishers save time and money by making content distribution to a wide range of video destination sites and search engines extremely easy and streamlined.

#### **Kaltura Distribution Module**

Kaltura's Distribution Module allows you to reach your users on the web and across any mobile device. The module provides a streamlined and simple work flow, so you can distribute your content to distribution partners, such as YouTube, Hulu, Comcast, MySpace, MSN or an FTP drop folder, directly from within the KMC.

## **Key Benefits:**

- Full control over where and when the content is presented.
- Manage all your distribution partners through a single user-friendly interface
- Deliver assets automatically as they are added to your Kaltura account, or require a manual review, at your discretion
- Seamlessly push updates to distributed content from a central dashboard
- Control scheduling sunrise and sunset per asset and per distribution partner
- Track your content across all distribution partners
- Simple and straightforward pricing, with no hidden fees or "guesstimates"
- Kaltura's system validates content to make sure it's ready to be distributed to each distributor, and alerts about any errors that need to be fixed prior to distribution (missing thumbnails, missing metadata, etc.)
- Successful delivery to each distribution partner is confirmed for each asset (if supported by the partner)

## **How Does Distribution Work?**

Distribution ensures that your content is viewed by as many customers as possible across multiple video destination sites and improves total views for your content. Kaltura pushes the actual contents of the video assets to distribution partners for them to host on their sites. Each distribution channel is unique and depends on the distributor's capabilities and the extent of their desired exposure.

The Kaltura Distribution Module supports several workflows. You can configure simple as well as complex asset information to distribute. For example, simple asset information may include the entry Name, Description and Tags, or metadata alone, that may be used for example, to configure ads based on metadata. More complex distribution data is configurable by your project manager and depends on the distributor's capabilities.

You can define the destinations for each video package and control aspects such as the video qualities, number and size of thumbnails, metadata, and scheduling data for each distribution destination.

You can display distributors for each entry, the distribution start and end dates, submission status.



NOTE: You can distribute ALL videos to be pushed automatically to the destination or you can distribute selected entries MANUALLY to be sent to the destination.



NOTE: Tag based or Rule Based distribution options are currently not available. You can either distribute ALL entries or NONE. If none, you can manually select which entries will be distributed to the destination.

A sample distribution configuration may contain the following components for an entry: video, metadata, thumbnail, scheduling, content availability by Kaltura and removal of distributed content.

The Distribution Module can be configured to update distributed content for metadata, so that the most updated information is propagated to the distribution site. Other customizable parameters may be configured for distribution. The Distribution Module also can be configured to remove distributed content for metadata, so that information that was propagated to the distribution site can be retracted.

With the Kaltura Distribution Module, administrators can control the destinations for each video package, and for each distribution destination. In addition, administrators can control video transcodes, multiple thumbnails in different sizes, metadata translations, scheduling data, and more.

The Distribution Module is an add-on module to the KMC, and incurs additional fees based on the amount of distribution destinations supported for your account. Additional connectors to distribution destinations can also be developed as custom work. Contact your Kaltura project manager or sales representative for complete pricing.

#### **Distributing an Entry**



**NOTE:** To enable automatic distribution of all new entries, contact us.

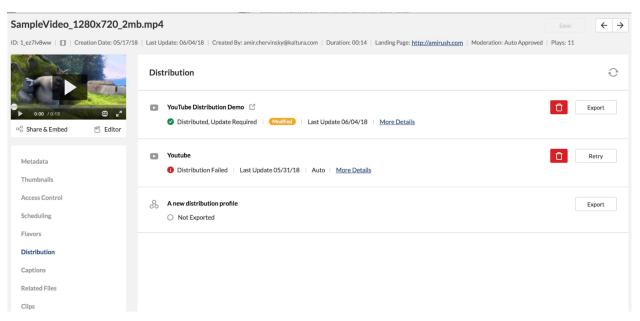
To add distribution destinations, contact your project manager.

After your account is enabled for Distribution and you have Distribution Profiles configured, you may select the distribution destination and configuration.

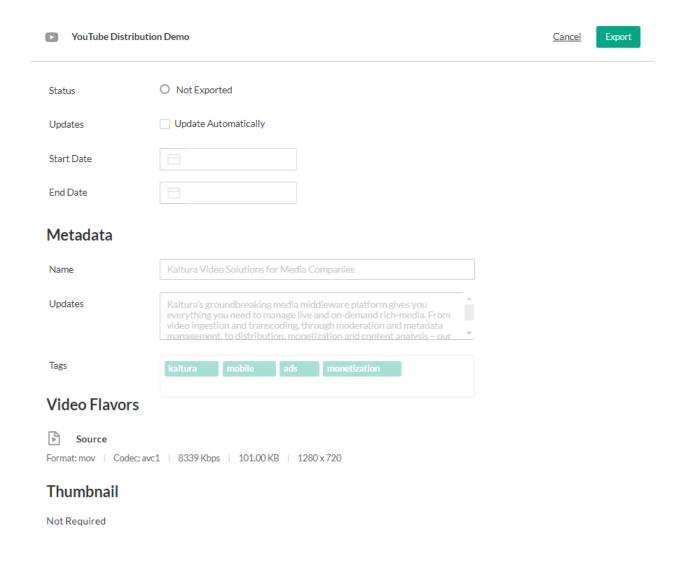


#### **To distribute an entry**

- 1. Select the Content menu and click on an entry.
- 2. Select the Distribution tab. The Distribution profiles configured for your account are displayed.



**3.** Click on the Distribution profile name. The details for the Distribution Profile are displayed. In this example the YouTube Distribution profile has been configured for the account.

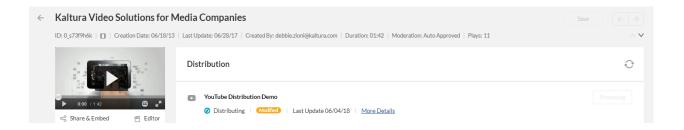


**4.** Configure the required fields and click Export.

## **Modifying the Distribution Information**

After you have exported your media to the Distributor you may modify the information.

- **1.** Select the Content menu and click on an entry.
- **2.** Select the Distribution tab. Click on the entry and then click More Details to open the Configuration settings for the Distribution Profile.
- **3.** Modify the Details. For example, you can change the Start Date and then click Update. The Distribution tab will indicate that the configuration has been modified.



## **Scheduling a Video Package**

By default, an entry's general scheduling is inherited by all distributors. The instructions here are for setting scheduling for a specific distributor. A Remote ID is the ID assigned to the distributed content in the distributor and is only available after content has been distributed. The Remote ID may be used as a response from the distributor as well as a reference, for example, to reach the page where the distributed content appears in the distributor.

You can set scheduling separately for each distribution so that the same content may have a different schedule depending on the distributor.

#### **☐** To schedule when an entry should be distributed

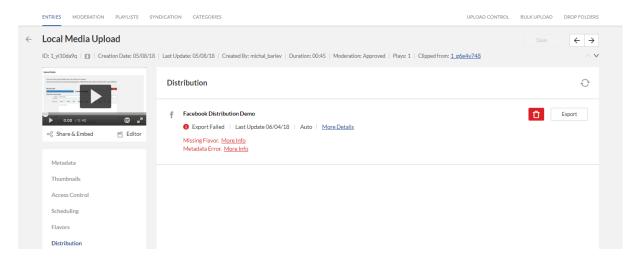
- **1.** In the Edit Entry window, select the Distribution tab and then select the name of a distributor. The Distribution Details window is displayed.
- 2. Set the Start Date and End Date and enter the hour.
- **3.** Click Update to return to the Distribution tab.

## Validating a Video Package

Errors may occur when you specify a video package distributor.

#### **■** To find and resolve errors

- 1. Go to the Content tab and select the Entries tab.
- 2. In the Entries Table, click the name of an entry for which you added a distributor.
- **3.** In the Edit Entry window, go to the Distribution tab and click the Distributor name to display a description of the error.



You can also click on the Distributor in the Distribution tab, and then click the error name in the Distribution Details window.

**4.** Follow the instructions in the error description.

The following errors may occur:

#### **Missing Flavor Error**

#### ■ To add a flavor



**NOTE:** If you click "Go to Flavors Tab" in the error description, skip to step 4.

- **1.** Go to the Content tab and select the Entries tab.
- **2.** In the Entries Table, click the name of the entry that is missing a flavor.
- **3.** In the Edit Entry window, go to the Flavors tab.
- **4.** In the Action column, click Convert or Reconvert for each transcoding flavor specified in the error description, and click Save

#### **Metadata Error**

#### **To correct metadata**



**NOTE:** If you click "Go to Metadata Tab" in the error description, skip to step 4.

- **1.** Go to the Content tab and select the Entries tab.
- 2. In the Entries Table, click the name of the entry that has a metadata error.
- **3.** In the Edit Entry window, go to the Metadata tab.
- **4.** Modify the information in the metadata field specified in the error description and click Save and Close.

If the submission status error is still displayed in the Edit Entry window's Distribution tab: go back to the Settings menu Custom Data tab.

**5.** Add the missing information specified in the error description and click Save.

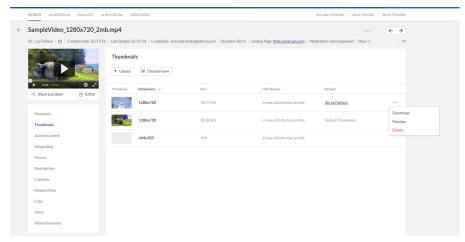
#### **Missing Thumbnail Error**

#### To add a thumbnail



**NOTE:** If you click "Go to Thumbnails Tab" in the error description, skip to step 4.

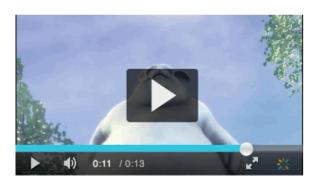
- **1.** Go to the Content tab and select the Entries tab.
- 2. In the Entries Table, click the name of the entry that is missing a thumbnail.
- **3.** In the Edit Entry window, go to the Thumbnails tab.
- **4.** Click Add Thumbnail and select an option.



- If you have a thumbnail file, select Upload, specify the file location and name, and click
   Open. If you are setting a thumbnail for a Distribution profile, provide a suitable thumbnail with the requested dimension to use for the Distribution profile.
- o To Choose Frame, play the video, pause on the frame you want, and click Capture and Save.

A thumbnail will be captured from the highest quality video flavor.

#### **Choose Frame From Video**



Pause the video on the appropriate frame and press Capture to save your thumbnail.

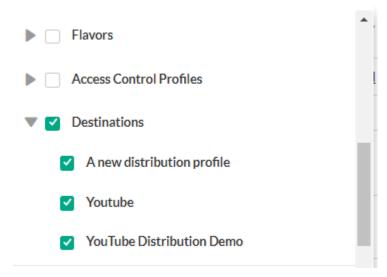
Capture and Save

## Removing an Entry from the Distribution Video Package

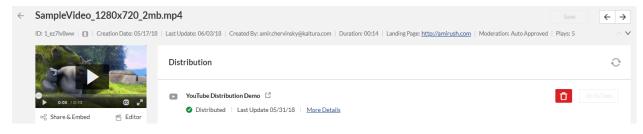
You may want to remove an entry from the video package that was set up for Distribution.

## **☐** To remove an entry from the distribution video package

- **1.** Go to the Content tab and select the Entries tab.
- **2.** In the Entries Table, use the Refine option and Filter the Entries table according to Destinations.
- **3.** Check the Destination that you want to display entries for.



- **4.** In the filtered Entries table, click on the entry that that you want to remove.
- **5.** In the "Edit Entry" window, go to the "Distribution" tab and click on the trash icon.



A warning message is displayed.

#### Delete Distribution

You are about to remove the exported video that was distributed by YouTube. The video will no longer be available via the video page on the external platform. How do you want to proceed?

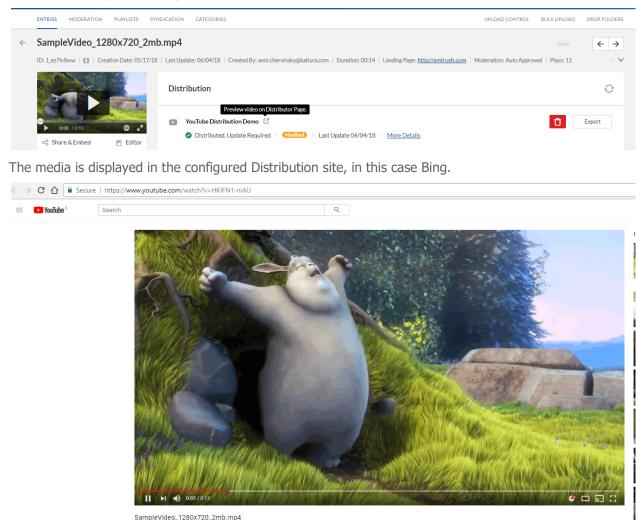


**6.** Click Delete to delete the Distribution package and delete the exported video that was distributed.

## **☐** To view the link to the entry on the Distribution site

- **1.** Go to the Content tab and select the Entries tab.
- 2. In the Entries Table, click the name of the entry that you have distributed media for.

**3.** In the "Edit Entry" window, go to the "Distribution" tab and click on the Link icon.



# **The Syndication Tab**

Details on how to syndicate your content to specific destinations are included here.

# **Content Syndication**

Content syndication is a way of making your content available to multiple destinations. This gives you the ability to create content once while maximizing your exposure on the Internet by distributing your content to multiple destinations. Content syndication is a win-win for both the publisher and the webmaster. Because 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, Bing!, iTunes and other video sharing sites and social networks. Videos are distributed via playlist feeds (such as MRSS) to the channels of your choice. The content remains on the Kaltura host.

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.

Syndicating to Google in the KMC is used mainly to create video site maps to submit into Google search engines for indexing.

iTunes syndication in the KMC is used to show content in iTunes and to create a feed for iTunes.

# **How Does Syndication Work?**

Kaltura provides syndication to the following out of the box formats:

- Google
- Bing
- iTunes
- Roku Direct Publisher
- VEWD Snap
- Flexible Format

Partners and developers can also syndicate content in Flexible Feed Format, or you can contact Professional Services to create a customize feed in XSLT or XML. See Flexible Feed Format.

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, Bing! and iTunes from within the KMC. You can create a feed based on all the content in your KMC account, or a subset of the content that is determined by a specific playlist see the Playlists Tab. You can then add the selected content to a feed by selecting its destination site. The content of a playlist can change, for example a rule-based playlist can be modified by changing a rule, or a manually created playlist may be modified by manually adding content to the playlist. The feed will automatically change according to the modifications. Feeds are cached in the Kaltura server for 24 hours. The feed refresh is automatic, and the changes are available after that time.

#### Syndicating to a Standard MRSS Feed (Bing)

Bing is the standard MRSS feed type which can be used by any MRSS reader for various use cases. Bing also uses the standard MRSS feed to submit site maps. For example, if you create an MRSS, you can place the link in your site and allow end users to subscribe to the feed or use the feed for your own integration. You can create your own video galleries that refresh when you update the feed, as well as integrate the feed to your site, and extract data from the feed to display the content, depending on fields you define. There are many clients (for example all browsers), and desktop applications, and site integrations that know how to read MRSS feeds.

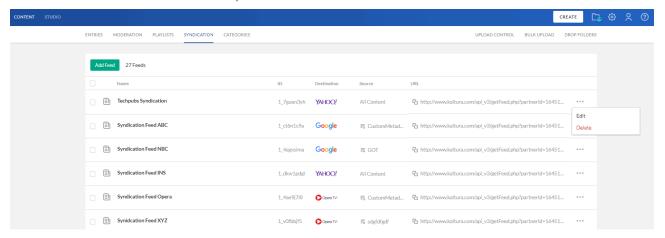
#### **Key Benefits**

- 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.

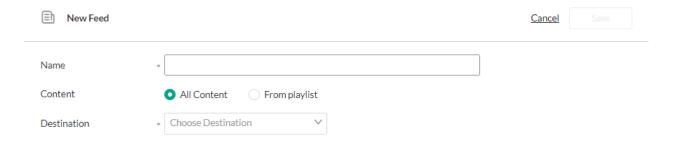
## **Setting Up Syndication**

#### To configure syndication settings

**1.** Go to the Content tab and select the Syndication tab.

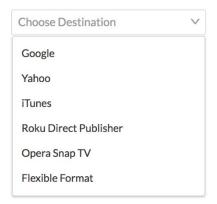


2. Click Add Feed.



- **3.** Enter the Feed Name (required).
- **4.** Select the content to syndicate.
  - All Content syndicates all entries.

- From playlist syndicates content from the playlist you select.
- **5.** Select the Destination.





NOTE: You can filter the Entries table by selecting Destinations from the Refine menu.

- Syndicating to Google Search Console
- Syndicating to Bing
- Syndicating to iTunes
- Syndicating to Roku Direct Publisher
- Syndicating to Vewd Snap
- Syndicating Using Flexible Format

You can shorten the caching time by limiting the feed size.

### ■ To shorten the caching time for a syndication feed

Manually add the parameter (&limit=50) to the feed URL.

Adding this parameter will limit the feed size to up to 50 items and will reduce the caching time to 30 minutes.

#### **Syndicating to Google Search Console**

You can submit your videos to the Google Search Console 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. Google syndication is used mainly for submitting your site map and being certain that your media is indexed by Google.

#### **Google Webmaster Tasks**

**☐** To configure syndication settings for Google

#### This feed is ready for submission





Feed URL:

http://www.kaltura.com/api\_v3/getFeed.php?partnerId=1059491&feedId=1\_tjvc9shf

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.

#### Here are the technical guidelines for submission:

- 1. Google Webmaster Tool Setup
  - Setup a Google Webmaster account for your website: https://www.google.com/webmasters/tools/home
  - Setup your website in the Google Webmaster follow the directions here:
     http://www.google.com/support/webmasters/bin/answer.py?hl=en&answer=34592
     Make sure your site is valid based on the Google instructions..

#### 2. Feed submission

- a. Login to the Google Webmaster Tool
  - https://www.google.com/webmasters/tools/home
- b. Within the Google Webmaster Tool go to
  - "Site configuration > Sitemaps > Submit a sitemap"
- c. Submit the feed as your redirect page in your site, for example

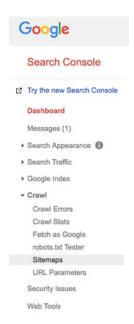
http://mysite.com/redirect.php



- 1. Setup a Google Webmaster account for your website.
- 2. Setup your website in the Google.

Follow the directions here. Make sure your site is valid based on the Google instructions.

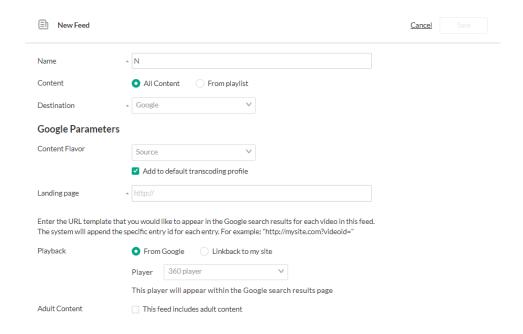
- 3. Submit the Feed to a URL.
- **4.** Log-in to Google Webmaster Tool.
- **5.** In the Google dashboard, go to Crawl/Sitemaps/Add/Test Sitemap.
- **6.** Submit the feed as your redirect page in your site, for example: http://mysite.com/redirect.php.



## **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 Destination drop-down menu. The Google parameters are displayed.
- **3.** Enter the Google Parameters, see Google: Feed Parameters and click Add Feed.



#### **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.

For more information see

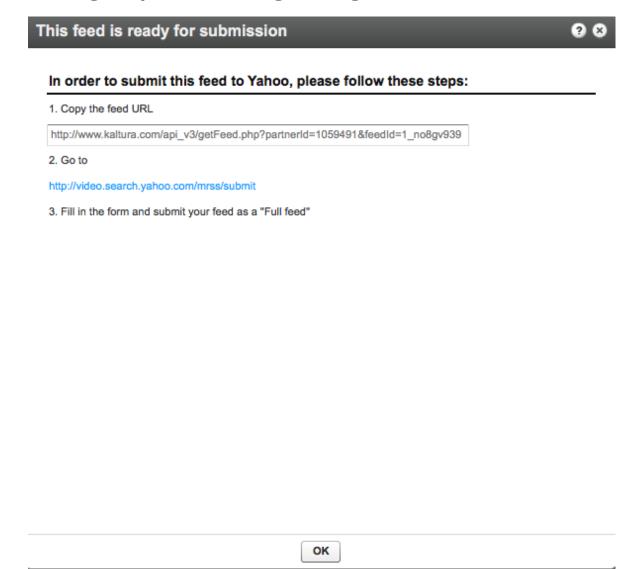
https://support.google.com/webmasters/answer/183668?hl=en&ref\_topic=4581190.

## **Syndicating to Bing**

Syndicating to Bing in the KMC is used mainly to create standard MRSS feeds. Bing syndication can also be used to create site maps to submit into Bing search engines for indexing.

### **Bing Webmaster Tasks**

**☐** To configure syndication settings for Bing

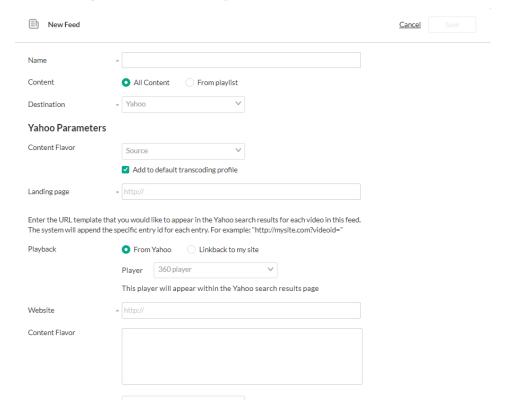


- 1. Copy the feed URL. http://www.bing.com/toolbox/webmaster.
- 2. Submit the Feed URL http://search.yahoo.com.mrss/submit.

## **KMC Publisher Tasks for Bing Syndication**

**☐** To configure syndication settings for Bing

- 1. Configure the Syndication Settings. See Setting Up Syndication.
- **2.** Select Bing from the Destination drop-down menu. The Bing parameters are displayed.
- **3.** Enter the Bing Parameters, see Bing: Feed Parameters and click Save.



To submit the sitemap from inside your Bing Webmaster Tools account, submit it either directly from the Sitemap widget on your site's Dashboard or from within the full-fledged Sitemaps feature.

For more information see Bing - https://www.bing.com/webmaster/help/how-to-submit-sitemaps-82a15bd4

#### **Bing: 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 Bing search results for each video in this feed. The system will append the specific entry ID for each entry.
Playback	Select if you prefer for Bing to display a link to your website only or also if you'd like Bing to display the

Field	Description
	actual video directly within the search results page. If you allow Bing 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.
Player	
Website	
Content Flavor	

## **Syndicating to iTunes**

#### **iTunes Webmaster Tasks**

#### **To submit the video feed to iTunes**

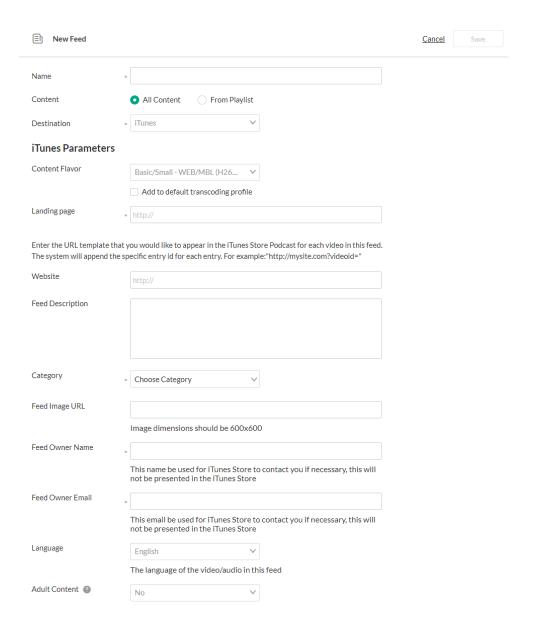
- 1. Copy the feed URL. https://podcastsconnect.apple.com/my-podcasts/new-feed
- 2. Click Submit to submit the Feed URL.

### **KMC Publisher Tasks for iTunes Syndication**

Syndicating to iTunes in the KMC is used mainly to create standard MRSS feeds.

### **☐** To configure syndication settings for iTunes

- **1.** Configure the Syndication Settings. See Setting Up Syndication.
- **2.** Select iTunes from the Destination drop-down menu. The iTunes parameters are displayed.
- 3. Enter the iTunes Parameters, see iTunes Feed Parameters and click Save.



#### **iTunes: 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 Bing search results for each video in this feed. The system will append the specific entry ID for each entry.

Field	Description
Website	Enter the URL template that you would like to appear in the iTunes Store Podcast for each video in this feed. The system will append the specific entry id for each entry. For example: "http://mysite.com?videoid="
Feed Description	Enter a description.
Category	Choose a category from the drop-down list
Feed Image URL	Image dimensions should be 600x600
Feed Owner Name	This name be used for iTunes Store to contact you if necessary, this will not be presented in the iTunes Store
Feed Owner Email	This email be used for iTunes Store to contact you if necessary, this will not be presented in the iTunes Store
Language	The language of the video/audio in this feed
Adult Content	Set to Yes or No.

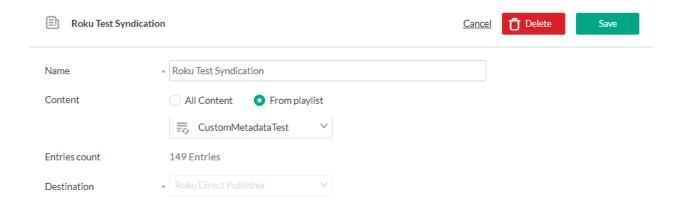
## **Syndicating to Roku Direct Publisher**

Syndicating to Roku in the KMC is used mainly to create standard MRSS feeds. Roku syndication can also be used to create site maps to submit into Roku search engines for indexing.

## **KMC Publisher Tasks for Roku Syndication**

#### **☐** To configure syndication settings for Roku

- **1.** Configure the Syndication Settings. See Setting Up Syndication.
- **2.** Select Roku from the Destination drop-down menu. The Roku parameters are displayed.



Follow the instructions in the article Setting up a Roku Channel in the Kaltura Solution using Roku Direct Publisher for more information.

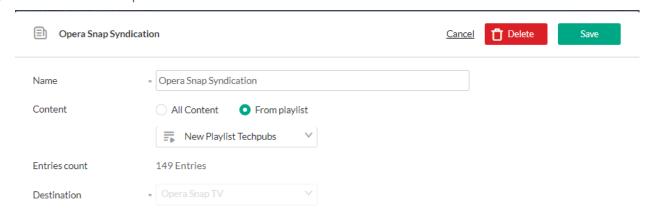
### **Syndicating to VEWD Snap**

Syndicating to VEWD TV in the KMC is used mainly to create standard MRSS feeds. VEWD TV syndication can also be used to create site maps to submit into VEWD TV search engines for indexing.

### **KMC Publisher Tasks for VEWD TV Syndication**

#### **☐** To configure syndication settings for VEWD TV

- 1. Configure the Syndication Settings. See Setting Up Syndication.
- **2.** Select VEWD TV from the Destination drop-down menu. The VEWD TV parameters are displayed.
- **3.** Enter the VEWD TV parameters and click Save.



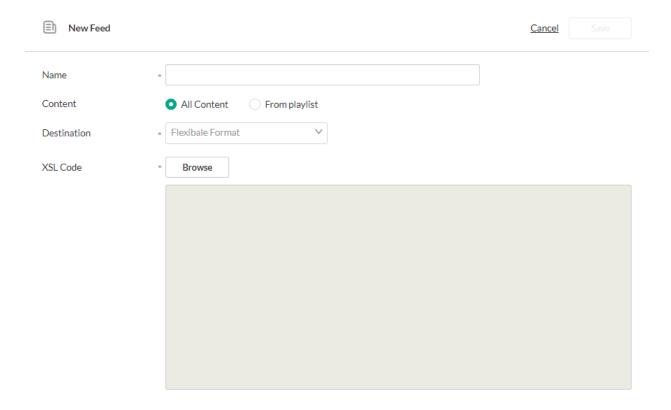
Follow the instructions in the article Setting up a Vewd TV Channel in the Kaltura Solution using Vewd Snap.

#### **Flexible Feed Format**

Developers may create custom syndication feeds. You can customize syndication feeds by creating an XSLT.

Flexible feed format allows for greater flexibility for creating syndication feeds. You can transform your feed into any format programmatically and include additional data such as custom data fields, system data fields, and other fields. For example, you may want to re-format a standard MRSS field, to move a media item's description place, or, for example, add the entry duration.

Flexible feed format allows you to determine what content goes into the feed field and the location of the field. You can change the structure and the content of the feed.

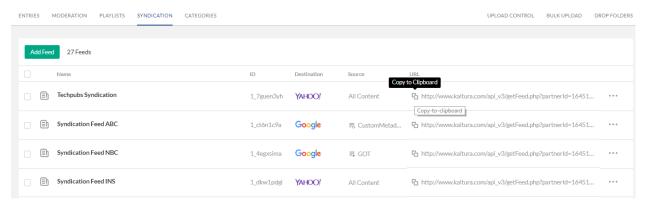


Field	Description
XSL Code	Browse to the XSLT file to upload.

### ■ To view the syndication feed XML

**1.** Go to the Content tab and select the Syndication tab.

2. Click on the Copy to Clipboard icon next to the feed you want to display.



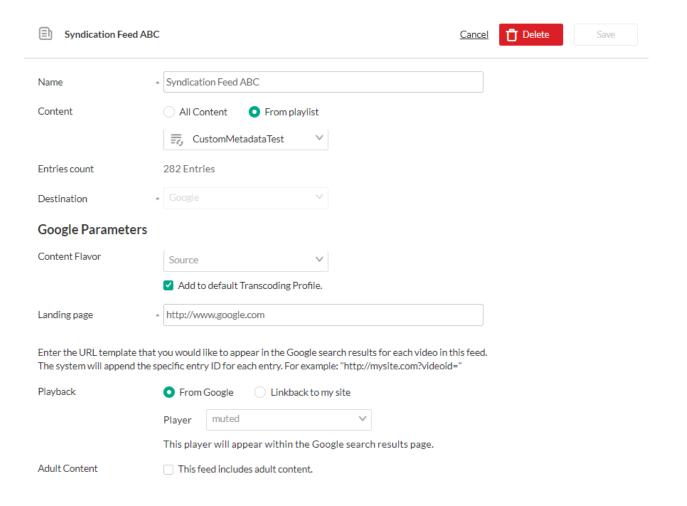
#### **☐** To edit the Syndication configuration

- **1.** Go to the Content tab and select the Syndication tab.
- 2. Select Edit from the Actions menu (3 dots) to edit a syndication feed.
- **3.** To delete a feed, select Delete from the Actions menu (3 dots). A confirmation message is displayed.
- **4.** Edit the relevant fields and click Save.

  The following example shows a Google syndication feed that is being distributed for entries with Custom Metadata Data only.

#### To delete a Syndication feed

- **1.** Go to the Content tab and select the Syndication tab.
- 2. Check the feed you want to delete.
- 3. Select the Trash can icon to delete.



### **☐** To bulk delete multiple syndication feeds

- **1.** Go to the Content tab and select the Syndication tab.
- 2. Check the boxes near the feeds you want to delete.
- 3. Select the Trash can icon to delete.

#### **SECTION 14**

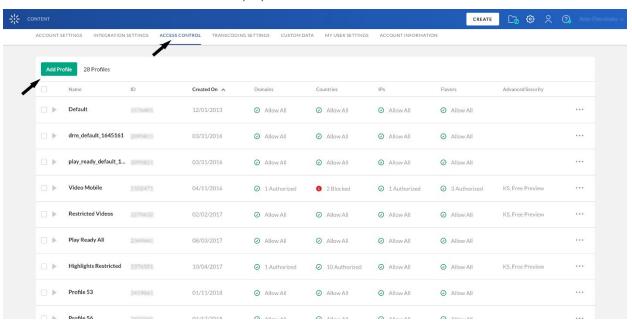
# **Managing Access Control Profiles**

This section contains the following topics:

- Creating an Access Profile
- Assigning an Access Control Profile to an Entry

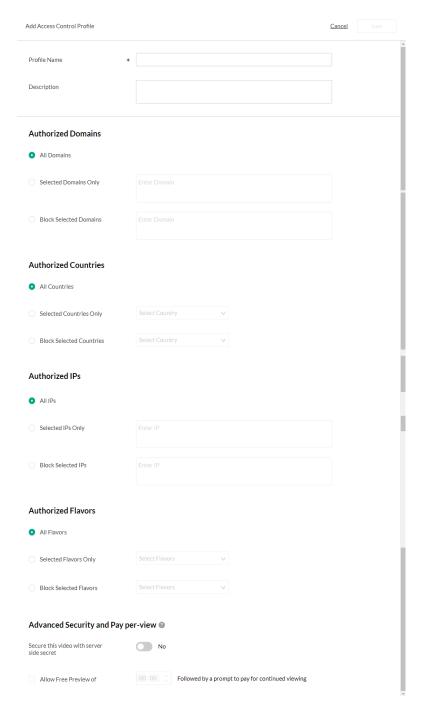
## **Creating an Access Profile**

- To create an access control profile
- **1.** Select the Settings icon and select the Access Control tab. The Access Control Profiles window is displayed.



2. Click Add Profile.

The Add Access Control Profile window is displayed.



**3.** Enter an informative Profile Name and Description for the profile.

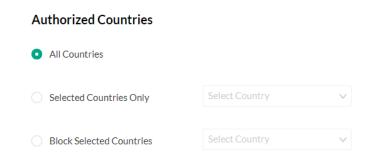
Block Selected Domains



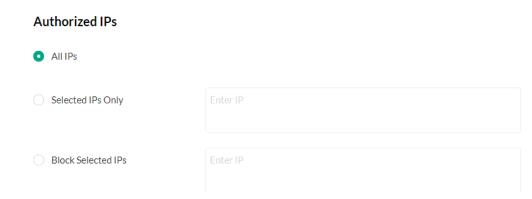
**4.** Configure the Authorized Domains. See Restricting Domains.



**5.** Configure the Authorized Countries. See Restricting Countries for Viewing.



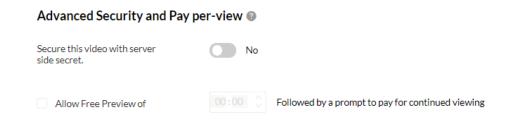
**6.** Configure the Authorized IP Addresses. See Restricting Views by IP Address.



**7.** Configure the Authorized Flavors. See Restricting Access for Specific Flavors.



**8.** Configure the Advanced Security and Pay per-view options. See Restricting Views with a Kaltura Session .



9. Click Save.

## **Editing an Access Profile**

### **☐** To edit an access control profile

- **1.** Select the Settings icon and then select the Access Control tab. The Access Control Profiles window is displayed.
- **2.** Click on the 3 dots on the right and select Edit to edit. The Edit Access Control Profile window is displayed.

**3.** Modify the profile according to the sections described in Creating an Access Profile.

#### **Restricting Domains**

Kaltura's Access Control mechanism provides the means to restrict content playback from specific domains. This is useful to prevent scraping of content from your website or re-sharing of content on other sites that are not yours.

Domain restrictions allow you to define a "white list" of domains that allow only playback attempts of content placed on these domains to be granted. In the same manner a "black list" can be defined performing the opposite constraint. Any playback attempt from these domains will be denied. You can create a combination of both "white listed" and "black listed" domains.

#### **To restrict content to specific domains.**

In the **Authorized Domains** section, select one of the following options:

- Toggle All Domains content will display in all domains.
- Toggle Selected Domains Only enter a site or list of approved sites that can display Kaltura content. See Add or Remove a Domain.
- Toggle Block Selected Domains enter a domain or list of approved of domains that are not allowed to display Kaltura content. See Add or Remove a Domain.

#### **To restrict content to specific domains.**

In the **Authorized Domains** section, select one of the following options:

- Toggle All Domains content will display in all domains.
- Toggle Selected Domains Only enter a site or list of approved sites that can display Kaltura content. See Add or Remove a Domain.
- Toggle Block Selected Domains enter a domain or list of approved of domains that are not allowed to display Kaltura content. See Add or Remove a Domain.

### **Adding or Removing a Domain**

#### To add a domain

• In the Selected Domains Only section, enter the domain(s) you want to authorize. Click Enter after each domain you add.

#### **■** To remove a domain

Select a domain from the listed domains and press Enter.

#### **Restricting Countries for Viewing**

Geographic restrictions, like domain restrictions, allow you to define a "white list" or a "black list" of specific geographical locations, limiting or enabling playback attempts of content for users located in

these locations. For example, a Kaltura Player entry assigned with geo-restrictions where the white list contains only Spain can be placed on any domain but will only be playable by viewers located in Spain.

#### **■ To restrict content to specific countries**

In the New/Edit Access Control Profile window, scroll down to the **Authorized Countries** section. Select one of the following options:

- Toggle All Countries
   – content will be displayed in all countries.
- Toggle Selected Countries Only select a country or list of approved countries that will display content. See Add or Remove Geographic Regions (Countries).
- Toggle Block Selected Countries enter a country or list of approved of countries to exclude. See Add or Remove Geographic Regions (Countries).

#### **Adding or Removing Geographic Regions (Countries)**

#### **■** To add a geographic region

- In the New/Edit Access Control Profile window, scroll down to the Authorized Countries section. Select one of the following options:
- **2.** Toggle Selected Countries and use the drop-down menu to select the countries from the Countries List.
- 3. Click Save.

#### **■** To remove a geographic region

- **1.** In the New/Edit Access Control Profile window, scroll down to the **Authorized Countries** section. Select one of the following options:
- **2.** Toggle Selected Countries and use the drop-down menu to select and remove the countries from the Countries List.
- **3.** Use the arrow buttons to transfer the selected countries to the Allowed Countries.
- 4. Click Save.

#### **■** To block selected countries

- 1. In the New/Edit Access Control Profile window, scroll down to the Authorized Countries section.
- **2.** Toggle Block Selected Countries and use the drop-down menu to select and remove the countries from the Countries List.
- 3. Click Save.

### **Restricting Views by IP Address**

You can restrict content view by IP addresses or ranges and determine which IP ranges will be allowed to view the content.

### **☐ To restrict Views by IP Address**

In the New/Edit Access Control Profile window, scroll down to the **Authorized IPs** section. Select one of the following options:

- Toggle All IPs content will be displayed for all IP addresses.
- Toggle Selected IPs Only select a range of approved IPs that will display content. See Add or Remove IP Addresses.
- Toggle Block Selected IPs enter a range of approved IPs that should be excluded from content viewing. See Add or Remove IP Addresses.

#### **Adding or Removing IP Addresses**

#### **□** To add IP addresses

- **1.** In the New/Edit Access Control Profile window, scroll down to the **Authorized IPs** section. Toggle Selected IPs and enter the IPs.
- 2. Click Save.

#### To remove IP addresses

- In the New/Edit Access Control Profile window, scroll down to the Authorized IPs section. Toggle Block Selected IPs.
- **2.** Click on the x of the IP address to remove. A warning message is displayed.
- 3. Click Yes.

#### **Restricting Access for Specific Flavors**

You can restrict content view by flavors and determine which flavors will be allowed for playback and download authorization and for DRM licensing authorization when applicable. The access control flavor authorization enables you to define restriction rules that are enforced by the Kaltura server, adding a stronger level of security to player tag-based flavor controls.

#### **☐** To restrict access for specific flavors

In the New/Edit Access Control Profile window, scroll down to the **Authorized Flavors** section. Select one of the following options:

- All Flavors content will not be restricted by access control for any flavors
- Toggle Only flavors defined in the following list select the approved flavors that will display content. See Adding or Blocking Flavors.
- Toggle Block flavors defined in the following list select the approved flavors that should be excluded from content viewing. See Adding or Blocking Flavors.

### **Adding or Blocking Flavors**

To add or block flavors

- 1. In the New/Edit Access Control Profile window, scroll down to the **Authorized Flavors** section.
- 2. Toggle All Flavors— content will be displayed for all flavors.
- **3.** Toggle Selected Flavors Only select the flavors from the drop-down list that will display content.
- **4.** Toggle Block Selected Flavors- select the flavors from the drop-down menu that will be blocked from displaying.
- **5.** Click Save.

#### **■** To remove flavors

- 1. In the New/Edit Access Control Profile window, scroll down to the Authorized Flavors section.
- 2. Click on the X for the flavor you want to move from the restricted list.
- 3. Click Save.

## **Restricting Views with a Kaltura Session**

Often, the user authentication/entitlement mechanism that decides whether a user is entitled to access a specific media entry or not, will reside outside of Kaltura. When the authentication mechanism resides outside Kaltura, we recommend that you use an Advanced Kaltura Session (KS) based Access Control mechanism, that permits access to the media only when a valid Kaltura Session is provided. The external entitlement mechanism will then generate the valid Kaltura Session when users should be permitted to view the content.

The session is created using a secret. The external entitlement mechanism will then generate the valid KS when users should be permitted to view the content. Common examples include -

When implementing paid content where the payment gateway is not Kaltura, the server processing the payment will be the mechanism deciding on entitlement. After the payment is processed, the payment server creates a valid Kaltura Session by calling the Kaltura API and passes that KS to the Kaltura player.

When implementing a single-sign-on and permissions mechanism using LDAP or other authentication mechanism outside of Kaltura, the server responsible for user authentication contains the entitlement logic. The authentication server will call the Kaltura API and generate a valid KS when appropriate.

A Kaltura Player marked with tokenized access requires a "session token" to be created and provided during every playback. A session token can only be created by a developer possessing valid credentials and expires after a limited amount of time. Thus, even if an attempt to grab the item's direct URL is successful, the playback session will soon expire and without possession of the valid credentials, regeneration of a new token will not be possible.

This option is useful to prevent scraping of content from your website or re-sharing of content on other sites that are not yours and provides an additional amount of security to content display.

### **Pay-Per-View**

You can enable paid programming with a video preview, and easy, on-the-fly payment options for full video access.

**☐** To create a Kaltura Session restriction to view content

• Check Secure viewing of this video with Kaltura Session (KS).

#### **☐** To enable a free preview

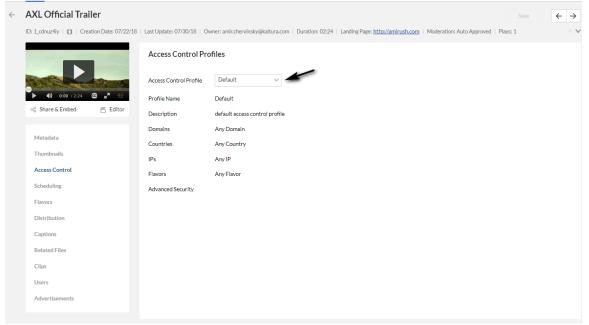
- 1. Check Free Preview.
- 2. Enter the amount of time in seconds for the free preview display.

## **Assigning an Access Control Profile to an Entry**

You can assign an Access Control Profile to a single entry or to multiple entries via bulk upload.

#### ■ To assign an access control profile to an entry

- 1. Go to Content tab and select the Entries tab.
- 2. Click on the entry to which you want to assign an Access Control Profile.
- **3.** Go to the Access Control tab and select an existing profile from the drop-down menu.



4. Click Save.

## **Assigning an Access Profile to a Bulk Upload**

A default access profile is included with the KMC. After you create an Access Profile, an ID is created and listed in the Access Control page.

### ■ To assign an access profile to a bulk upload

- Set the ID from the Access Control List to the accessControlProfileId in your CSV
- Set the profile ID from the Access Control List to the accessControlId in your XML file.

Managing Access Control Profiles

#### **CHAPTER 15**

# **Advertising and Ad Networks**

This section contains the following topics:

- Overview of Advertising with Kaltura
- Connecting with an Ad Server
- Creating Kaltura Video Ads
- Adding the VAST Ad Server
- Configuring VAST Ads
- Creating Bumper Ads
- Configuring Third Party Ad Plugins
- Configuring Companion Ads

See Monetization - Configuring the Player Advertising Settings in the Universal Studio for information about advertising using the Universal Studio players.

## **Overview of Advertising with Kaltura**

Kaltura's monetization features contain a comprehensive set of advertising tools, pay-per—view, subscription models, and built-in reports that let you optimize your strategy based on viewer behavior.

You can target viewers with ads on live videos or VOD, and across multiple devices such as mobile, PC and set-top-box. With support for a wide range of video ad formats (including all major IAB standards), and integrated plugins for video ad networks, such as Google DoubleClick DART, FreeWheel, and others, managing you can optimize your monetization.

The Kaltura Player supports HTML video ads and overlay ads. The Kaltura Player is VAST-compliant, supports custom SWFs, and has plugins for FreeWheel and DoubleClick.

### **Player Branding**

Players can be designed and skinned to match any brand and used for your own brand or for advertisers on your site. See Configure the Player Features.

## **Connecting with an Ad Server**

Integrating your Ad Server with the KMC is a one-time activity performed when you initially set up video advertising. The ad server must be VAST compliant or available as a Kaltura plugin. You may also create a custom swf for the Kaltura Player to support.

After you have selected an ad server and set up an account with that ad server, you integrate the ad server with the KMC by establishing a connection between that ad server and KMC. After the connection

is established, all ad requests generated by the Kaltura—Dynamic—Player are in a format which the ad server expects, allowing seamless communication between the Kaltura Player and the ad server.

The Digital Video Ad Serving Template (VAST) is an industry standard for the XML response from an ad server. Most of the leading Ad Servers and Ad Networks are VAST compliant, and support IAB standard (VAST 1.0 / VAST 2.0 and VAST 3.0).

Popular ad servers include DoubleClick, Dart For Publisher (DFP), Microsoft Atlas, OpenX, ScanScout. To see the full list of servers and networks that comply with VAST, refer to the IAB website:

http://www.iab.net/iab\_products\_and\_industry\_services/508676/compliance/679253

In general, ads, tracking, scheduling, and other parameters, are configured on the ad server side. With VAST, other parameters need to be configured through the KMC or Kaltura Player. Ad parameters are configured through the Studio tab in the KMC.

### **Kaltura Player and Ad Plugins**

Kaltura partners can create a custom .swf file to stream ads from their own ad server to the Kaltura Player. The .swf file acts as an ad plugin. The configured key-value pairs must be defined to play the relevant ads.

You must subscribe to an ad server and configure the ads on the ad server side.

#### **Supported Ad Servers**

All VAST compliant ad servers are supported. For more information see Kaltura's Generic Ads Player Plugin for VAST.

The Kaltura Player supports all VAST compliant ad servers and the following ad plugins:

- DoubleClick
- FreeWheel

### **Ad Terminology**

**Ad tracking** – the ability to define which/if ads play based on specific metadata.

Overlay – an ad that appears as an image (usually with text) over a video, while the video is playing.

**Video ad**— a banner ad that accompanies the ad that plays over the video player — this can either be in the list area of the playlist or somewhere else on the HTML page.

**Ad Tag URL** – a URL that is XML that contains all the information about the ad(s) that should be displayed. VAST works with an ad tag URL system. The XML needs to conform to VAST standard to be considered "VAST-compatible" and must contain the proper tags.

The following is an example of a VAST ad tag URL:

 $http://pubads.g.doubleclick.net/gampad/ads?sz=640x480\&iu=/124319096/external/single\_ad\_samples\&ciu\_szs=300x250\&impl=s\&gdfp\_req=1\&env=vp\&output=xml\_vast2\&unviewed\_position\_start=1\&cust\_params=sample\_ct%3Dlinear\&correlator=$ 

To see the example, insert the following URL into your browser.

**Ad Cue Points** – time-based points on an entry that can be used to view advertisements on the Kaltura Video Editing Tools Timeline.

## **Creating Kaltura Video Ads**

The following types of ads may be configured:

- VAST Ads
- Other Service Provider Ads

## **Configuring VAST Ads**

Add the Vast tag to an entry.

Configure the Player.

#### **☐** To configure VAST Ads on an entry

- 1. Go to the Content tab and click on the Entries tab.
- 2. Click on the entry and select the 'Advertisements' tab.
- 3. Click Manage Advertisements'
- 4. Click the '+' button in the player
- 5. Select 'Video Ad'.
- 6. Select. Add Name and enter the name for your ad.
- 7. Add the ad URL: for example

http://pubads.g.doubleclick.net/gampad/ads?sz=640x480&iu=/124319096/external/single\_ad\_samples&ciu\_szs=300x250&impl=s&gdfp\_req=1&env=vp&output=xml\_vast2&unviewed\_position\_start=1&cust\_params=sample\_ct%3Dlinear&correlator=

- 5. Click 'Add'.
- 6. Click Save'.



**NOTE:** If you want to add an additional URL, you will need to change the number in 'correlator=' (in the end of the link)

### **☐** To configure a player to display ads.

- **1.** Go to the Studio tab (near Content tab)
- 2. Click 'Add New Player'
- **3.** Enter the player name.
- **4.** Go to the Monetization section \$.
- **5.** Check the Double Click' checkbox and expand the 'Double Click' option
- **6.** Click on the 'Vast Trafficking' tab (towards the bottom of the available Double Click options)

- 7. Check the 'Track cue points' checkbox
- 8. Click 'Save Player Settings'

#### **■** To playback the video with the ads

- 1. Go to the Content tab and select Entries.
- 2. Select Share and Embed from the Actions menu of the entry you set ads for.
- **3.** In the 'Select Player' dropdown, choose the player you created to display ads.
- 4. Click Play.

The ads you set at the configured cue points in the editor are played at their set times.

## **Troubleshooting**

Here are a few helpful steps to configure advertising:

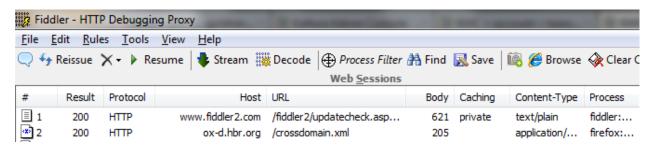
#### For VAST Ads:

- 1. Check that you have a working ad tag URL. Be certain that VAST 3.0, 2.0., 1.0 are also supported for the media file content.
- An example of a working ad tag URL is at: http://ox-d.hbr.org/v/1.0/av?auid=35998
- In addition to this, a very helpful site that has working VAST ad tag URLs can be found here: http://www.iab.net/iab\_products\_and\_industry\_services/508676/digitalvideo/vast/vast\_xml\_sam ples .
- Put the ad tag URL in your browser. You should see an XML that clearly shows that it is a VAST XML. Various other criteria will appear in the URL. An important tag to look for is the media file. Take the URL of the media file and make sure it plays properly.

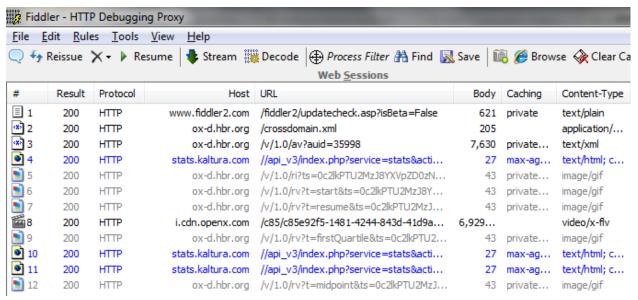
```
<VAST xmlns:xsi="http://www.w3.org/2001/XMLSchema-instance"
xsi:noNamespaceSchemaLocation="vast.xsd" version="2.0">
```

```
<MediaFiles>
<MediaFile id="GDFP" delivery="progressive" width="1280" height="720"
    type="video/mp4" bitrate="450" scalable="true" maintainAspectRatio="true">
<![CDATA[
http://redirector.gvt1.com/videoplayback/id/a33fc5b2685eb16e/itag/15/source/gfp_video
    _ads/acao/yes/mime/video%2Fmp4/ip/0.0.0.0/ipbits/0/expire/1528382128/sparams/ip,ip
    bits,expire,id,itag,source,acao,mime/signature/45B36084A2A8C3202CCC2354F34826EDCF2
    0274F.A7AE831F6E09FFAE6CCC9553DF892F5C50CB9766/key/ck2/file/file.mp4
]]>
```

- If the URL is not a VAST XML or if the media file does not play properly, create a working VAST XML with a working media file on your ad server.
- If the VAST ad tag URL looks valid and the media file plays properly, the next step is to go to Fiddler or Inspect Element. (Debugger) The first important thing to look for here is to make sure that the crossdomain is working properly. Here is a working Fiddler response:



- 2. If the Crossdomain request/response is red or has some abnormal result like 404, you will need to enable your domain's crossdomain to allow Kaltura to access it. Here is Kaltura's crossdomain.xml, which can be provided as an example of a proper crossdomain.xml: <a href="http://www.kaltura.com/crossdomain.xml">http://www.kaltura.com/crossdomain.xml</a>.
- 3. The next steps are to make sure that the ad is properly being called via Fiddler:



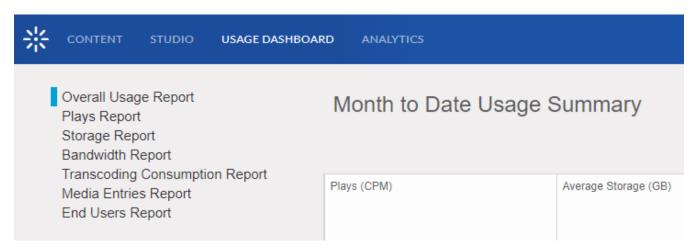
#### **SECTION 16**

# **Usage Dashboard**

This release of KMC displays the Usage Dashboard for user reports. The Usage Dashboard menu is displayed when it is configured by your administrator.



**NOTE: The Usage Dashboard is** available for VPaaS customers only. Please contact your customer representative for more information.



The following reports are generated:

- Overall Usage Report
- Plays Report
- Storage Report
- Bandwidth Report
- Transcoding Consumption Report
- Media Entries Report
- End Users Report

Each report may be exported to a CSV file. For more information see the article Usage Dashboard Information Guide for VPaaS Customers.

#### **SECTION 17**

# **KMC Analytics Dashboards**

KMC analytics dashboards provide admins with detailed dashboards, showing in-depth, granular data and actionable insights, on their audience engagement and video usage. Admins can use these dashboards to optimize their video content and performance and ensure their KPIs are met.

The *Analytics* tab in KMC includes the following dashboards:

- Audience Analytics How users consume and engage with content?
- Contributors Who are the users that are creating content? and with what tools?
- Usage System reports including BW, storage and transcoding consumption
- Live Kaltura Live Analytics Dashboard of live events that were live in the past 36 hours
- Entry Level Analytics Dashboard analyzing a specific entry

Admins can use these dashboards to understand how users are viewing and creating video across their organization. Each dashboard includes tools for filtering and slicing the data, to identify trends and seasonality.

Use the Analytics tab to track and display analytical information for bandwidth usage, video content usage and to produce user and community reports. You can extract and analyze data from the publisher level to information for a specific user as well as from account's content level to any specific entry.